

CORBY SPIRIT AND WINE LIMITED

Polar Ice Party Pics Contest – CONTEST RULES AND REGULATIONS

1. ELIGIBILITY.

The sponsor of this contest is Corby Spirit and Wine Limited (the “Sponsor”). This Contest is open to all legal residents of Canada, excluding Quebec. To enter and be eligible to win, a person must be of legal drinking age in their province of residence at time of entry, and must not be an employee of, or member of the immediate family of an employee, or domiciled with an employee of: the Sponsor, provincial liquor boards, provincial liquor agencies, retailers and their employees (the “Liquor Boards”), liquor licensees, the contest agency (the “independent contest organization”), prize suppliers, or their respective agents or associated companies. Void where prohibited by law.

2, CONTEST PERIOD.

The Polar Ice Vodka Party Pics Contest (the “Contest”) begins at 12:01:01 a.m. PST on September 10, 2015 and ends at 11:59:59 p.m. PST on September 21, 2015 (the “Contest Period”).

The Sponsor will issue six (6) distinct Party Pic Challenges (“Challenge”) over the course of the Contest Period. Each Challenge will operate as a standalone mini-sweepstakes with applicable entry start and deadline dates (each, a “Challenge Period”), as follows:

Challenge Periods	Entry Start Date (at 12:01:01 a.m. PST)	Entry Deadline Date (at 11:59:59 p.m. PST)
Party Pic Challenge #1	9/10/2015	9/12/2015
Party Pic Challenge #2	9/12/2015	9/14/2015
Party Pic Challenge #3	9/13/2015	9/15/2015
Party Pic Challenge #4	9/17/2015	9/19/2015
Party Pic Challenge #5	9/18/2015	9/20/2015
Party Pic Challenge #6	9/19/2015	9/21/2015

3. HOW TO ENTER:

Follow @PolarIceVodka on www.instagram.com.

Each Challenge will consist of five (5) Party Pic Themes (“Themes”) posted on instagram.com/polaricevodka. To enter a Challenge:

- i. take a photo that responds to at least one of that Challenge’s five (5) Themes within that Challenge’s respective Challenge Period;
- ii. tag the photo with @PolarIceVodka and #PolarPics; and
- iii. share the photo publicly on Instagram.

Limit one (1) entry per Instagram handle per Theme, for a maximum aggregate total of five (5) entries per Challenge during the Contest Period. Each Theme is unique and a submission made for a particular Theme within a Challenge does not count as an entry for another Theme within that Challenge nor any other Theme in a prior or subsequent Challenge.

Entries generated by script, macro or other automated means and entries by any means which subvert the entry process are void. By entering the Contest, each entrant agrees to abide by these contest rules & regulations (“Contest Rules”), which are also available at <http://polarice.ca/>.

3. NO PURCHASE NECESSARY.

4. PRIZE(S).

One (1) winner will be selected for each Challenge, with the exception of Challenge#6 where two (2) winners will be selected. Each winner will receive one (1) Visa® gift card with a prepaid value of \$1,000 CAD, comprising a total prize pool of seven (7) Visa® gift cards with prepaid value of \$1,000 CAD across the entire Contest. Limit one (1) prize per Contest entrant.

Prizes must be accepted as awarded, cannot be sold, modified or transferred. The winner shall not be entitled to receive, in cash, certificate or otherwise, the balance of any amount representing the difference between a prize retail value and actual cost. The Sponsor reserves the right to substitute any prizing described above at their discretion. The Sponsor does not make any representations or warranty regarding the Prizes.

5. WINNER SELECTION.

A random draw will be made by an independent contest organization from all eligible entries received by the applicable Entry Deadline Date for each Challenge (specified, below), at the office of the Sponsor located at 225 King Street West, Suite 1100, Toronto.

Challenge Periods	Draw Date (at 12:01:01 p.m. PST)
Party Pic Challenge #1	9/14/2015
Party Pic Challenge #2	9/15/2015
Party Pic Challenge #3	9/16/2015
Party Pic Challenge #4	9/21/2015
Party Pic Challenge #5	9/21/2015
Party Pic Challenge #6	9/22/2015

To be declared a winner, selected entrants will be required to have correctly answered the mathematical skill-testing question unassisted on either the entry materials or the release form and must comply with these Contest Rules. The first eligible person(s) for a Challenge whose name is drawn and who has correctly answered the skill-testing question, will be declared the winner for that particular Challenge. The Sponsor has the right not to select entries and/or have entries removed from social media that in its sole discretion convey irresponsible consumption, are inappropriate, offensive, pornographic, vulgar, suggestive, obscene, abusive, harassing, threatening, racist, sexist, defamatory, feature or promote competing products or infringe third party intellectual property rights. The winners will be notified by social media [Instagram] within two (2) business days. If a selected winner cannot be contacted or fails to respond within ten (10) business days, he or she will forfeit his or her prize, and an alternate winner may be selected, in the sole discretion of the Sponsor and time-permitting. The odds of being selected will depend on the total number of eligible entries received during each Challenge Period. As each Challenge is run and drawn separately, participation in a particular Challenge does not affect the odds of winning any of the other Challenges. All prizes must be accepted as awarded and cannot be exchanged for cash or transferred. All decisions of the Sponsor and the independent contest organization are final.

6. APPLICABLE LAW.

The Contest is subject to all applicable Federal, Provincial and Municipal laws and regulations. Any dispute relating to this Contest must be resolved before the Courts of Province of Ontario sitting in the City of Toronto, Ontario, Canada, and the entrant hereby irrevocably submits and attorns to the original and exclusive jurisdiction of those Courts in respect of any such dispute or matter.

7. PRIVACY & PERSONAL INFORMATION.

By entering the Contest or accepting a prize, entrants consent to the collection, use, storage and distribution of their personal information, including without limitation their name, address, telephone number, age social media posts and/or photograph by the Sponsor, in reference to all matters related to this Contest or in any publicity carried out by them without compensation and agree to abide by the Contest Rules and the decisions of the independent contest organization, and the Sponsor, which are final. Such information is stored for only so long as required to complete the purpose for which it was collected. The entrant's personal information shall not be provided to any third party by the Sponsor without the entrant's consent. If an entrant would like their personal information removed from the Sponsor's database at the conclusion of the Contest, send this request in writing to the Privacy Officer, Corby Spirit and Wine Limited, 1100-225 King Street West, Toronto, Ontario, M5V 3M2. Please see Corby's Privacy Policy at <http://www.corby.ca/Privacy>, for information on its policy towards maintaining the privacy and security of personal information. No further informational or marketing communications will be received by the entrants unless entrants provide the Sponsor with explicit permission to do so by checking the information check-box on the official entry materials. By specifically checking any additional third party information check-box on the official entry materials, entrants consent to that third party using the personal information submitted with such entry including, but not limited to, contacting the entrant in the future to provide electronic newsletters and mailings, and other contests and product and/or service offerings by the third party organization. Please see the third party's privacy policy and/or contact the third party directly to unsubscribe from any future electronic newsletters, mailings and other contests. Receiving informational and marketing communications does not improve the odds to win a prize in the Contest. By specifically checking a communication preference check-box on the official entry materials, the entrant agrees to be contacted via electronic address (e.g. direct message, e-mail, SMS) for the purposes of the administration or advertising of the Contest.

8. RELEASE AND INDEMNIFICATION.

By entering the Contest, each entrant releases and holds harmless the Sponsor, the Liquor Boards, liquor licensees, the independent contest organization, prize suppliers, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees (the "Releasees") from any and all liability for injuries, loss or damage of any kind whatsoever including without limitation personal injury, death or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Contest, or participation in any prize related activity and agrees to fully indemnify the Sponsor, the Liquor Boards, liquor licensees, prize suppliers, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from claims by third parties without limitation.

9. RELEASE.

Before being declared a winner, the selected entrant will be required to sign one or more declaration, indemnity and release forms in a form acceptable to the persons listed below, confirming compliance with the Contest Rules and acceptance of a prize as awarded and indemnifying and releasing the Sponsor, the Liquor Boards, liquor licensees, the independent contest organization, prize suppliers, their respective agents, representatives and associated companies, and all of their respective directors, officers and employees from any liability in connection with this Contest or occurring as a result of the prizes being awarded.

10. GENERAL.

All entries become the property of the Sponsor who assumes no responsibility for entries that are lost, late, delayed, destroyed or misdirected for any reason whatsoever or for any computer errors or malfunctions. Neither the Sponsor, prize suppliers, the Liquor Boards, liquor licensees or their respective agents shall be responsible for any errors, negligence, losses or damages of any nature whatsoever that may arise or occur in connection with this Contest or a prize. The Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. If for any reason, in the opinion of the Sponsor, in its sole discretion, this Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of this contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its control, the Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend this Contest including canceling any method of entry, and select a winner from previously received eligible entries. The Sponsor reserves the right to modify the Contest Rules without materially affecting the terms and conditions hereof. The Sponsor in its sole discretion, further reserves the right to terminate any on-line portion of the Contest and conduct the drawing from all on-line entries previously received during the Contest Period. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Contest Rules or otherwise in a disruptive manner. Any attempts to deliberately damage any web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Sponsor reserves the right to seek remedies and damages to the fullest extent of the law. The Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with this Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest web site, where applicable. The Sponsor may modify or withdraw this Contest, without liability if any printing/production errors occur, without public notice.

11. LIQUOR BOARDS/AGENCIES/RETAILERS.

The Liquor Boards are not connected with this Contest in any manner whatsoever, and are not liable in any way whatsoever in regard to any matter that relates to this Contest.

12. SOCIAL MEDIA.

Entrants who do not have an Instagram account must register an account on Instagram before being able to enter the Contest. This Contest is in no way sponsored, endorsed or administered by, or associated with Instagram or any other social media service provider. By entering this Contest, entrants release Instagram from any liability in connection with the Contest. Any personal information that the entrant shares with that organization via Instagram entry may be used by it in accordance with its own privacy policy and terms of service.