



AURORA REWARDS 4th ANNIVERSARY SWEEPSTAKES CONTEST RULES

ARTICLE 1-SPONSOR AND PRIZE SUPPLIER

1.1 Sponsor

The Sponsor of the Aurora Rewards 4th Anniversary Sweepstakes Contest ("Contest") is Canadian North.

ARTICLE 2 – ELIGIBILITY

2.1 Residency, Eligibility & Age

The Contest is open to residents of Canada who have reached the age of majority in the jurisdiction in which they reside, excluding: residents of Quebec; employees of Canadian North; Canadian North's promotional agencies; and Officers and Directors of Canadian North and its parent company. Immediate family members of employees of Canadian North, and Canadian North's promotional agencies, and persons domiciled with employees or immediate family members of these entities are also not eligible to participate in the Contest.

2.2 Void Where Prohibited

The Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited by law.

2.3 No Purchase Necessary

No purchase is necessary to enter the Contest

ARTICLE 3– HOW TO WIN

3.1 Entry

There are three ways to be entered into the Contest:

- 1) Enrolling in the Aurora Rewards program. Customers may enroll online at www.canadiannorth.com/join.php or by calling 1-800-661-1505. There is no fee to enroll in the Aurora Rewards program. Enrolling in Aurora Rewards will allow (1) entry into the Contest.
- 2) Booking a scheduled flight operated by Canadian North as an Aurora Rewards member during the Contest Period. Each flight purchased will allow (1) entry into the Contest. Aurora Rewards members must provide their Aurora Rewards number at the time of booking.
- 3) Completing an online entry ballot during the Contest Period, available at <https://aurorarewards.com/offeremail.php?ofofferid=167>. Entrants may enter the Contest by this method of entry only once.

3.2 Contest Period

The duration of the Contest is from April 16, 2018 at 12:01 a.m. MT to May 15, 2018 at 11:59 p.m. MT.

3.3 Skill-Testing Question

In order to be declared a winner, the selected entrants will be required to correctly answer a mathematical skill-testing question, unaided.

3.4 Contest Publicity

The winner agrees to the use of his or her name, place of residence, image, voice and likeness in any advertising, promotional and publicity activities carried out by Canadian North relating to the Contest, such use to be available to Canadian North free of charge and without further consideration or compensation to the winner, unless prohibited by law.

3.5 Odds of Winning

The odds of winning are dependent upon the number of people who participate.

3.6 Contest Draw

A random draw amongst all eligible entries will be held at Canadian North's office – 200, 580 Palmer Road N.E. Calgary, AB T2E 7R3 during the last two weeks of May, 2018.

3.7 Contact of Winner

The winner will be contacted at the telephone number provided on their profile. If the selected entrant cannot be reached personally without leaving a message within two weeks of the first phone call made and a minimum of three (3) attempts by Canadian North, they will forfeit their eligibility for the prize.

ARTICLE 4 – AVAILABLE PRIZE

4.1 Prizing

There are (4) identical prizes available to be won:

- 1) 40,000 Aurora Rewards Bonus Points.
- 2) 40,000 Aurora Rewards Bonus Points.
- 3) 40,000 Aurora Rewards Bonus Points.
- 4) 40,000 Aurora Rewards Bonus Points.

Each winner is eligible to win one (1) prize only.

ARTICLE 5– THE CONTEST & YOUR PRIVACY

5.1 Collection & Use of Information

By entering the Contest, all entrants consent to the collection by Canadian North of personal information. The personal information will be used for publication purposes relating to the Contest and to contact the winner.

This personal information may also be used by Canadian North for the purpose of providing improved marketing. As such, by entering the Contest, all entrants consent to the use of the information provided

during enrollment in the Aurora Rewards Program for the purposes of disseminating marketing materials, such as brochures, pamphlets and electronic messages, via mail, internet, e-mail, or phone.

5.2 Disclosure of Personal Information

Information collected may be disclosed by Canadian North: to a person who Canadian North is satisfied is requesting the information of your behalf; to other business units of Canadian North to help serve you better; or to entities as permitted or required by law.

5.3 Access to Information

If you have any questions or concerns about the collection of your personal information, or to access your personal information, please contact Canadian North at:

Manager of Privacy Compliance
Canadian North
101 - 3731 - 52 Ave E
Edmonton, AB
T9E 0V4 Canada
Phone: 780-890-8600
E-mail: websupport@canadiannorth.com

ARTICLE 6 – MISCELLANEOUS

6.1 Additional Conditions of Participation

By participating in this Contest, each entrant accepts and agrees to these official Contest rules, which shall be final and legally binding on entrants in all matters relating to this Contest. By entering the Contest, the winner agrees, if so requested by Canadian North, to sign a standard form of declaration and release confirming compliance with the Contest Rules and releasing Canadian North and Persuade Loyalty, their respective employees, agents, partners, business affiliates, and promotional agencies, from any liability connected to this Contest or Prize.

6.2 Indemnification

By entering the Contest, each and every entrant agrees to fully indemnify Canadian North and Persuade Loyalty, their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents from any and all claims by third parties, without limitation, relating to participation in the Contest or the acceptance or use of the Prize.

6.3 Limitation of Liability

By entering this Contest, each entrant acknowledges and agrees that Canadian North and Persuade Loyalty, their respective affiliated companies, agencies, officers, directors, employees, and agents: (i) shall have no liability of any kind whatsoever with respect to this Contest and/or the awarding or use of the Prize, (ii) make no warranty, guaranty or representation of any kind concerning the Prize, (iii) disclaim any implied warranty, and (iv) are not liable for injury, loss, or damage of any kind resulting from the entrant's acceptance or use of the Prize or otherwise from such entry or participation in the Contest.

6.4 Decisions Final

All decisions of Canadian North in connection with this Contest are final. Canadian North reserves the right to change or amend the terms of this Contest or terminate it at any time, in its sole discretion without prior notice. The prize must be accepted as awarded. The Prize is not transferable.

6.5 Governing Law

All issues and questions concerning the construction, validity, interpretation and enforceability of these official Contest rules or the rights and obligations of an entrant and Canadian North in connection with the Contest shall be governed by and construed in accordance with the laws of Alberta and the laws of Canada applicable therein. All disputes or claims arising from or relating to the Contest or the selection or use of the Prize shall be exclusively determined by the Courts of the Province of Alberta and, by entering the Contest, all Contest entrants have agreed to attorn to the jurisdiction of the Courts of the Province of Alberta.