



**OFFICIAL RULES OF
THE CALGARY STAMPEDE
"My Stampede" CONTEST**

1. The Calgary Stampede "My Stampede" contest (the "Contest") of the Calgary Exhibition and Stampede Limited ("CE&S") commences at 12:00am (Calgary time) on November 1, 2011 and, subject to these rules, concludes at midnight (Calgary time) on May 31, 2012 (the "Contest Period"). The Contest is brought to you by CE&S and certain other sponsors (collectively, the "Contest Sponsors").
2. The Contest is open solely to the legal residents of Alberta, British Columbia, Saskatchewan, Manitoba or Ontario who are at least 18 years of age and have reached the age of majority in their respective province of residence. Notwithstanding the foregoing, the Contest is not open to individuals associated with the Contest, including without limitation, the employees, volunteers, agents or representatives of the Contest Sponsors or CE&S (collectively, the "Excluded Individuals"). The Contest is also not open to the immediate family members of the Excluded Individuals.
3. **NO PURCHASE IS NECESSARY TO ENTER THE CONTEST.** To enter the Contest, an eligible participant must:
 - (a) go online to www.calgarystampede.com/mystampede (the "Website");
 - (b) accurately fill out and submit a registration form; and
 - (c) complete and submit the section entitled "My Stampede Experience",all in accordance with the instructions found at the Website before the expiry of the Contest Period.

Incomplete entries or entries received after the expiry of the Contest Period will be considered null and void and ineligible to win any of the Prize Packages (as defined below). The Stampede (as defined below) shall not be responsible for lost, late, destroyed, incomplete, incomprehensible or misdirected entries, or any other errors, or bear any liability whatsoever in any way attributable to any prize awarded pursuant to the Contest.

4. The Stampede assumes no responsibility for: entries lost, stolen, delayed, damaged or misdirected, or for the failure, interruption or delay of any email or other communication to be received, for any reason; problems with the function of any website or website feature howsoever caused; the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data or software, online systems, servers or access providers; any functionality lost due to not having cookies enabled; traffic congestion on the Internet; the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third parties, including (without limitation) computer "hackers".
5. There are five prizes packages to be won pursuant to the Contest (the "Prize Packages"). Except as otherwise described herein, the Prizes Packages are to include:
 - (a) an "Ultimate Rodeo Experience" comprised of:
 - (i) two infield seats for the Calgary Stampede Rodeo on Sunday July 8, 2012;
 - (ii) a "behind the chutes" tour;
 - (iii) a \$50 voucher for certain food and beverage facilities located on Stampede Park during the Calgary Stampede in 2012;
 - (iv) a \$100 gift certificate for use at the Calgary Stampede Store (located on the grounds of CE&S ("Stampede Park"));
 - (v) a limited edition, numbered Calgary Stampede 2012 poster belt buckle; and
 - (vi) a Smithbilt "Centennial" straw cowboy hat;
 - (b) an "Ultimate Evening Show Experience" comprised of:
 - (i) two tickets in the centre region of level one of the main grandstand on Stampede Park (the "Grandstand") for the chuckwagon races (the "GMC Rangeland Derby") and the evening show (the "TransAlta Grandstand Show") on Monday, July 9, 2012;
 - (ii) a barn tour with a chuckwagon driver from the GMC Rangeland Derby;
 - (iii) a \$50 voucher for certain food and beverage facilities located on Stampede Park during the Calgary Stampede in 2012;
 - (iv) a \$100 gift certificate for use at the Calgary Stampede Store (located on Stampede Park);
 - (v) a limited edition, numbered Calgary Stampede 2012 poster belt buckle; and
 - (vi) a Smithbilt "Centennial" straw cowboy hat;
 - (c) an "Ultimate Merchandise Package" comprised of:
 - (i) a \$100 gift certificate for use at Lammle's Western Wear Ltd. stores;

- (ii) a limited edition, numbered Calgary Stampede 2012 poster belt buckle;
 - (iii) a Smithbilt "Centennial" straw cowboy hat;
 - (iv) a pair of Justin Boots "Centennial" cowboy boots;
 - (v) a Roots "Centennial" jacket; and
 - (vi) a Wrangler's "Centennial" men's shirt;
- (d) an "Ultimate Brad Paisley Concert Experience" comprised of:
- (i) two tickets to Brad Paisley's concert on Saturday, July 14, 2012;
 - (ii) a "backstage" tour;
 - (iii) an opportunity to "meet and greet" Brad Paisley (subject to artist availability);
 - (iii) a \$50 voucher for food in the Scotiabank Saddledome during the Calgary Stampede in 2012;
 - (iv) a \$100 gift certificate for use at the Calgary Stampede Store (located on Stampede Park);
 - (v) a limited edition, numbered Calgary Stampede 2012 poster belt buckle; and
 - (vi) a Smithbilt "Centennial" straw cowboy hat;
- (e) an "Ultimate Johnny Reid Concert Experience" comprised of:
- (i) two tickets to Johnny Reid's concert on Friday, July 13, 2012;
 - (ii) a "backstage" tour;
 - (iii) an opportunity to "meet and greet" Johnny Reid (subject to artist availability);
 - (iii) a \$50 voucher for food in the Scotiabank Saddledome during the Calgary Stampede in 2012;
 - (iv) a \$100 gift certificate for use at the Calgary Stampede Store (located on Stampede Park);
 - (v) a limited edition, numbered Calgary Stampede 2012 poster belt buckle; and
 - (vi) a Smithbilt "Centennial" straw cowboy hat.

The approximate retail value of the above Prize Packages, as determined by CE&S at the commencement of the Contest Period is as follows: (a) the Ultimate Rodeo Experience - \$1,000; (b) the Ultimate Evening Show Experience - \$1,000; (c) the Ultimate Merchandise Package - \$1,500; (d) the Ultimate Brad Paisley Concert Experience - \$1,000; and (e) the Ultimate Johnny Reid Concert Experience - \$1,000.

Except as expressly contemplated herein, none of the Prize Packages include insurance, gratuities, expenses of a personal nature or any other expenses not mentioned herein. Without limitation to the foregoing, travel expenses are not included in the Prize Packages.

The winner of each Prize Package must accept the applicable Prize Package as offered and cannot substitute, sell or otherwise transfer all or any part of the applicable Prize Package for cash, credit or otherwise.

6. Notwithstanding any other provision in these rules, CE&S reserves the right, in its sole discretion, to substitute the any of the Prize Packages or any part

thereof for its cash value or a prize of approximately the same retail value, as determined by CE&S.

7. On June 1, 2012 at the CE&S headquarters on Stampede Park, CE&S shall randomly select one entry for each Prize Package as the potential Prize Package winners. CE&S will attempt to contact each selected participant at the telephone number and/or address contemplated by the applicable entry for such participant, at which time:
 - (a) CE&S will confirm the eligibility of such participant;
 - (b) the participant will be required to correctly answer (without assistance, or mechanical or electronic aid), a mathematical skill-testing question determined by CE&S; and
 - (c) the participant will be required to execute and deliver a declaration and release on behalf of the participant and such participant's guests, in form and substance satisfactory to CE&S, acting reasonably, confirming compliance with these rules, acceptance of the applicable Prize Package as awarded and releasing CE&S and the Contest Sponsors from all liability in connection herewith, prior to such participant being declared the winner of the Contest. If such participant is not declared the winner of the Contest (for any reason) within two days of the random drawing of Potential Winners, or the participant declines to accept the applicable Prize Package as awarded, then another random draw will be held from the remaining entrants (as determined by CE&S in its sole discretion) and a new participant will be chosen in accordance with the foregoing. Under no circumstances shall more than one of the same Prize Package be awarded.
8. The odds of winning any Prize Package will depend upon the total number of eligible entries received.
9. In addition to and without limitation to the terms and conditions previously agreed upon by each participant in connection with the Contest, each party acknowledges and agrees with the Stampede that, by participating in the Contest, each participant:
 - (a) agrees to be bound by the following terms conditions;
 - (b) represents that the participant Author is at least 18 years of age and has reached the age of majority in such participant's province of residence;
 - (c) grants to CE&S, the Contest Sponsors and their respective affiliates and subsidiaries, the agents, officers, directors, employees, volunteers, representatives, successors, assigns and all those acting with authority or permission of any of the foregoing (collectively, the "Stampede"), permission to use, disclose, publish, distribute, publicity perform or display, create derivative works from or otherwise reproduce in any manner the contents of the participant's entry or any part thereof (collectively, the "Story"), in any and all media and

anywhere in the world, without further notice, in conjunction with, or as part of, the Stampede's advertising, marketing, promotion, or journalistic, archival, historical, internal and external recognition activities; and

- (d) irrevocably releases and discharges (on behalf of the participant and any heir or personal representative of the participant) and agrees to indemnify the Stampede from any and all liabilities of any kind in connection with the use of the Story as contemplated in these terms and conditions.

Further, by participating in the Contest, each participant: (i) consents to the use of any narrative, text, symbol, action, program, effect or other matter that may be used by the Stampede in connection with the Story; (ii) irrevocably waives any right that the participant may have to inspection or approval of any of the uses of the Story; (iii) waives any moral or similar rights the participant may have in respect of the Story; (iv) grants to the Stampede the irrevocable and unrestricted right to copyright in its own name, or otherwise, works consisting of, or incorporating, the Story; and (v) consents to any modification, alteration or distortion of the Story.

By participating in the Contest, each participant is confirming such participant's understanding that the Story may be released to the public, including without limitation, media organizations or other third parties and acknowledge that the Stampede shall not be held responsible for the conduct of such third parties in respect of the Story.

Notwithstanding the foregoing, CE&S will, upon receipt of the written requests by a participant that CE&S stop using the Story in the manner contemplated hereby, use commercially reasonable efforts to stop using the Story in all future activities or materials of CE&S; provided however that any materials incorporating the Story produced or in circulation at the time the request is received by CE&S may be continued to be used without restriction.

- 10. In addition to and without limitation to any other provision contained herein, each participant, by participating in the Contest, agrees and consents to the use by the Stampede of such participant's name, photograph, voice, statement and image for any publicity or programming purposes in connection with the Contest, in all media, without remuneration, throughout the world in perpetuity.
- 11. Participants will not be individually contacted, except for participants that have been selected to win a Prize Package (who CE&S will attempt to contact as contemplated above).
- 12. The decisions of CE&S in connection with the Contest are final and, by entering the Contest, all participants agree to abide by all of the instructions and decisions of CE&S in connection with the Contest. In the event of any dispute regarding the interpretation of the rules of the Contest or any decision rendered by CE&S, the decision or interpretation of CE&S shall prevail.
- 13. All entries are, at all times, the sole property of, and are subject to verification by, CE&S. Any entry that is illegible, incomplete, altered, or

contains false information, is invalid. The use of any automated equipment to deliver multiple entries to this Contest is prohibited.

14. Any attempt to tamper with the entry process, interfere with the rules of the Contest, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of law and CE&S reserves the right to seek damages and/or other relief from any and all persons responsible for such acts to the fullest extent permitted by law.
15. For greater clarity, the Stampede shall not be responsible in any way for the use of, or bear liability whatsoever in any way attributable to the Prize Packages awarded in this Contest or any portion or events forming part thereof and, by entering the Contest, the participant hereby irrevocably releases the foregoing in connection herewith.
16. Notwithstanding any other provision contained herein, CE&S reserves the right, in its sole discretion, to modify, amend, cancel, suspend, reinstate or close this Contest, at any time in whole or in part without prior notification, and for any reason whatsoever.
17. This Contest is void where prohibited by law and is subject to all applicable federal, provincial, municipal or other laws and regulations.
18. By participating in the Contest, each participant agrees to abide by the rules of the Contest, as amended or modified as contemplated herein and, without limitation to any other provision contained herein, each participant releases the Stampede including, without limitation, CE&S, from any damage, loss or liability suffered as a result of or arising from such participant's participation in the Contest or the use of any prize (or portion thereof).
19. The Contest and the rules of the Contest shall be exclusively governed by and construed in accordance with the laws of the Province of Alberta and the federal laws of Canada applicable therein, without regard to conflicts of laws principles. Any dispute not otherwise determined in accordance with the rules of the Contest shall be adjudicated in the courts sitting in Calgary, Alberta (or any appeals court therefrom).