

**TOYOTA “3D Multi Horse Tundra” Contest
Official Contest Rules**

THIS CONTEST IS GOVERNED BY CANADIAN LAW

1. **CONTEST SPONSORS:** The “3D Multi Horse Tundra” contest (the “Contest”) is sponsored by the participating Prairie Toyota dealers (each called a “Participating Toyota Dealership”), of the Toyota Dealers Advertising Association- Prairie Zone and Toyota Canada Inc. (TCI) (collectively, the “Contest Sponsors”). The Prairie Zone includes: the provinces of Alberta, Saskatchewan and Manitoba; the City of Kenora, Ontario and its immediate trading area (as defined by TCI); the City of Cranbrook, British Columbia and its immediate trading area (as defined by TCI); and The City of Dawson Creek, British Columbia and its immediate trading area (as defined by TCI) (collectively, the “Prairie Zone”). (For more specifics on what constitutes the trading areas for these cities please see the trading area maps listed below).

- Cranbrook, BC
- Dawson Creek, BC
- Kenora, ON

2. **CONTEST PERIOD:** The Contest commences at 09:00:01 a.m. MST on Friday, June 27, 2014, and closes at 09:00:00 a.m. MST on Monday, Sept 29th, 2014 (the “Contest Period”).

3. **ELIGIBILITY:** This Contest is open only to legal residents of the Prairie Zone who, at the time of entry, have reached the age of majority in the province in which they reside except employees, representatives or agents (or persons with whom such persons are domiciled, whether related or not) of the Contest Sponsors, their respective dealerships, subsidiaries, affiliates, prize suppliers and advertising and promotional agencies (collectively, the “Contest Parties”).

4. **HOW TO ENTER: NO PURCHASE NECESSARY.** There are two ways to enter the Contest, as follows:

- A. **Ballot:** To enter the Contest via an official Contest ballot (each, a “Ballot”), you must first obtain a Ballot. At the beginning of the Contest Period, 40,500 Ballots will available for distribution. You may obtain a Ballot (while supplies last) by visiting the Toyota Tundra Booth at one of the participating events (each, an “Event”) during regular Event hours and requesting a Ballot from the Contest Sponsors’ representative, while supplies last (see Schedule A for a list of the Events, the number of Ballots allocated to each Event and the number of Prizes allocated to each Event, also you can visit www.tundratoughcontest.ca for an up-to-date list of the dates/time of each Event). Complete all of the required information on the Ballot, and submit it into the Ballot drop box at located at the Toyota Tundra Booth at the applicable Event (each, a “Ballot Box”). Once you have fully completed and submitted your Ballot, you will receive one (1) entry (“Entry”) into the Draw (defined below) that corresponds to the applicable Event (see below for details); OR
- B. **Email Request:** To enter the Contest without having to obtain a Ballot, send an email to toyota@venturecommunications.ca that includes: (i) a minimum one

hundred (100) word, unique and original essay based on the topic of “Why the Toyota Tundra is Tough for Years”; and (ii) your first name, last name, telephone number, email address and complete mailing address (including postal code) (each, an “Email Request”). In order to be eligible, your Email Request must be received during the Contest Period. If your Email Request is received in accordance with these Official Contest Rules (the “Rules”), you will receive one (1) entry (“Entry”) into each subsequent Draw (defined below).

Limit of one (1) Ballot per person per Event. Limit of one (1) Email Request per person. Limit of If it is discovered that any person has attempted to: (i) use (or attempt to use) fraudulent Ballots to enter the Contest; (ii) obtain more than one (1) Ballot per person per Event or submit more than one (1) Email Request per person; and/or (ii) use (or attempt to use) multiple names, identities and/or email address or addresses to exceed the limits provided above; then (in the sole and absolute discretion of the Contest Sponsors) he/she may be disqualified from the Contest and all of his/her Entries may be voided. Your Entry may be rejected if (in the sole and absolute discretion of the Contest Sponsors) the Ballot/Email Request (as applicable) is not fully completed with all required information and submitted during the Contest Period in compliance with these Rules (as determined by the Contest Sponsors at their sole discretion). Use (or attempted use) of any automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Contest Sponsors.

All Entries are subject to verification at any time. The Contest Sponsors reserve the right, in their sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsors – including, without limitation, government issued photo identification) to participate in this Contest and/or compliance with these Rules”). Failure to provide such proof to the satisfaction of the Contest Sponsors in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the official Contest clock.

5. PRIZE DRAW DATE: At the end of each Event (each, a “Draw Date”), a random draw (each a “Draw”) will be conducted at the Toyota Tundra Booth from among all eligible Entries received in relation to: (i) Ballots submitted at the applicable Event; and (ii) Email Requests received prior to such Draw; to award the one (1) Prize (defined below) allocated to the applicable Event.

6. IN ORDER TO WIN: Before being declared a Prize winner, each selected entrant must: (i) first correctly answer, unaided, a mathematical skill-testing question asked by telephone or email at a time mutually convenient to the selected entrant and the Contest Sponsors (or the latter’s designated agent); and (ii) sign and return the Contest Sponsors’ release (the “Release”) confirming acceptance of the Prize as awarded and releasing the Contest Sponsors, their respective assignees, affiliates, officers, directors, agents, representatives, successors and associates and others named in the Release (collectively, the “Released Parties”), from any and all liability that may arise in relation to the Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof. If a selected entrant, in the sole and absolute discretion of the Contest Sponsors: (a) fails to correctly answer the skill-testing question; (b) cannot accept the Prize as awarded for any reason; (c) fails to provide proof of identity; (d) fails to sign and return the Release as instructed; and/or (d) is found to have violated these

Rules or otherwise does not meet all Contest conditions, then he/she will be disqualified (and will forfeit all rights to the Prize) and the Contest Sponsors reserve the right, in their sole and absolute discretion, to randomly select an alternate eligible entrant from among the remaining applicable eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant).

The decisions of the Contest Sponsors are final with respect to all aspects of this Contest, including but not limited to eligibility of entrants, Entries, Email Requests, Ballots and the correctness of an answer to the skill-testing question.

7. PRIZE: There are twenty-one (21) prizes (each, a "Prize") available to be won in the Contest (one (1) Prize will be allocated to each Event), each consisting of one (1) 3D Multi Horse Bracket. Each Prize has an approximate retail value of \$70.00 CAD. The Prizes must be accepted as awarded and cannot be transferred or assigned to another person, substituted for another prize, or exchanged in whole or in part, for cash, except at Contest Sponsors' option. The Contest Sponsors reserve the right to substitute each Prize with one of equal or greater value, including, without limitation, but at Contest Sponsors' sole discretion, a cash award.

8. ODDS OF WINNING A PRIZE: The odds of winning a Prize depends the eligible Entries received in relation to: (i) the Ballots submitted at the applicable Event; and (ii) Email Requests received prior to the Draw at the applicable Event.

9. NOTIFYING SELECTED WINNER: The Contest Sponsors or their designated representative will make a minimum of three (3) attempts to contact each selected entrant by telephone or email (using the information provided on the applicable Ballot/Email Request [as applicable]) within three (3) weeks of the applicable Draw Date. A selected entrant will be disqualified if: (a) she/he cannot be reached after three (3) attempts; or (b) the Contest Sponsors determine, in their sole and absolute discretion, that she/he is ineligible according to these Rules; or (c) that person does not comply with these Rules including correctly answering the skill-testing question; or (d) if his/her prize notification is returned to the Contest Sponsors as being undeliverable. In the event a selected entrant is disqualified, the Contest Sponsors reserve the right, in their sole and absolute discretion, to randomly select an alternate eligible entrant from among all remaining applicable eligible Entries (in which case the foregoing provisions of this section shall apply to such new selected entrant). Arrangements for receiving a Prize will be made directly between the applicable confirmed winner and the Contest Sponsors.

10. CORRESPONDENCE AND COMMUNICATION: All correspondence and communication with entrants in connection with this Contest will be by mail, email or telephone, except as otherwise noted. By participating in this Contest, entrants agree to abide by, and be bound by, these Rules. The Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.

11. RELEASES: By participating in and accepting a Prize in this Contest, the applicable winner (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; and (iii) consents to the publication, reproduction and/or other use of his/her first and last name, municipality, voice, statements about the Contest, picture (both moving and still) and/or other likeness, without further notice or compensation, in

any publicity or advertisement carried out by or on behalf of the Contest Sponsors in any manner whatsoever, including print, broadcast or the internet. Each Prize winner agrees to release the Release Parties from any and all liability, claims or actions of any kind whatsoever for injuries, damages or lost persons and property which may be sustained in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof.

12. NO LIABILITY: The Contest Sponsors reserve the right, in their sole and absolute discretion, to change the terms of this Contest, suspend or cancel it (or to amend these Rules), at any time and in any way, without liability on the part of the Contest Sponsors, and without prior notice. The Released Parties shall not be liable for late, lost, stolen, damaged, incomplete, misdirected, mislaid, illegible or unintelligible Entries (all of which are void). All Entry materials become property of the Contest Sponsors. The Release Parties assume no responsibility for failure of the internet or websites during the Contest Period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, postal service, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the Contest. Event-related information is current as of the beginning of the Contest Period and is subject to change without notice. The Released Parties are not liable in any way in the event an Event is not able to run as planned or it otherwise delayed, postponed or cancelled for any reason whatsoever (and, in such event, the Contest Sponsors reserve the right at their sole discretion not to award the Prizes allocated to such Event). If, in the sole and absolute discretion of the Contest Sponsors, the administration or integrity of the Contest is compromised or corrupted at any time, the Contest Sponsors reserve the right to modify, suspend or cancel the Contest or to disqualify any entrant's Entry in the Contest or entitlement to a Prize. Any attempt to deliberately undermine the legitimate operation of this Contest in any way (as determined by Contest Sponsors in their sole and absolute discretion) is a violation of criminal and civil laws and, should such an attempt be made, the Contest Sponsors reserve their right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsors reserve their right, in their sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Entry 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.

13. REFERENCES TO OTHER TRADE NAMES: Contest related materials may contain references to other company, brand and/or product names. These company, brand and/or product names are used for identification purposes only and may be trade-marks of their respective owners. The images of people or places displayed, forms, structures and graphics displayed or found within these materials are either the property of, or used with permission by Toyota Dealers Advertising Association - Prairie Zone. Toyota Dealers Advertising Association - Prairie Zone may be, but is not necessarily, sponsored by or affiliated with any owners of the other company, brand or product names appearing on such materials, and makes no representations about them, their owners, their products or services.

14. PRIVACY: By entering this Contest, each entrant expressly consents to the Contest Sponsors, their respective agents and/or representatives, storing, sharing and using the personal information submitted with his/her Ballot only for the purpose of administering the Contest and in accordance with the Contest Sponsors' privacy policy, unless the entrant otherwise agrees. For further information about the Contest Sponsors' privacy practices, please review the privacy policy by clicking this link <http://www.prairietoyota.ca/privacy-policy>.

15. DISCREPANCY: In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, websites and/or point of sale, television, print, online or other advertising or correspondence; the terms and conditions of these Rules shall prevail, govern and control.

Schedule A*

Events	Dates	Number of Prizes	Entry Ballots
Grande Prairie Bud Country Fever	June 27-29	1	3,000
Okotoks Dawgs Canada Day Game	July 1	1	1,000
Moose Jaw Side Walk Days	July 3-5	1	1,500
Portage Exhibition	July 4-6	1	1,000
Colonial Days	July 9-12	1	2,000
Lethbridge Street Wheelers	July 13	1	1,500
Prairie Thunder Drag Race Yorkton	July 18-20	1	1,500
Stoney Plain Canada's Wild Outdoor Expo	July 25-27	1	3,000
Medicine Hat Stampede	July 23-26	1	4,000
Stoney Plain Canada's Wild Outdoor Expo	July 25-27	1	3,000
Prince Albert Summer Fair	July 28 - Aug 2	1	2,000
Saskatoon Super Run	Aug 2-3	1	1,500
Dawson Creek Exhibition	Aug 6-10	1	2,000
North Battleford Rodeo	Aug 6	1	1,500
Kenora Bass Invitational	Aug 9-10	1	1,500
Wildwood Fair	Aug 15	1	1,500
Cranbrook Rodeo	Aug 15-17	1	1,500
Summer Invasion Regina	Aug 22,23	1	3,000
Pigeon Lake Show & Shine	Aug 23	1	1,000
St Malo Parade and Show & Shine	Aug 30-31	1	1,500
Cochrane Labour day Rodeo	Aug 30 Sept 1	1	2,000
Brandon Wheat Kings Home Opener	Sept 19	1	1,500
Fort McMurray Fall Show	Sept 19-21	1	3,000
TOTAL		22	42,000

*Up-to-date as of July 11, 2014. Please visit www.tundratoughcontest.ca for an up-to-date list of the dates/time of each Event.