

Mega Fan Ford Social Media Contest (the "Contest") under the 2024-2025 Ford sponsorship program with the Montreal Canadiens

Official contest rules (the "Rules")

The contest is subject to all federal, provincial, and municipal laws.

Void where prohibited.

NO PURCHASE REQUIRED.

1. **Contest Sponsor:** The Contest is sponsored by Ford Motor Company of Canada, Limited (the "**Contest Sponsor**") and administered by CINCO Inc. ("**CINCO**").

This Contest will be run in accordance with these Rules, subject to amendment by the Contest Sponsor. Entrants must comply with these Rules, and, by entering the Contest, will be deemed to have received and understood the Rules.

2. **Contest Period:** The Contest starts at 9:00 a.m. Eastern Time ("**ET**") on October 1, 2024, and ends at 10:00 p.m. ET on April 8, 2025 (the "**Contest Period**"). The Contest Period is comprised of seven (7) segments:

<u>Segments</u> <u>(each, a</u> <u>"Segment")</u>	<u>Start and end date and time</u>
1	October 1, 2024, 9:00 a.m. ET to October 31, 2024, 10:00 p.m. ET
2	November 1, 2024, 9:00 a.m. ET to November 26, 2024 10:00 p.m. ET
3	November 27, 2024, 2024, 9:00 a.m. ET to December 21, 2024, 10:00 p.m. ET
4	December 22, 2024, 9:00 a.m. ET to January 30, 2025 10:00 p.m. ET
5	January 31, 2025, 9:00 a.m. ET to February 27, 2025 10:00 p.m. ET
6	February 28, 2025, 9:00 a.m. ET to March 22, 2025 10:00 p.m. ET
7	March 23 2025, 9:00 a.m. ET to April 8, 2025 10:00 p.m. ET

3. **Eligibility:** The contest is exclusively open to legal residents of Quebec who are at least eighteen (18) years of age or older, and reside within a one-hundred-and-twenty-kilometres (120 km) radius of the Bell Centre in Montreal, Quebec at the time of Contest

entry (each an “**Entrant**”). Employees, representatives, dealers, and agents of the Contest Sponsor, CINCO, Club de Hockey Canadiens de Montréal (“**Habs**”), the National Hockey League and its Member Teams (“**NHL**”), NHL Enterprises Canada L.P., and each of their respective subsidiaries, affiliates, directors, officers, governors, agents, and their advertising and promotional agencies (together, the “**Released Parties**”) and immediate family members of any such person (regardless of where they live) or those with whom any such persons are domiciled are not eligible to enter. Immediate family includes the husband, wife, son, daughter, brother, sister, mother, or father of an individual. Entries are limited to individuals only; commercial enterprises and business entities are not eligible to enter the Contest.

4. **How to Enter:** No purchase necessary. There are three methods of entry:

Method 1: Throughout Segments 1-7 of the Contest Period, the Mega Fan Ford Ambassador (“**FF**”) and/or FF’s designed representatives will be announcing various Mega Fan Ford Contest-related social media participation instructions via Facebook through their Facebook page (www.facebook.com/jesuisfan), X (formerly Twitter) through their handle (@megafanford), and Instagram through their handle (@megafanford) (each a “**FF Challenge**”). To enter, the Entrant must: (i) be a registered account holder and “follower” of the Mega Fan Ford’s social media platform they are entering into the Contest with; (ii) search for the Contest instructions which will be posted at random times, on each social media platform; and (iii) fully complete the specific set of instructions as specified in the message of the post, including, but not limited to: (a) leaving a comment in the comment section; (b) tagging a friend; (c) submitting a creative photo or video (each a “**Challenge Post**”).

Each Challenge Post that meets the submission conditions outlined in Section 5 below and otherwise complies with these Rules, as applicable, qualifies as one (1) entry into the Contest. Limit of one (1) entry per Entrant per each Segment during the Contest Period.

AND/OR

Method 2: Throughout Segments 1-7 of the Contest Period, the Mega Fan Ford Ambassador (“**FF**”) and/or FF’s designed representatives will be announcing various Mega Fan Ford Contest-related posts via Facebook through their Facebook page (www.facebook.com/jesuisfan), X (formerly Twitter) through their handle (@megafanford), and Instagram through their handle (@megafanford) (each a “**Contest Post**”). To enter, the Entrant must: (i) be a registered account holder and “follower” of the Mega Fan Ford’s social media platform they are entering into the Contest with; (ii) search for the Contest Post which will be posted at random times, on each social media platform, and click the URL link provided in the message of the Contest Post; (iii) play the Ford Pursuit online game, correctly answering all three questions about the electrification of Ford cars; and (iv) complete all mandatory fields in the entry form, clicking ‘submit’ for one (1) entry into the Contest (a “**Game Challenge**”). Limit of one (1) entry per Entrant per Segment during the Contest Period.

Entries from Facebook/ X (formerly Twitter)/Instagram users with “protected” updates (i.e., user has set their account so that only people the user has approved can view their updates) cannot be accepted for entry into the Contest.

To participate in the Contest, you must have a valid Facebook/ X (formerly Twitter)/Instagram account that is in good standing. If you do not have a Facebook/ X (formerly Twitter)/Instagram account, visit www.facebook.com/ www.x.com (www.twitter.com)/www.instagram.com and register in accordance with the enrollment instructions for a free Facebook/ X (formerly Twitter)/Instagram account. The terms and conditions for creating and maintaining a Facebook/ X (formerly Twitter)/Instagram account are at the sole discretion of Facebook/ X (formerly Twitter)/Instagram, and can be found on the Facebook/ X (formerly Twitter)/Instagram website. The Contest is open to existing Facebook/X (formerly Twitter)/Instagram account holders as well as new account holders.

In case of a dispute over the identity of an Entrant, the authorized account holder of the Facebook/ X (formerly Twitter)/Instagram profile used for a particular Facebook/ X (formerly Twitter)/Instagram Entry will be deemed to be the Entrant. "**Authorized account holder**" is defined as the natural person who is assigned to a Facebook/ X (formerly Twitter)/Instagram profile by www.facebook.com/ www.x.com (www.twitter.com)/www.instagram.com. Potential winners may be required to show valid proof of being the authorized account holder of the Facebook/X (formerly Twitter)/Instagram profile associated with their potentially winning entry. There's a limit of one (1) entry per Entrant per Segment.

5. **Submission Conditions:** The Contest Sponsor may, in its sole discretion, elect to use, in whole or in part, any Submission Materials (as defined below) submitted into this Contest for its own future advertising and/or promotional activities, without notice or compensation, and any Entrant submitting such materials forfeits any further copyright or similar claims to same. "**Submission Materials**" include, but are not limited to, photos, essays (including Posts or Facebook or Instagram comment posts), videos, compilations, etc., as applicable. Each Entrant warrants to the Contest Sponsor and its respective parent and affiliate companies that his/her Submission Materials do not contravene or infringe upon anyone else’s copyright, trademark or other intellectual property rights. Submission Materials must not:
 - a. contain/reference (as applicable) any third party, including minors, without the express prior written permission of such party or, in the case of a minor, the minor’s parent or legal guardian, which each Entrant must be able to provide upon request from the Contest Sponsor;
 - b. contravene or infringe upon anyone else’s copyright, trademark or other intellectual property rights;

- c. contain defamatory words/statements (including words or symbols that are widely considered offensive to (without limitation) individuals of a certain race, ethnicity, religion, sexual orientation, or socioeconomic group);
- d. threaten any person, place, business, or group;
- e. disparage persons or organizations associated with the Released Parties;
- f. invade privacy or other rights of any person, firm, or entity;
- g. contain/reference (as applicable) any material that is in any way unlawful, in violation of or contrary to any applicable federal, provincial or municipal laws and regulations where the submission is created;
- h. contain/reference (as applicable) any material that is inappropriate, indecent (including but not limited to nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous;
- i. contain/reference (as applicable) any persons or organizations without their prior express written permission; and
- j. otherwise deviate from or violate the Contest Sponsor's policies, practices, values, and standards (collectively the "**Submission Conditions**").

Where applicable, the Submission Materials must be created in a safe and lawful manner. The Contest Sponsor reserves the right, in its sole discretion, to: (a) revise Submission Materials, or request the Entrant(s) to revise and resubmit the Submission Materials in order to make such Submission Materials compliant with these Submission Conditions; (b) remove any Submission Materials which are deemed inappropriate according to the Contest Sponsor; and (c) disqualify any individual who is found: (i) to be tampering with the entry process or the operation of the Contest; (ii) to be acting in violation of the Rules; (iii) to be acting in an un-sportsmanlike or disruptive manner; (iv) to be in violation of any of the Submission Conditions specified above; or (iv) to be engaging in any other offensive conduct that jeopardizes the integrity and/or administration of the Contest, which shall be determined at the Contest Sponsor's sole discretion.

6. **Prizes:** There are a total of four hundred and sixty-eight (468) prizes to be won in Quebec. Each prize consists of one (1) pair of tickets to a 2024/2025 Habs home game at the Bell Centre in Montreal, Quebec (each a "**Prize**"). The approximate retail value of each Prize is \$140 CAD. If, at the time a Prize is claimed or awarded, the actual retail purchase price for the Prize is lower than the approximate retail value indicated in promotional materials and/or these Rules, the Prize winner will not be entitled to any difference.

Each winner (and their guest) will be solely responsible for all other incidental costs and expenses related to their Prize not mentioned above, including, but without limitation, personal expenses, entertainment, message and data usage to download the

App etc. The Contest Sponsor will not be held to award more Prizes than as set out in these Rules. The actual number of Prizes awarded will be based on the number of eligible entries received.

No responsibility is assumed by the Contest Sponsor for cancelled, delayed, suspended or re-scheduled events for any reason whatsoever beyond its control and the Prize winner will not be reimbursed for any portion of the Prize that may become unavailable. The Contest Sponsor reserves the right to cancel or terminate the awarding of the Prize or any component of a Prize in the event that the Prize winner and/or their guest engages in inappropriate or disruptive behaviour, or behaviour with intent to annoy, abuse, threaten or harass any other person.

Use of each Prize is dependent on each winner (and their guest) complying with any and all applicable rules set by the Bell Centre, the NHL and/or local health guidelines and requirements, as set out by the federal, provincial and/or municipal government(s).

7. **Prize Substitution:** Any Prize is non-exchangeable, non-transferable, non-refundable, has no cash-surrender value, and must be accepted as awarded with no substitutions. The Contest Sponsor reserves the right, in its sole discretion, to substitute and/or modify any Prize with (a) prize(s) of equal or greater value for any reason.
8. **Determination of the Winners:** Potential winners will be drawn in Montreal, Quebec, from all eligible entries received during a given Segment. The draw will be conducted by a representative from CINCO according to the following schedule (each draw being defined as a "**Drawing Period**"):

<u>Drawing Period</u>	<u>Start and end date and time</u>	<u>Approx. number of winners</u>
1	October 31, 2024, 10:00 a.m. ET	77
2	November 26, 2024 10:00 a.m. ET	92
3	December 22, 2024, 10:00 a.m. ET	60
4	January 30, 2025 10:00 a.m. ET	152
5	February 27, 2025 10:00 a.m. ET	30
6	March 22, 2025 10:00 a.m. ET	21

7	April 8, 2025 10:00 p.m. ET	36
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CINCO will contact the potential winners via direct messages within 3 business days of the random drawing (“**Winner Notification**”). If a potential winner cannot be contacted within 2 business days of the first attempt to contact (including failing to reply to the Winner Notification) or, if contacted, does not claim their Prize, or does not meet all of the Contest conditions outlined in these Rules, the potential winner will be disqualified and forfeits their Prize, and another Entrant may be randomly drawn from among all remaining eligible entries whom a representative of the CINCO will attempt to contact, and who will be subject to disqualification in the same manner. This process will continue until contact is made with a selected potential winner who meets the Contest requirements or until there are no more eligible entries, whichever comes first. The Contest Sponsor is not responsible for failed attempts to notify any selected Entrant. Upon Prize forfeiture, no compensation will be given. Limit 1 Prize per Entrant during the Contest Period. The chances of winning are solely dependent on the total number of eligible entries received in each Segment.

9. **Prize Distribution:** Once confirmed as a Prize winner, the Prize will be sent to the winners via the Canadiens de Montréal application (“**Application**”), available on certain smartphones (messaging and data charges may apply). No responsibility is assumed by the Contest Sponsor, CINCO, or any affiliated companies for the Prize after it has been sent via the Application. Neither the exempted parties nor the affiliated companies will be held responsible for any undelivered emails or errors. The Contest Sponsor, CINCO, and all affiliated companies make no representations or warranties of any kind concerning the Prizes. Unclaimed Prizes will not be awarded. Failure to redeem a Prize (or Prize portion) will result in forfeiture of the Prize and unused portions of the Prize have no cash value. Prize winners are responsible for any applicable taxes related to any Prize received. Winner bears all risk of loss or damages to Prizes after delivery.
10. **Winner Conditions:** To be declared the winner, a selected Entrant must first: (i) have complied with, be in compliance with, and continue to comply with the Rules; (ii) correctly answer, unaided, a time-limited, mathematical skill-testing question to be administered via the Declaration of Eligibility and Release form; and (iii) sign and return a Declaration of Eligibility and Release form within a specified period of time.
11. **Tampering:** All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified by the Contest Sponsor. Contest Sponsor takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, typographical or other production errors, or any errors or omissions in printing or advertising related to this Contest. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) will void all entries by that Entrant.

Contest Sponsor assumes no responsibility for failure of the Internet or the website during the Contest, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an Entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

12. **Modification / Termination:** Subject to applicable law and the approval of the Régie in Quebec, the Contest Sponsor reserves the right, in their sole discretion and without liability, to terminate or suspend the Contest in whole or in part, or modify the Rules of the Contest at any time without notice, if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, or communications or any other errors or other causes beyond the control of the Contest Sponsor that corrupts the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these Rules, or for any other reason at the sole discretion of the Contest Sponsor. In such event, the Contest Sponsor may, in its sole discretion, choose to select (a) winner(s) via random drawing from among all eligible entries received up until the time of cancellation, termination, modification, or suspension.
13. **Privacy:** The Contest Sponsor is collecting personal data about Entrants for the purpose of administering this Contest and, if an Entrant should so elect, to communicate with Entrants about the Contest Sponsor's products/services/offers. Consenting to receive such communications is optional and does not have to be agreed to in order to be eligible to enter this Contest and does not improve your chances of winning any Prize. Entrants not wishing to receive any other informational or marketing communications from the Contest Sponsor should so indicate when they enter the Contest. Please see the Privacy Policies for Contest Sponsor at <https://www.ford.ca/help/privacy/> for information on the policy towards maintaining the privacy and security of user information.
14. **Publicity:** By accepting a Prize, the winner agrees that the Contest Sponsor and its respective designees may use their name, photographs, videos, likeness, city of residence, biographical information, Prize information and/or statements about this Contest for advertising and/or publicity purposes in any and all media (now or hereafter known) throughout the world, in perpetuity without compensation, notification, or permission, unless otherwise prohibited by law.
15. **Release and Liability:** By entering this Contest, Entrants forever release and hold harmless CINCO, the Released Parties, the Contest Sponsor and its advertising and promotional agencies, their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns from any

and all damages, injuries, death, loss, or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use or misuse of any Prize, or while preparing for and/or participating in any Contest and/or Prize-related activity.

16. **Construction:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules, or the rights and obligations of Entrants and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to its conflict of law rules and provisions. All Entrants consent to the jurisdiction and venue of the Province of Ontario. All Entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision is determined to be invalid or otherwise unenforceable, these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
17. **Language:** In the event of any discrepancy or inconsistency between the English language version and the French language version of these Rules, the English version shall prevail, govern and control.
18. **Social media platforms:** This Contest is in no way sponsored, endorsed or administered by, or associated with Facebook, X (formerly Twitter), Instagram or any other social media platform. You understand that you are providing your information to the Contest Sponsor and CINCO and not to Facebook, X (formerly Twitter), Instagram or any other social media platform. Facebook, X (formerly Twitter), Instagram and all other social media platforms are completely released of any and all liability by each Entrant in this Contest. Any questions, comments or concerns about the Contest must be directed to the Contest Sponsor and not Facebook, X (formerly Twitter), Instagram or any social media platform