

2018 Grey Cup Fit Up presented by Sun Life Contest OFFICIAL RULES

- **Contest period**

The “**Grey Cup Fit Up presented by Sun Life contest**” (the “Contest”) begins August 18th, 2018 at 11:59 AM EDT and ends October 28th, 2018 11:59 PM EST (the “Contest Period”). The Contest is sponsored by Sun Life Global Investments (Canada) Inc. (“SLGI”), and CFL Enterprises LP (“CFL”) (the “Contest Sponsors”).

- **Eligibility**

The Contest is open to legal residents of Canada who have reached legal age of majority in their province or territory of residence on or before the Contest Closing Date, (the “Entrant”; collectively the “Entrants”).

You are not eligible if you are an employee of the Contest Sponsors or of any of its affiliates, subsidiaries, parent or related companies, advertising and promotional agencies or parties engaged in the development, production and distribution of materials related to the Contest, or a member of the immediate family or household of any such employee. The expression “immediate family” means spouse, mother, father, sister, brother, son and daughter of the employee.

- **How to enter**

NO PURCHASE NECESSARY

To enter the Contest, visit www.CFL.ca/SunLife and fill out the entry form, during the Contest Period. The Entrant will then be automatically entered in the Contest (the “Entry”; collectively, “Entries”). Entries must be received on or before 11:59 PM EST on October 28th, 2018 (the “Contest Closing Date”).

One (1) Entry per Entrant.

If it is discovered by the Contest Sponsors (using any evidence or other information made available to or otherwise discovered by the Contest Sponsors) that any person has attempted to: (i) obtain more than one (1) Entry (regardless of the method of entry); and/or (ii) use multiple names, multiple identities, multiple accounts, any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Contest Sponsors’ interpretation of the letter and spirit of these rules to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsors.

- **Prize**

There is one (1) grand prize available to be won during the Contest (the “**Prize**”). The Prize consists of (for the confirmed Prize Winner and one (1) of his/her chosen guest) a trip to the 106th Grey Cup game in Edmonton between November 23-26, 2018.

The prize includes:

- roundtrip, economy airfare for two (2) to the Grey Cup host city from a major Canadian gateway city closest to the selected entrant's residence on Friday November 23rd, 2018
- standard, double occupancy room for three (3) nights
- two (2) tickets to the Grey Cup game November 25th, 2018 in Edmonton, AB

The approximate retail value of the Prize is five thousand dollars (\$5,000.00 CAD). The Prize Winner is not entitled to any difference between the actual value of the Prize and the approximate retail value stated herein.

All incidental costs and expenses associated with the Prize that are not specifically referred to herein, including (without limitation) ground transportation to and from the airport/hotel/game, meals, travel and medical insurance, in-flight meals and entertainment, baggage charges, gratuities, incidental and personal hotel expenses, souvenirs and other items of a personal nature are not included and are the responsibility of the Prize Winner and his/her guests.

The Prize Winner and his/her guest must be able to travel together on the dates and at the times designated by the Contest Sponsors or the Prize will be forfeited and may be awarded to an alternate eligible Entrant at the Contest Sponsors' sole discretion.

In the event that a confirmed winner resides within a three hundred (300 kilometer radius of Edmonton, AB (as determined by the Contest Sponsors in their sole and absolute discretion), the Contest Sponsors will determine, in their sole and absolute discretion, whether or not the Grand Prize will include airline travel, another form of transportation to and from Edmonton, AB, or reimbursement for certain incurred fuel costs. All decisions of the Contest Sponsors in this regard will be final and binding without right of appeal.

The confirmed winner's Guest must: (a) either be of the legal age of majority in his/her jurisdiction of residence or have the express written consent (in form and substance satisfactory to the Contest Sponsors, in their sole and absolute discretion) to accompany the confirmed winner on the Grand Prize trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the legal age of majority in his/her jurisdiction of residence) and return the Contest Sponsors' release (by the date indicated on the release form) indicating that he/she waives all recourse against the Releasees (as defined below) relating to his/her participation in the Grand Prize (including, without limitation, any travel related thereto).

It is strongly recommended and encouraged that the confirmed winner and his/her Guest obtain sufficient personal travel and medical insurance prior to departure. Flights are subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations.

- **Draw**

The random draw will take place on **October 29, 2018**, at approximately 12:00 PM EST, at the CFL or Sun Life Financial offices, from all eligible Entries received during the Contest Period.

All Entries received have an equal chance of winning. The odds of winning depend on the number of eligible Entries received during the Contest Period.

The selected Entrant will be notified by a representative of the Contest Sponsors via email. The selected Entrant whose name is drawn will be required to answer a mathematical skill-testing question and sign and return the Declaration and Release form (the "Release") before the Prize is awarded to them.

If a selected Entrant (a) cannot be reached by email within four (4) calendar days of the draw date; (b) fails to correctly answer the skill testing question; or (c) fails to return the properly executed Release forms within ten (10) calendar days by fax or email, then the selected Entrant will be disqualified and another Entrant will be randomly selected until such time as contact is made by email with a selected Entrant or there are no more eligible Entries, whichever comes first. The Contest Sponsors will not be responsible for failed attempts to contact a selected Entrant.

- **Release**

Prior to being awarded the Prize, the selected Entrant will also be required to execute the Release that confirms the selected Entrant's: (i) contest eligibility and compliance with the present rules (the "Rules"); (ii) acceptance of the Prize as offered; (iii) release of the Contest Sponsors and its respective parent companies, subsidiaries, affiliates, employees, directors, officers, suppliers, agents and administrators, member clubs; (collectively, the "Releasees") from any and all liability for any loss, harm, damages, cost or expense arising out of the selected Entrant's participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom.

- **Indemnification by Entrant**

By entering the Contest, participants automatically accept the Rules and release the Releasees from any liability. The Contest Sponsors reserves the right to withhold the Prize or disqualify the selected Entrant's Entry in the event that the selected Entrant fails to correctly answer the skill-testing question, fails to execute the Release or refuses to comply with the Rules. Decisions by the Contest Sponsors with respect to all aspects of the Contest are final.

- **Limitation of liability**

The Releasees assume no responsibility or liability for lost, late, misdirected or incomplete Entries, notifications, responses, replies or any Release, or for any computer, online, telephone, hardware, software or technical malfunctions that may occur,

including but not limited to malfunctions that may affect the transmission or non-transmission of an Entry. The Releasees are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Releasees assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Entries. The Releasees are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Releasees are not responsible for any injury or damage to Entrant or to any computer related to or resulting from participating or downloading materials in the Contest. Entrants assume liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. The Releasees assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Releasees, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of the Contest, or the Contest website.

- **Entrant conduct**

By entering the Contest, the Entrant agrees to be bound by the Rules. The Contest Entrant further agrees to be bound by the decisions of the Contest Sponsors, which shall be final and binding in all respects. The Contest Sponsors reserves the right, in its sole discretion, to disqualify any Entrant found to be: (a) violating the Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; and/or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

- **Privacy/use of personal information**

Entrant grants the Contest Sponsors the right to: (a) use his or her personal information for the purpose of administering the Contest; (b) use his or her name, written entry of 250 characters, photograph, likeness, voice, prize information and/or biographical information for publicity and promotional purposes without further compensation or notice unless prohibited by law; and (c) use his or her name and his or her respective city and province of residence in connection with related websites and/or any other media now known or hereafter devised. Personal information will not be provided to any third party other than as provided for in the Rules or as specifically authorized by the Entrant.

The personal information collected by the Contest Sponsors will be used for purposes related to the Contest and general marketing purposes unless otherwise specifically authorized by the Entrant.

All personal information collected by the Contest Sponsors will be subject to the terms and held retained in accordance with the Contest Sponsor's respective privacy policies.

The Sun Life *Privacy Policy* is available at www.sunlife.ca. The CFL privacy policies can be found at www.cfl.ca/privacy-policy/.

- **Termination of contest**

The Contest Sponsors reserves the right to withdraw or terminate the Contest at any time without prior notice.

- **Applicable laws**

This contest will be governed by the laws of the province of Ontario and the country of Canada. You consent to the exclusive jurisdiction and venue of the courts of the Province of Ontario for any disputes arising out of this Contest.

- **Intellectual property**

All intellectual property, including but not limited to trade-marks, copyrights, patents trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by the Contest Sponsors. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

- **Quebec residents**

Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by Contest Sponsors, for purposes of verifying compliance by any entrant, Entry, entry materials and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsors, in their sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.