

New Sudbury Centre “Holiday 2009”

RULES AND REGULATIONS

This contest is intended for residents of Canada only, and will be interpreted according to Canadian Law. This contest is being conducted by New Sudbury Centre, and excludes retail employees of New Sudbury Centre, directors, officers, representatives and agents of the New Sudbury Centre, Redcliff Realty Management Inc., Canada Post, Northern Life, Creative Odyssey, 3 Tier Logic Inc., and their agents, representative, affiliates, subsidiaries, promotion agencies, assignees, personal associates, families, as well as those with whom they reside, (hereinafter referred to as the “Sponsors”).

HOW TO ENTER:

There are three (3) ways to enter the contest (reference below). One entry per mobile number per promotional period (November 2nd, 2009 at 12:00am EDT to November 27th, 2009 at 11:59pm EDT).

A) VIA SMS TEXT MESSAGING.

To enter via SMS Text Messaging requires that you have a telephone that has a two-way text messaging capable handset and digital service feature. Text messaging is not available in all areas. Register and receive one (1) contest entry by SMS text messaging. Send one of the following 3 keywords: 1) SPLURGE, 2) SHOP, 3) BONUS. Contest is open from November 2nd, 2009 at 12:00am EDT to November 27th, 2009 at 11:59pm EDT (the contest closing date).

One entry per person per mobile number per promotional period. Standard text message rates apply. Check with your local cell phone service provider for current text message rates.

None of the Sponsors or 3 Tier Logic Inc., the contest administration or judging organizations are responsible for any problems or technical malfunctions of any telephone network or lines, computer online systems or servers, computer software problems or traffic congestion on the internet, or at any website and assume no liability for damage to entrant's or any person's computer resulting from participating in the contest. In the event of a dispute as to the identity of a winner based on mailing address or mobile phone number, the winning entry will be deemed to be made by the authorized account holder of the mailing address or mobile phone number at the time of entry. “Authorized account holder” is the natural person who is assigned a mobile telephone number by a wireless provider, telecommunications carrier or other organization (e.g. business, educational institution etc.) responsible for assigning the submitted mobile telephone number. Selected entrants may be required to provide the Contest Sponsor with proof that he/she is the Authorized Account Holder of the mobile telephone number associated with the selected entry. The Sponsors are not responsible for printing, distribution or production errors and may withdraw in their sole discretion any contest found to contain such error without liability.

B) VIA TOUCH SCREEN KIOSK.

To enter via kiosk, fill out all required data components (first name, last name, cell phone or home phone number, gender, age range, address, city, province, and postal code) on the contest entry form on the touch screen kiosk. One entry per person per promotional period.

C) VIA MICROSITE.

To enter through uwinbig.ca, participants must fill out all required data components (first name, last name, email address, cell phone or home phone number, gender, age range, address, city, province, and postal code) on the contest entry form. One entry per person per promotional period.

November 2nd, 2009 at 12:00am EDT to November 27th, 2009 at 11:59pm EDT the contest closing date). NO PURCHASE NECESSARY.



PRIZES:

There a total of 356 prizes to be won:

- 1 x Grand Prize - \$1000 New Sudbury Centre Gift Card
- 225 x Instant Prizes – New Sudbury Centre T-shirt
- 30 x Instant Prizes – New Sudbury Centre CD Case
- 100 x Instant Prizes – New Sudbury Centre Ball Cap

All instant prize winners will be notified via SMS, touch screen kiosk or web. All entries are eligible for the grand prize draw

PRIZE REDEMPTION:

- All prize redemption must take place within 14 days of initial entry, whether through SMS, touch screen kiosk, or microsite. After 14 days, promo codes are no longer valid and prizes cannot be redeemed at Customer Service.

AT CUSTOMER SERVICE:

- When entering via SMS text messaging, winners must present their cellular phone with the winning message (and promo code) displayed to a New Sudbury Centre Customer Service representative at New Sudbury Centre (1349 Lasalle Boulevard, Sudbury, ON, P3A 1Z2) in order to claim their prize.
- When entering via touch screen kiosk, winners must present their print-out coupon containing their promo code to a New Sudbury Centre Customer Service representative
- When entering via microsite, winners must present their computer print-out coupon containing their promo code or their SMS text message containing their promo code to a New Sudbury Centre Customer Service representative

AT TOUCH SCREEN KIOSK:

- When redeeming a promo code at the touch screen kiosk, participants must provide their promo code and fill out all required data components (first name, last name, cell phone or home phone number, gender, age range, address, city, province, and postal code).
- The touch screen kiosk will provide a print-out coupon that must be presented at Customer Services for prize collection.
- The last date for instant prize redemption is December 6th, 2009, mall closing hours. Each winning text message will have a unique promo code included so as to prevent duplicate prize redemptions and or fraud. Prizes must be accepted as awarded and are not transferable or convertible to cash. Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value. In order to be declared a winner, a potential winner will be required to complete, sign and return a Declaration and Release Form provided by the Sponsors, and must have abided by the rules and regulations of this contest. Failure to return the duly completed Declaration and Release Form within the time stipulated will result in disqualification and another entry will be randomly selected from the remaining eligible entries. Potential winners are also required to answer correctly a four part mathematical skill-testing question on the Declaration and Release Form in order to claim their prize; otherwise another eligible entry will be drawn.

ELIGIBILITY

This contest is open to residents of Canada except employees (and persons with whom they are domiciled) of the Sponsors, its affiliated companies, advertising and promotional agencies, and 3 Tier Logic Inc., the independent contest administration and judging organization. All winners must be 18 years of age or older.

GENERAL

This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering the contest, participants agree to be bound by these official rules and by the decisions of the independent administration and judging organization, which shall be final on all matters relating to this contest. All entries become the property of the Sponsor and none will be returned. By entering the contest, entrants consent to the use of their name and/or photograph, without payment or compensation other than the prize awarded.

