

LANDMARK CINEMAS CANADA AND MARKETFORCE INFORMATION INC.

GUEST FEEDBACK SURVEY CONTEST

RULES & REGULATIONS (the “Rules”)

HOW TO ENTER

1. Landmark Cinemas Canada and Marketforce Information Inc. “Guest Feedback Survey Contest” (the “Contest”) is conducted by Landmark Cinemas Canada (the “Sponsor”), and is only open to individuals over the age of 13 who are residents of BC, AB, SK, MB, ON, and YT, except (i) the employees of Landmark Cinemas Canada, its affiliates, each of their licensors associates, and participating Landmark Cinemas Canada locations, and each of their respective advertising and promotional agencies, prize suppliers, and their respective agents or representatives; (ii) the employees of Marketforce Information Inc., its affiliates, each of their licensors associates, and each of their respective advertising and promotional agencies and their respective agents or representatives; (iii) contest judges; and (iv) persons domiciled with any of the above. The entities listed in (i), (ii), and (iii) shall collectively be referred to as the “Group.” If a participant is an eligible minor in his or her jurisdiction of residence, his or her parent or legal guardian agrees to these Rules along with and on behalf of his or her minor child. All rights and responsibilities of a minor under the Rules are conferred and assumed respectively by the minor’s parent or legal guardian in representation of the minor.

2. To enter the Contest during the Contest Period (as defined below), visit <http://www.mylandmarkcinemas.com> (the “Contest”), complete the Landmark Cinemas Guest Feedback Survey, and upon the completion of the survey, fully complete the “Guest Feedback Survey Contest” entry form.

There is a limit of one (1) entry per person/email address per 7 days following the initial entry permitted during the Contest Period. For the purpose of this Contest, a ‘day’ will run from 12:00:01 am (MT) to 11:59:59 pm (MT). For greater certainty, you can only use one (1) email address to enter, or otherwise participate in, the Contest. If it is discovered that you have attempted to: (i) obtain more than one (1) entry per person/email address per day during the Contest Period; or (ii) use more than one (1) email address to enter, or otherwise participate in, the Contest; then (in the sole and absolute discretion of the Sponsor) you may be disqualified from the Contest and all of your entries are subject to disqualification by the Sponsor. Your entry will be rejected if (in the sole and absolute discretion of the Sponsor) the entry form is not fully completed and submitted during the Contest Period. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and is grounds for disqualification by the Sponsor.

The sole determinate of the time for the purposes of a valid entry in this Contest will be the Contest server machine(s).

By entering the Contest, each entrant affirms that all of the information listed in his or her entry is complete and correct. All entries that are incomplete, have been submitted through illicit means, or do not conform to or satisfy any condition of these Rules may be disqualified. Entries will not be acknowledged.

This Contest begins at 12:00:01 am (MT) on November 1, 2016 and closes at 11:59:59 pm (MT) on December 31, 2017 (the “Contest Period”). **NO PURCHASE NECESSARY.** If you choose to enter the Contest using a mobile phone, standard data fees may apply; no other costs or other obligation will be incurred by entering the Contest. Any personal information submitted will be used solely for the purposes of administering this Contest, including sharing the personal information of the winner with any prize supplier, in accordance with Sponsor’s privacy policy www.landmarkcinemas.com.

9. All entries become the property of the Sponsor for any and all purposes. None of the Group will be responsible for entries delayed, stolen, misdirected, lost, destroyed, illegal, or incomplete.

ENTRY GUIDELINES

3. By participating in the Contest, each entrant agrees to be bound by these Rules and by the interpretation of these Rules by the Sponsor, and further warrants and represents that the entrant he/she has all the necessary rights to enter the Contest.

ODDS

4. The approximate odds of winning a Prize depend upon the total number of eligible entries received during the Contest Period.

PRIZE DRAW SELECTION AND PRIZE DESCRIPTION

5. On the first Monday of each month, at approximately 10:00 am (MT), at Suite 100, 14505 Bannister Road South East, Calgary, Alberta, the official contest computer will randomly draw one (1) entry from all entries received. The first entry drawn will be eligible to win a Grand Prize, consisting of one (1) **Landmark Cinemas Canada Gift Card. Prize Value is: \$100.00 CAD.** No alternate cash or substitute prize is available. Prize must be accepted as awarded. There is a total of one (1) Grand Prize available to be won.

GENERAL

6. In order to win a Prize in this Contest, the selected entrant must first correctly answer without assistance or mechanical aid, the mathematical skill-testing question administered by the Sponsor, and otherwise comply with these contest Rules.

7. The Sponsor will email the potential winner of the Contest. If a potential winner does not respond to the Sponsor’s attempt to contact them within seventy-two (72) hours, he/she will be deemed to have forfeited his/her chance to win the Prize. In the event that the potential winner is disqualified for any reason, the Sponsor may award the prize to an alternate winner in a random drawing from among all remaining eligible entries. Only one (1) alternate potential winner may be drawn after which the prize may not be awarded.

8. None of the Group shall be responsible in any way for the use of, or bear any liability whatsoever in any way attributable to the Prize awarded in this Contest or the events forming part of this Contest. The Group and each of their officers, directors, employees, affiliates, related entities, partners, partnerships, principals, representatives, agents, licensees, sponsors, successors and assigns (collectively the “Releasees”) (i) make no warranty, guarantee, or representation of any kind concerning any Prize, (ii) disclaim any implied warranty, and (iii) are not liable for injury, loss or damage of any kind resulting from the acceptance or use of the Prize, or from participation in this Contest. Without limitation, the Releasees will not be liable for (i) any technical malfunction, slow down, interruptions, disconnections or other problems relating to the telecommunication network or lines, network servers, access providers, computers, devices, mobile phones or mobile phone software; (ii) for the failure of any entry submission to be received by the Sponsor, their advertising or promotion agencies for any reason including, but not limited to, technical problems or traffic congestion on the telecommunication network; (iii) any damage to an entrant’s mobile phone, device or computer resulting from participating in this Contest; (iv) any unauthorized human intervention in any part of the Contest, (v) any technical or human error which may occur or arise or may have occurred in the Rules or in the administration of the Contest; (vi) any charges entrants may incur in connection with participating in the Contest. If for some reason an entrant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is to submit another entry in the Contest, provided that the Contest has not been completed.

10. Before being declared a Prize Winner, the selected entrant must first demonstrate they are the owner of the email account associated with the winning entry by signing a declaration confirming understanding, compliance with, and acceptance of the Contest Rules and acceptance of the Prize and a publicity release and a release of all

LANDMARK CINEMAS CANADA AND MARKETFORCE INFORMATION INC.

GUEST FEEDBACK SURVEY CONTEST

RULES & REGULATIONS (the “Rules”)

liability satisfactory to the Sponsor. If any individual under the age of majority in the province/territory of their residence wins a Prize, the Prize will be awarded to the parent or legal guardian of the selected entrant, provided such parent or legal guardian accepts the Prize as awarded, and complies with these Contest Rules. Winner must agree to look to the manufacturer of any prize for any warranty issues, not the Sponsor. By accepting the Prize, the winner agrees to use of his or her photograph, name, address, likeness, voice, and statements in any publicity carried out in connection with the Contest, the Prize, or awarding of the Prize by the Sponsor, its suppliers and their affiliates, agents or such other designated parties without remuneration.

11. Sponsor retains the right, in its absolute discretion, to make substitutions of equivalent kind or value in the event of the unavailability of any component of the Prize for any reason whatsoever. Prize is not transferable, must be accepted as awarded and has no cash surrender value.

12. Entries received after 11:59:59 pm (MT) on the Contest close date of December 31, 2017 will be considered null and void. Entries shall be subject to verification and shall be null and void if they are found to

have been tampered with in any way, or not obtained in accordance with these Contest rules.

13. The Contest is subject to all applicable Federal, Provincial, and Municipal laws and regulations and shall be governed by the laws of the Province of Alberta and the Federal laws of Canada applicable therein.

14. The right is reserved to withdraw or terminate this Contest at any time without prior notice.

NO PURCHASE NECESSARY. Open to residents of BC, AB, SK, MB, ON, and YT, 13 years or older. Limit one (1) entry per person per day. Mathematical skill testing question required. Odds of winning are dependent upon total number of entries received by 11:59:59 pm (MT) on the last day of each month. There one (1) Grand Prize consisting of a **Landmark Cinemas Canada Gift Card** available to be won. Prize Value is \$100.00 CAD. This Contest begins at 12:00:01 am (MT) on November 1, 2016 and closes at 11:59:59 pm (MT) on December 31, 2017.