

SPOT THE LOONIE **Official Rules**

1. SPONSOR, TERM AND ELIGIBILITY TO ENTER

1.1 The "Spot the Loonie" contest offered on Internet and in both Our Canada and More of Our Canada magazines (published by Reader's Digest Magazines Canada Limited (RD, the Sponsor) is open to all Canadian residents, who, at the time of participation, have reached the age of majority according to the law of the province or territory in which they reside. Employees of RD, their respective parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

1.2 All entries must be returned by final close date of July 31, 2012, 23:59:59 (EDT) in order to be entered in the final winner selection date mentioned in section 3 below. Entries become the property of the Sponsor and will not be returned or acknowledged.

1.3 No purchase is necessary or required to enter and to win.

1.4 This contest is void outside of Canada.

2. HOW TO ENTER

Entrants must prove their skill by correctly identifying the page number on which the Loonie appears in a given issue and magazine.

Online: Go to www.ourcanada.ca, click the Spot the Loonie link and follow instructions to tell us where you have spotted the Loonie.

By Mail: Write your answer on a postcard or in a letter and return to: 'Spot the Loonie Contest' P.O. Box 11723, Station CV, Montreal, Que., H3C 6P2.

One entry per person, per day is allowed. One 'day' is 00:00:00 to 23:59:59.

3. PRIZES AND AWARDING

A random daily draw will be performed selecting five entries from both mail and internet and a final random draw of five (5) entries will be held in Montreal on each of the following draw dates among the pool of daily samples: September 30, 2011, December 1, 2011, January 31, 2012, April 2, 2012, June 1, 2012, and August 1, 2012. Each entry drawn, in order to qualify, must have correctly 'spotted the loonie' in one of the magazines.

The prizes are non-transferable, and must be accepted as awarded. The prizes are guaranteed to be awarded. By entering the contest, entrants agree to abide by these rules, and the decisions of the Sponsor are final on all matters regarding this contest. The qualifying winners will be notified by mail, shortly after the draw date. The winners must sign a claim form in order to claim their prize. Winners will receive their prize approximately 30 days from the date the claim form is received at the address established by the Sponsor.

4. LIMITATION OF LIABILITY

By participating, entrants agree to release, discharge and hold harmless the Sponsor, and its respective affiliates, subsidiaries, advertising agencies, and co-sponsors, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this contest or any contest related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

5. RIGHT TO CANCEL OR SUSPEND CONTEST

If for any reason the contest is not capable of running as planned, due to infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this contest, the Sponsor reserves the right to disqualify any individual(s) who tamper with the entry process, and/or to cancel, terminate, modify, or suspend the Contest.

Caution: any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the contest may be a violation of criminal and civil laws and should such an attempt be made, the sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

6. LEGAL

This contest complies with all Canadian laws. In Québec, the required duties have been paid. Quebec residents may submit any litigation respecting the conduct or organizing of a publicity contest to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement. Information concerning this contest will be available online at www.ourcanada.ca or you can write to "Spot the Loonie" Contest, Reader's Digest Prize Award Administrator's Office, 1125 Stanley Street, Montréal, Québec H3B 5H5. The names of winners will be listed in both magazines as well as online. This contest is owned, operated and administered by Reader's Digest Association (Canada) ULC.