

WHAT KIND OF SHOPPER ARE YOU? OFFICIAL CONTEST RULES

Contest Period and Sponsor:

1. Contest Period begins at 12:01:00 A.M. Eastern Time (ET) on June 1, 2017 and will end at 11:59:59 P.M. (ET) on July 2, 2017.
2. Morguard Investments Limited is the "Sponsor" of the Contest. This Contest is in no way sponsored, endorsed or administered by, or associated or affiliated with Twitter, Facebook or Instagram.

Eligibility:

To enter, the entrant must (a) be a legal Canadian resident; (b) residing in Canada during the Contest Period and when partaking in the Prize; (c) have reached the age of majority in the entrant's province or territory of residence at the time of entry. The entrant are not eligible if the entrant is an employee, officer, director, agent or representative of Sponsor, its affiliates (including parent, sister, related and subsidiary companies), retailers located in the participating shopping centres, or other party in any way involved in the development or administration of this Contest, including advertising, promotional or public relations agencies, suppliers of materials or services related to the Contest, or a member of the immediate family (spouse, including common law, parent, sibling or child, regardless of where they reside) or household member of any such employee, officer, director, agent or representative. Groups, associations and entities cannot participate.

How to Enter:

3. There are 3 ways to earn an entry, and the entrant may earn a maximum of two (2) entries for the Contest (see Rule 5):

(a) **Quiz Entry:** To enter, the entrant must complete and submit the Quiz "What Type of Canadian Shopper Are You?" available at www.shop150.ca ("**Contest Website**") and provide their name, phone number, email address and city of residence, within the Contest Period ("**Quiz**") The entrant must select an answer to each of the multiple choice questions provided in the quiz. For each quiz completed (i.e., the entrant answers all questions and provides all required information), the entrant will receive one (1) entry into the Prize draw. **LIMIT: ONLY ONE (1) ONLINE QUIZ ENTRY PER PERSON DURING THE CONTEST PERIOD.** Any attempt by any entrant to enter by using multiple/different email addresses, identities, registrations, or any other methods will void that entrant's entries and that entrant may be disqualified, at the sole discretion of Sponsor. Use of any automated system to participate is prohibited and will result in disqualification.

(b) **Share Entry:** After completing the Quiz, the entrant will have the option of sharing their Quiz results on their Instagram, Facebook and/or Twitter page. Each Share Entry that is shared on Instagram, Facebook and/or Twitter must comply with the following: (1) the entrant cannot create or use multiple accounts in an attempt to enter the Contest more than once. Anyone found to use multiple accounts to enter the Contest will be ineligible to win; (2) the entrant should not share his or her results multiple times. Multiple Share Entries will not be accepted and may result in the entrant being disqualified; (3) entrants must include "#SHOP150" in their Shared Entry; and (4) the entrant should use only relevant hashtags since using irrelevant hashtags may violate the terms of use for Instagram, Facebook or Twitter. **LIMIT: ONLY ONE SHARE ENTRY PER PERSON WILL QUALIFY DURING THE CONTEST.**

(c) **NO PURCHASE MAIL-IN ENTRY:** On a plain piece of paper, the entrant must identify the type of shopper they are, namely [**WEST COAST SHOPPER, EAST COAST SHOPPER OR PRAIRIE SHOPPER**], and in a 50-word handwritten essay tell us why they are that type of

shopper (in English or French). The entrant's essay must be original to the entrant submitting the essay, handwritten, and not photocopied or otherwise mechanically reproduced. Include with the essay, the entrant's full name, email address, complete mailing address, postal code, and phone number and mail it to: 55 City Centre Drive, Mississauga, Ontario L5B 1M3. All no purchase entries must be postmarked by July 2, 2017 (the "**Contest Closing Date**") and be received by Sponsor at the aforesaid address no later than 5:00:00 P.M. (ET) on July 6, 2017 to be eligible for entry into the random draw. Limit of one (1) essay per envelope with sufficient postage.

4. **LIMIT:** Maximum of two (2) entries during the Contest period as follows: (a) one (1) Quiz Entry plus one (1) No Purchase Entry; (b) one (1) Quiz Entry plus one (1) Share Entry; or (c) two (2) No Purchase Entries. Deadline to enter is July 2, 2017 at 11:59:59 P.M. (ET). The sole determinant of time for the purposes of receipt of a valid Online Entry or Share Entry will be the computer servers of the Sponsor. No purchase entries must be date received by Sponsor by 5:00:00 PM ET on July 6, 2017. Proof of transmission (screenshots, captures, or mailing, etc.) does not constitute proof of receipt.
5. Entries that are late, lost, stolen, illegible, damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, unauthorized, prohibited or illicit means, contain false or invalid information, included in a bulk-drop off (e.g. multiple entries submitted by the same entrant), submitted on behalf of another person, or entries that do not conform with or satisfy any or all of the conditions these Rules as determined by Sponsor (collectively, "**Ineligible and/or Invalid Entries**"), in its sole and absolute discretion, may be judged void. All entries become the property of Sponsor upon receipt and none will be returned.
6. **Rules Regarding Quiz:** Each Quiz and Share Entry must be answered and submitted by the entrant, personally, giving their own original response or comments for the purposes of this Contest. Copying from someone else, or modifying, enhancing or altering someone else's pre-existing work does not qualify as original. By answering the multiple choice Quiz, and sharing their answers via the Share Entry, the entrant must not violate the rights of any third party. For example, the entrant must not defame, infringe or violate publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person's, entity's or organization's personal or proprietary rights, including but not limited to, intellectual property rights. Without limiting the generality of the foregoing, with the exception of Sponsor's trademarks, the entrant's Quiz/Share Entry must not contain, mention, depict, refer or otherwise allude to the name or trademark of any third-party or any identifiable third parties. The entrant's answers to the Quiz and Share Entry must not have been published previously, used commercially, submitted prior to this Contest or during this Contest to another contest or promotion or won any other award; must be appropriate for the Contest and all ages, in "good taste" and in keeping with Sponsor's image, as determined by Sponsor in their sole and absolute discretion. For example, and without limitation, the entrant's answers to the Quiz and Share Entry must not be sexually explicit or offensive, obscene, indecent, profane, discriminatory, hateful, harassing, threatening, disparaging, defamatory, tortious, slanderous, or libellous or instigate others to commit illegal activities as determined by Sponsor and/or the independent contest organization, in their sole and absolute discretion; and must not contain any commercial content that promotes any product or service other than those offered by Sponsor. Sponsor reserves the right to reject, modify, edit, or remove the entrant's Quiz and/or Share Entry and judge it void or disqualify it and the entrant at any time, without notice to the entrant, if, in the opinion of Sponsor, acting in their sole and absolute discretion, the Quiz and/or Share Entry does not comply with the Official Rules, or could potentially expose Sponsor to lawsuits, embarrassment, adverse publicity or otherwise reflect unfavorably on Sponsor.
7. **Granting Of Rights:** By submitting a Quiz and Share Entry, each entrant: (1) represents, warrants and undertakes to Sponsor that his/her Quiz/Share Entry complies with these Official Rules, including without limitation those in Rule 6 (above); (2) agrees that the

Quiz/Share Entry may be viewed by the public, and that Sponsor will not be held liable for any copying, re-posting or unlawful use of his/her Quiz/Share Entry that may result with its posting; (3) irrevocably grants to Sponsor a non-exclusive license to use, publish, display, produce, reproduce, perform, convert, adapt, publicly present, communicate to the public, assign, sub-license, edit, dispose of, modify or otherwise use such Quiz/Share Entry and any concepts embodied therein, in whole or in part, in any way, in commerce, and in any and all media worldwide in connection with the Contest, including, without limitation, for advertising or promoting the Contest, and in perpetuity, without limitation, review, notice, approval or compensation; (4) irrevocably waives all moral rights in and to the Quiz/Share Entry in favour of Sponsor; (5) agrees not to upload, download, distribute, disseminate, copy, reproduce the Quiz/Share Entry or otherwise cause the Quiz/Share Entry to be on any public website other than the Contest Website; and, (6) represents and warrants that the Quiz/Share Entry does not contravene or infringe on anyone else's copyright or other intellectual property, does not contain any false, inaccurate or misleading material, does not violate any law or regulation, and does not contain any viruses, worms, or other computer programming intended to or that could interfere with the ability of others to enjoy the Contest Website.

Random Draw and Winner Confirmation:

8. A random draw will be held on or about July 6th 2017 at 6:00 P.M. (ET) in Toronto, Ontario from all entries received during the Contest Period. **Odds of winning depend on the total number of entries received during the Contest Period.**
9. Selected entrants will be notified by email and/or telephone within five (5) business days of the draw. To be confirmed a winner, selected entrant must: (a) respond to the email and/or telephone notification within five (5) business days of it being sent; (b) correctly answer, without assistance of any kind, a time-limited, mathematical skill-testing question; (c) be in full compliance with these Official Rules, and if required by Sponsor, provide proof of identity; and (d) complete, execute and return a Declaration of Compliant with Official Rules and Full Release of Liability and Consent to Publicity Form ("**Form**") within ten (10) business days (see Rules 14 and 15 below). Proof of identity, including proof that selected entrant is the authorized account holder of the email address associated with the selected entry, must be provided upon request. If any selected entrant cannot be contacted and confirmed a winner as above, at Sponsor's sole and absolute discretion, his/her entitlement to receive a prize may be forfeited, and prize may be awarded to an alternate eligible entrant. Sponsor will not be responsible for failed attempts to contact a selected entrant.

Prize:

10. There will be one (1) trip prize available to be won (the "**Prize**"). Only Canadian cities with a Morguard Shopping Centre are eligible destinations for the Prize. The complete list of cities with Morguard Shopping Centres (the "**Eligible Destinations**") are: Abbotsford (BC), Vancouver (BC), Victoria (BC), Prince George (BC), Chilliwack (BC), Coquitlam (BC), Edmonton (AB), Grande Prairie (AB), Red Deer (AB), Saskatoon (SK), Brandon (MB), Rosemere (QC), Cambridge (ON), North Bay (ON), Sudbury (ON), Toronto (ON), Thunder Bay (ON), Brampton (ON), Ottawa (ON). Confirmed Prize winner can select his or her top three (3) trip destinations from the Eligible Destinations. Sponsor will use reasonable efforts to accommodate one of Prize winner's selected trip destinations; however, Sponsor reserves the right, in its sole and absolute discretion, to select the final destination (the "**selected Eligible Destination**").
11. The Prize consists of:
 - i. **Flight component:** Two (2) return economy air class transportation tickets departing from a Canadian International Airport near the winner's residence, as designated by Sponsor in its sole and absolute discretion, and arriving at a Canadian Airport near one of the selected Eligible Destination, as designated by Sponsor in its sole and absolute discretion;

- ii. **Hotel component:** Four (4) nights hotel accommodations based on double occupancy in one (1) standard room in the selected Eligible Destination. Sponsor will use its best efforts to book accommodation in a four star hotel; however, this is subject to availability and cost and will be decided by Sponsor in its sole and absolute discretion; and,
- iii. **Gift card component:** One (1) prize of \$2,500 CDN in gift card to a Morguard shopping centre in the selected Eligible Destination.

The maximum total value of the prize is **\$5,800CAD** based on a Victoria, BC departure and North Bay arrival example (with the maximum total value of the flight and hotel components being \$3,300CAD), although the actual retail value may vary depending on the point of departure, fluctuations in airfare and other factors. **Any and all other costs and expenses are the sole and exclusive responsibility of Prize Winner and Travel Guest. Any Prize component not claimed and/or used will be forfeited.**

12. **Prize Conditions:** Without limiting the generality of the foregoing, the following general conditions apply to Prize: (i) Prize must be accepted as awarded without representation, warranty or guarantee of any kind, and is not transferable, assignable and/or convertible to cash, except as expressly stated in these Official Rules or at Sponsor's sole and absolute discretion. The prize winner is solely responsible for all costs not expressly described as included herein; (ii) no substitutions except at Sponsor's sole and absolute discretion. For example, Sponsor may substitute a Prize of equal or greater value (based on the approximate retail value of the prize or applicable gift card as stated in the Official Rules), if a prize or gift card cannot be awarded as described for any reason; (iii) travel must be completed on or before July 8, 2018 and may exclude certain blackout periods such as December 15, 2017 to January 5, 2018; March break; Easter weekend; any statutory holiday or weekend around the statutory holiday or any other period deemed necessary (such as a peak travel time for a particular city) where travel costs would result in the Prize value exceeding the maximum amount stated herein; (iv) certain other restrictions may apply and no frequent flyer miles or other rewards points will be available in relation to the prize; (v) the confirmed prize winner and his/her Travel Guest must: (a) travel on same itinerary (and all elements of trip must be taken during the same itinerary or trip/elements will be forfeited); (b) have all necessary documentation to permit travel prior to ticketing and travel (note: the confirmed winner and his/her Travel Guests accept full responsibility for obtaining these documents at their sole expense); (vi) the costs of everything not specifically stated above as included in the prize are the sole and absolute responsibility of the confirmed prize winner and his/her Travel Guest, including, without limitation: any and all ground transportation, including without limitation transportation for the confirmed prize winner and his/her Travel Guest to and from the Canadian International airport selected by the Sponsor and the confirmed prize winner's residence, and while in the selected Eligible Destination; meals and drinks; gratuities; entertainment; health and travel insurance (it is recommended that the confirmed winner and his/her Travel Guest obtain sufficient personal insurance for the duration of the trip, including medical insurance, prior to departure); baggage fees; and items of a personal nature (NOTE: confirmed prize winner and/or his/her Travel Guest will be required to present a valid major credit card in his/her name or in the name of his/her Travel Guest at the time of hotel check-in to cover any incidental expenses); (vii) if the confirmed prize winner and/or his/her Travel Guest do not utilize any part(s) of the prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (viii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the prize or any component thereof; and (b) substitute the prize or a component thereof for any reason with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor's sole and absolute discretion, a cash award; (ix) all travel arrangements relating to the prize must be made through the Sponsor or its designated agents; (x) by accepting the prize, the confirmed prize winner agrees to waive all recourse against the Releasees as defined in section 17 if the prize or a component thereof does not prove satisfactory, either in

whole or in part. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Should the confirmed prize winner and/or his/her Travel Guest not be able to obtain the necessary legal identification to board a plane and any necessary other documents required, the prize may be forfeited (in whole or in part). The approximate retail value of the prize is that stated as being in effect one hundred and twenty days (120) days prior to the launching of this Contest. All details and arrangements for the prize, including travel dates and times, air transportation, ground transfers, accommodations, included are subject to Sponsor's sole and absolute discretion and final approval and availability. The Releasees as defined in section 17 are not liable if the prize winner and/or his/her Travel Guest are refused access to a plane. If travel is delayed, impeded, cancelled or refused by the Canadian or any authorities or for any reason, the prize may be forfeited (in whole or in part) and the prize winner and/or his/her Travel Guest will be responsible for any additional expenses incurred.

13. **Travel Guest:** Confirmed prize winner's Travel Guest must be a legal Canadian resident who has reached the age of majority, and must sign and return a Guest Release of Liability and Publicity Release Form (the "Guest Prize Form") by the date indicated on the Guest Prize Form indicating, among other things, that he/she waives all recourse against the Releasees (defined below) relating to his/her participation in the prize and/or related activities (including, without limitation, any travel related thereto).

Conduct:

14. By participating in the Contest, the entrant acknowledges that they have read and understood these Official Rules and agree to abide and be bound by them and all decisions of Sponsor, which shall be final and binding, without right of appeal, in all matters relating to this Contest and the awarding of the prize.
15. Sponsor reserves the right, in its sole and absolute discretion, to disqualify any entrant that it finds to be: (a) violating the Official Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; (c) acting in an unsportsmanlike or disruptive manner; or (d) attempting to undermine the legitimate operation of the Contest. Any prize inadvertently awarded to a selected entrant who ought to have been disqualified by these Official Rules may be reclaimed by Sponsor. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANYTHING ASSOCIATED WITH THIS CONTEST OR TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY AN ENTRANT FROM THIS AND FUTURE CONTESTS.

Release of liability / Consent to publicity:

16. By entering the Contest, the entrant: (i) confirms compliance with the Official Rules; (ii) confirms that if they are confirmed a winner, they consent to the use of their name, city, comments or statements regarding the Contest, photographs, voice, image and/or other likenesses and all other indicia of personality, for publicity, general news, entertainment, advertising and informational purposes by Sponsor and its affiliates (including, without limitation, any parent, sister, related and subsidiary companies),, including any publicity carried out with respect to the Contest, without further notice or compensation; and (iii) release Sponsor, its affiliates (including, without limitation, any parent, sister, related and subsidiary companies), suppliers of materials or services related to the Contest, the entities and individuals that operate, own and/or control the Morguard Shopping Centres , Twitter and Facebook and any parties in any way involved in the development or administration of this Contest (including advertising, promotional and public relations agencies), and all of their respective employees, directors, officers, shareholders, agents, representatives, partners,

licensees, successors and assigns (collectively the "**Releasees**") from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims, liabilities, demand or damages (including legal fees and expenses), of any nature or kind, arising out of, or in connection with the entrant's participation or attempted participation in the Contest and the awarding or use of a prize, including as set out below in the **Limitation of Liability** section.

Limitation of liability:

17. Releasees do not accept or assume any responsibility for, and each entrant releases Releasees from any and all claims, actions, damages, loss, injury, costs, demands and liabilities of whatever nature or kind arising in connection with the Contest and/or prize including, without limitation, the administration of the Contest, participation or attempted participation in the Contest, the selection and confirmation of the winner, and the awarding and use of the prize. Without limiting the generality of the forgoing, Releasees are not responsible for (i) the incorrect or inaccurate capture of entry information; (ii) Ineligible and/or Invalid entries; (iii) any failure of, errors, or problems with websites, processes or materials associated with the Contest, including any website feature, howsoever caused, including without limitation, any human or technical errors or malfunctions, lost, delayed or garbled data, transmissions, omissions, interruptions, deletions, defects or failures of any telephone or computer lines or networks, technical malfunctions of any computer on-line systems, servers, access providers, computer equipment, software, technical problems or traffic congestion on the Internet or at any website, postal delays, strikes or failures, (iv) injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Contest; (v) any website functionality lost due to not having cookies enabled; (vi) any errors, omissions, incorrect or inaccurate information in any Contest-related materials howsoever caused; (vii) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise.

General:

18. This Contest will be run in accordance with these Official Rules, subject to amendment by Sponsor and consent of the Régie des alcools, des courses et des jeux for Quebec. The Official Rules at URL shall govern in the event of any inconsistency with other Contest-related materials.
19. In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the authorized holder of the email account, as assigned by the internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address.
20. Sponsor, in its sole and absolute discretion, reserves the right, with the consent of the Régie des alcools, des courses et des jeux for Quebec, to modify or terminate the Contest and amend the Official Rules at any time, without individual notice, and for any reason. In no event will more than the stated number of prizes be awarded.
21. All entries become the property of Sponsor and none will be returned. No correspondence will be entered into except with selected entrants.
22. This Contest is void where prohibited by law and is subject to all applicable laws and regulations. To the extent permitted by law, any dispute arising from this Contest will be determined according to the laws of the Province of Ontario, without reference to its conflict of law principles, and the entrants consent to the personal jurisdiction of the courts located in Toronto, Ontario and agree that such courts have exclusive jurisdiction over all such disputes.

For Quebec Residents:

23. 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 board only for the purpose of helping the parties reach a settlement.

Privacy:

24. Sponsor collects and uses entrants' personal information for the purpose of administering this Contest and awarding the prize. The winner's name may be listed in Sponsor's materials. Entrants will receive no marketing communications unless they consent. Please see Sponsor's Privacy Policy here <http://morguard.com/privacy>
- 25.

Intellectual Property:

26. All intellectual property, including but not limited to trade marks, trade names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Sponsor and/or its affiliates. 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.