



Role Mothers Rewards - Rules & Regulations (the "Contest Rules")

1. The Role Mothers Rewards (the "Contest") starts on Wed., Feb. 1 at 9:00AM Mountain Time ("MT") and closes on Sat., Mar. 31 2012 at 5:00PM MT (the "Contest Period").
2. Eligibility: To enter and to be eligible to win, a person must be a resident of Canada and be of the age of majority in the province or territory in which he/she resides. Employees, agents, and representatives of Market Mall, their advertising or promotional agencies, and their immediate family members or persons with whom they are domiciled, are not eligible to enter or win a prize. "Immediate family member" means parents, sisters, brothers, children, partner, and spouse.
3. How To Enter: The Contest is comprised of one random draw from persons who have signed up to receive information from Role Mothers. To sign up for the draw, complete the sign up form on www.facebook.com/rolemothers. No purchase is necessary to enter or win. At the end of the contest period, a random draw will be made from all those who have signed up (registered).
4. The Contest Sponsor is Market Mall (hereinafter referred to as the "Contest Sponsor"). The Contest is being administered by ZGM which will be conducting the draw as an independent judging organization (hereinafter referred to as "ZGM"). ZGM is located at 201, 322 - 11 Avenue SW, Calgary, AB.
5. Prize: All dollar amounts contained in these Contest Rules are denominated in Canadian Dollars. There is a total of 1 prize available, with a total approximate retail value of \$500. The prize is comprised of (2) \$250 Cadillac Fairview shop!@ cards. One card for the draw winner and one card will be given to the draw winner's charity of choice. Market Mall will make arrangements to deliver the \$250 Cadillac Fairview shop!@ card to the winner's charity of choice after the charity is confirmed by the winner. The charity of choice must be a recognized, registered charity in the province of Alberta.
6. The random draw will be held on Mon., April 2, 2012 by ZGM at its place of business from all valid entries.
7. The winning entrant will be informed by email within one week of the Prize Draw date. The winner must pick up their prize from the Market Mall Marketing office at #214, 3625 Shaganappi Trail NW, Calgary, AB showing photo identification and providing a signature. The Prize must be claimed before Tuesday April 30, 2012 or it will be considered forfeited.
8. Odds of Winning: The odds of winning depend on the number of eligible entries received up to the cut-off date and time for the applicable draw as outlined above.
9. The prize must be accepted as awarded and is not transferable or convertible to cash. The Contest Sponsor reserves the right in its sole discretion to substitute a prize, in whole or in part, for a prize of equal or greater value, for any reason including due to any component of the prize being unavailable or for any circumstances beyond its control. The refusal by an entrant to accept any prize or part of the prize releases and forever discharges the Contest Sponsor and its agents from all obligations related to the prize, including delivery. Terms and conditions associated with the shop!@ card apply to all prizes.
10. The Contest Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, related to or resulting from participation in or downloading any materials relating to this Contest. If, for any reason, in the opinion of the Contest Sponsor, the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control, the Contest Sponsor, at its sole discretion, reserves the right to cancel, terminate, modify, or suspend the Contest without notice. The Contest 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 these Contest Rules or otherwise in a disruptive manner. The Contest Rules are subject to change at the discretion of the Contest Sponsor and the Contest Sponsor reserves the right to terminate or amend this content at any time and in any way without prior notice.
11. Online entries must be made by the original, manual keystrokes of the individual entrant. Use of mechanical assistance, form-filling software or robotic assistance is prohibited. The Contest Sponsor assumes no responsibility for travel costs incurred by any winners to collect their prize from Market Mall in Calgary and will not mail the prizes out.
12. By entering the Contest, all entrants consent to the collection, use and disclosure of their personal information by the Contest Sponsor and ZGM solely for the purpose of running the Contest and the awarding of the prize. Such personal information will not be sold or shared with any other third

ROLE MOTHERS

- parties. Each declared winner agrees to the use of his/her name, city of residence, photograph, voice, statement, image or likeness for advertising, publicity and promotional purposes in all media, without further compensation and agrees. By entering the Contest, entrants automatically agree to accept and abide by these Contest Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
13. The Contest Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and fulfill any prize requirements and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to [the Sponsor's privacy policy](#).
 14. This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.
 15. Except if prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of entrants and Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Alberta without regard to any conflict of law issues. Except if prohibited by law, all entrants consent irrevocably to the jurisdiction and venue of the courts of the Province of Alberta.
 16. Facebook: The Contest is in no way sponsored, endorsed, or administered by, or associated with, Facebook. By agreeing to these terms, the contest entrant releases Facebook of any association with the Sponsor. Entrant information is provided to the Sponsor, and is not shared or related to Facebook.