



Victory Ridge Sports Distribution Inc.
230 Bayview Dr., Unit 20
Barrie, ON
L4N 4Y8

MAPLE RIDGE AMOURY 2020 STICKER CONTEST

OFFICIAL RULES AND REGULATIONS

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NO PURCHASE OF ANY KIND IS NECESSARY TO ENTER OR WIN.

ELIGIBILITY

The Maple Ridge Amoury Sticker Contest (the “Contest”) is open to legal residents of Canada, excluding Quebec, who are age of majority in their province or territory at time of entry. Employees of Maple Ridge Armoury®, associate prize sponsors and affiliated agencies and their respective parents, subsidiaries, affiliates and advertising and promotion agencies as well as immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible to enter or win a prize.

The Contest is subject to federal, provincial and local laws and regulations.

SPONSOR

This contest is sponsored by Victory Ridge Sports Distribution Inc., 230 Bayview Dr., Unit 20, Barrie, Ontario, L4N 4Y8 (the “Sponsor”).

AGREEMENT TO OFFICIAL RULES

Participation in this Contest constitutes entrants’ full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent on being compliant with these Official Rules and fulfilling all other requirements so forth herein.

CONTEST PERIOD

The Contest begins on a date to be determined at the start of each contest and time is set in EST (the “Contest End Date”). Entries that are submitted before the contest begins or after the Contest End Date will be disqualified. Submissions will be accepted for the duration of the Contest online through the Maple Ridge Armoury website located at www.mapleridgearmoury.com and website contest landing page.

HOW TO ENTER

During the Contest Period, each guest at Maple Ridge Armoury location in Barrie, Ontario, Canada (or online at <https://www.mapleridgearmoury.com>) who purchase a MRA Logo Sticker priced at \$20.00 plus tax will receive one (1) entry in the Contest (an “Entry”). There is a maximum limit of purchases that can be made for each Contest. There is no purchase limit for each guest.

NO PURCHASE NECESSARY. To participate in the Contest without making an Eligible Purchase, please send a FREE request (a “MRA Request”) in writing, including: (a) your first name, last name and email address to: Maple Ridge Armoury MRA 2020 Contest, 230 Bayview Dr. Unit 20, Barrie, ON, L4N 4Y8. Your MRA Request must be postmarked during the Contest Period and received by date stated on contest page. Entrant must provide a One Thousand (1,000) word essay on why Maple Ridge Armoury is their favourite online gun shop and send the essay via email to info@mapleridgearmoury.com. All entries become the property of the Sponsor and will not be acknowledged or returned. The odds of winning will depend on the number of valid entries received.

Upon receipt of a MRA Request in accordance with these Rules (as determined by the Sponsor in its sole and absolute discretion), an entrant will receive one (1) MRA codes via an email (to the email address the entrant provided as part of his/her MRA Request) that includes a unique CODE (a “Unique Coupon Code”) that the entrant will use during checkout. They must add the MRA Logo entry (priced at \$20.00) in their cart and proceed to

checkout. At checkout, entrant must add the unique CODE (a “Unique Coupon Code”) to the order. The code will then deduct the pricing of \$20.00 and allow the entrant to receive the MRA Logo entry for free.

For certainty, MRA Requests that do not indicate an email address will be ineligible to receive a Unique Coupon Code. The Sponsor takes no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, improperly accessed, late or destroyed MRA Requests or Unique Coupon Code. Limit of one (1) MRA Request per envelope with sufficient postage. No mechanical reproductions of requests permitted.

Eligible prize for the Sticker Contest will be indicated on the MRA Logo Sticker Contest product page.

PRIZE AVAILABLE

A total of one (1) prize is available to be won at the end of the Contest Period. The approximate retail value (“ARV”) of the Prize will be advertised on the MRA Logo Sticker Contest product page. Without limiting the foregoing, the following general terms and conditions apply to the Prize: (i) all values set above are based on approximate prize values in Canada at the time of preparing these Rules; (ii) all characteristics and features of the Prize, except as otherwise explicitly stated above, will be determined by the Sponsor in its sole and absolute discretion; (iii) the Prize must be accepted as awarded and is not transferable, assignable or (as applicable) convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (iv) no substitutions are permitted, except at Sponsor’s option and as may be specifically permitted by Sponsor in its sole and absolute discretion; (v) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Prize or any component thereof; and (b) substitute the Prize or a component thereof in case of unavailability of the Prize, to accommodate for a disability, or for any reason, with a prize or prize component(s) of equal or greater retail value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (vi) Prize winners are solely responsible for all costs not expressly described herein; (v) redemption of the Prize must occur within and/or on or before the date or dates specified by the Sponsor (otherwise the Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its

entirety and, if forfeited, nothing will be substituted in its place); (vi) if the confirmed winner does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) by accepting the Prize, the confirmed winner acknowledges that the Contest Parties and each of their respective agents, employees, directors, members, successors, and assigns (collectively, the “Released Parties”) have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the Prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose; (viii) all approximate retail values do not include applicable goods and services tax, provincial, territorial or sales and use taxes, confirmed winner may be required to pay such taxes upon receipt of the applicable Prize.

PRIZE DRAW

When all stickers for each contest have been sold, a random draw from all eligible entries received will take place. Sponsors will attempt to notify the prize winner via email a maximum of two (2) times each. If the potential prize winner cannot be contacted within five (5) business days of the date notice or attempted notice is sent, Sponsors may select an alternate potential winner in his/her place at random from the remaining non-winning, eligible entries received by Contest End Date.

By entering this Contest, entrants authorize the Sponsor to use as required, his/her name, photograph, picture, place of residence, voice and (or) statement in connection with any prize, for advertising purposes, without remuneration or compensation of any kind.

In order to be declared a winner and prior to receiving a prize, selected entrants undertake to sign the Sponsors’ Declaration of Eligibility and Liability/Publicity Release form to: (i) confirm compliance with all Contest Rules; (ii) agree to accept the prize as awarded; (iii) release, discharge and hold harmless the Sponsor, their departments and agencies, parent, related and affiliated companies, subsidiaries, franchisees, advertising and promotional agencies, counsel, marketing partners, and each of their respective directors, officers, employees, shareholders, successors, sponsors, partners, licensees, subsidiaries, agents, artists, advisors, assignees, and all others associated with the administration, development and execution of the Contest (the “Released Parties”) from and against any and all manner of action, cause of action, claim or demand, loss or injury, use or misuse of a prize or any travel

related thereto, and the use of the Entry by the Sponsors, suit, debt, covenant, contract, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach, failure of any third party contractor or supplier used in connection with any aspect of the Contest to perform or deliver any goods or services, any act of God or any other event beyond the Released Parties' control, any dissatisfaction of any kind by a winner with any aspect of the Contest or any prize, liability for physical injury, death, or property damage which the entrants, guests, their heirs, successors or assigns have, might have or could have suffered, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of a Prize as awarded; and (iv) indemnify the Released Parties against any loss, damage or expense, including legal fees, that any of the Released Parties may suffer or incur as a result of any non-compliance by an entrant with any of the Contest Rules or participation in the Contest and/or in connection with the acceptance and/or exercise by an entrant of a prize and the use of the Entry by Sponsors.

The Sponsor is not responsible for: (i) incorrect or inaccurate entry information which may affect a person's inability to legally possess the prize, ability to participate in the Contest or be awarded a prize, including but not limited to human error, technical malfunctions, lost or delayed entries for any reason, mail failures, omission, or any combination thereof, and entries which fail to fully comply with these Contest Rules; (ii) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (iii) lost, incomplete, delayed, mutilated or misdirected entries or Declaration and Release forms; (iv) injury or damage to the entrant's computer or to any other individual's computer related to or resulting from participating in, or downloading any material regarding the Contest or accepting a prize; (v) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize, including any travel related thereto and the use of the Entry by Sponsors; (vi) the security or privacy of information transmitted via computer networks or for breaches of privacy due to interference by third party computer "hackers" or otherwise; or (vii) late, lost, misdirected or unsuccessful efforts to notify a potential winner.

WINNER NOTIFICATION

Potential winner will be notified via email. The potential winner will be required to be in compliance with all of the Official Rules, in the Sponsors' sole discretion, in order to claim his/her prize. The potential winner will be required to be in possession of a valid firearms licence in order to claim a firearm or ammunition prize. If a potential winner cannot be contacted or the prize is returned as undeliverable, potential winner forfeit their prizes. In the event that a potential winner is disqualified for any reason, the Sponsor will award the applicable prize to an alternate winner by a random draw from all the remaining eligible entries received before Contest End Date. Only three (3) alternate drawings will be held, after which a prize will remain un-awarded. Prizes will be fulfilled within five (5) weeks after the conclusion of the Contest and contingent upon the nature of the prize.

OTHER CONDITIONS

Termination: Sponsors reserve the right to terminate or amend the Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, the Sponsor reserves the right to cancel the Contest and conduct a random draw from all previously received eligible entries received by the Contest End Date.

Publicity and entrant information: By participating in the Contest, entrants consent to the use of their name, address, postal code, telephone number, social media handles, comments and image, whether on videotape, photograph or any other means, for the administration of this Contest or any publicity carried out by the Sponsor, without further notice or compensation. Information collected from entrants is subject to the Maple Ridge Armoury privacy policy, available at <https://mapleridgearmoury.com/privacy-policy/>. Names collected for this Contest (both of entrants and team members) will not be sold to any third party nor used in any other way without CASL-compliant opt-in permission by an individual.

Governing law and disputes: The Contest is void where prohibited by law. Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any kind of class action, and exclusively by the appropriate court. All issues and questions concerning the construction, validity, interpretation and enforceability of these

Official Rules, entrants rights and obligations, or the rights and obligations of the Sponsors in connection with the Contest, shall be governed by, and construed in accordance with the laws of Ontario, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction.

Rule amendments: The Sponsors reserve the right, in their sole discretion to amend or modify these Contest Rules, or modify, cancel or suspend this Contest, without prior notice for any reason whatsoever, including without limitation in the event that any cause beyond the reasonable control of the Sponsors corrupts, or threatens to corrupt, the security or proper administration of the Contest.

Intellectual property: All intellectual property, including but not limited to trademarks, logos, designs, promotional materials, web pages, source codes, images, drawings, illustrations, slogans and representations are owned by the Sponsors. All rights are reserved. Unauthorized copying or use of any copyrighted material or other intellectual property without the express written consent of the Sponsors is strictly prohibited. Sponsors' marketing or other partners, if any, shall also have access to and rights to reproduce, copy or otherwise use any materials generated by this Contest or any submissions or materials generated by entrants.