

ATB Financial®

ATB Financial Stampede Social Media Snapchat Contest (“Contest”) Official Rules

No Purchase Necessary to Enter or Win. Void where prohibited. Eligibility restrictions apply. All entries have an equal chance of winning. See below for Official Rules and complete details.

1. Eligibility

Contest only open to individuals resident in the Province of Alberta and over eighteen years of age. Employees, directors, agents or contractors of Alberta Treasury Branches (“ATB Financial”) or its subsidiaries, and those living in the same household are not eligible.

2. How to Enter

Take a Snapchat selfie at each of the four specified Calgary branch locations and add it to your story. Show your story to the host at the final location, Eighth Avenue Place branch. The first person to do that wins.

One social media entry per individual will be accepted for the duration of the Contest. Anonymous entries will be disqualified.

3. Contest Period

The Contest Period is from 12:01:00 PM local time July 6, 2016 to 13:30:00 PM local time on July 6, 2016.

4. Participation

Your social media entry constitutes your consent to participate in this Contest and your consent for ATB Financial, or its agents, to collect and use your name, address and other personal information for the purpose of administering this Contest, for directly marketing to you ATB Financial, and its subsidiaries, products and services (unless you have expressly opted out), and for other uses by ATB Financial as permitted by law. ATB Financial is not responsible for lost, incomplete, illegible, late, misdirected, postage due, or mutilated entries or mail; technical or mechanical malfunctions; failures or malfunctions of telephones, telephone lines or telephone systems; failures of electronic equipment, computer hardware or software; failures of computer online systems, servers or providers; failures of any entry to be received on account of technical problems or traffic congestion on the Internet or at any website; or inaccurate entry information whether caused by equipment, programming used in this Contest, human processing error, or otherwise. ATB Financial reserves the right, in ATB Financial’s sole discretion, to void any and all entries of an entrant whom ATB Financial believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Contest. The use of automated entry devices is prohibited.

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5. Prizes

Grand Prize

(1) One Grand Prize will be awarded to (1) one winner, valued at approximately \$200:

- Two tickets to the Lady Antebellum concert on July 15, 2016 in Calgary

If the Grand Prize is unavailable for any reason, or if the winner of the Grand Prize does not qualify, ATB Financial reserves the right, in ATB Financial's sole discretion to substitute a prize of similar value in full satisfaction of the prize award.

6. Winner Selection

The first person to show the final location host their complete Snapchat story wins.

Random Drawing of Prize

The winner of the prize may win only (1) one prize.

The decision of ATB Financial will be final and binding in all matters relating to the prize.

ATB Financial will award the prize to the winner in person as soon as they are identified.

7. Miscellaneous Rules

- A. No cash redemption or substitution of prize except by ATB Financial due to prize unavailability or eligibility of winner, and then for a prize of equal or greater value;
- B. Any income taxes and any other expenses not specified herein are each winner's sole responsibility. Winner may be required to execute and return an Affidavit of Eligibility, Liability Release and Publicity Release within 7 days of issuance of notification. If prize notification letter is returned as non-deliverable, or if telephone number is not in-service or changed, winner will be disqualified and an alternate winner may be selected. Noncompliance with any of the foregoing may result in disqualification;
- C. ATB Financial reserves the right, in ATB Financial's sole discretion, to disqualify any entry or entrant, and to modify, terminate or suspend this Contest. ATB Financial is the sole and final arbitrator of any disputes regarding this Contest, any entry or entrant, and/or any Official Rule or Eligibility Requirement;

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- D. All entries become the property of ATB Financial, and ATB Financial assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries; and
- E. Entrants may be required to provide reasonable proof that they meet the requirements of the Contest.

8. Agreement, Consent and Release

By participating, entrants and winners agree:

- A to be bound by these Official Rules;
- B. ATB Financial, ATB Financial's subsidiaries, agents and sponsors, shall have the right and permission to use their name, voice, place of residence, photograph and or/likeness, and any statements he/she may make regarding the prize, for advertising and/or trade and/or any other purpose worldwide in perpetuity and in any other media or format now or hereafter known without any form of compensation, permission, or notification;
- C. ATB Financial, and ATB Financial's subsidiaries and agents, and all of their respective officers, directors, employees, representatives, successors and assigns shall have no liability and will be held harmless by entrants and winners for any liability, loss, injury, claim, or damage to themselves or any other person or entity, including but not limited to, personal injury, death, or damage to personal or real property, to entrant, winners or any other person or entity due in whole or in part, directly or indirectly by reason of the acceptance, possession, use or misuse of a prize or participation in this Contest;
- D. any information submitted as part of this Contest will be used in accordance with ATB Financial's Privacy Policy, which can be found at www.atb.com under the heading "Privacy and Security", and solely for the purposes of administering this Contest and shall not be used for any other purpose without the express consent of the entrants and winners. By providing the information, the entrants and winners consent to the information being used for the stated purposes. Where this Contest can be entered via a third party service, the entrants and winners understand that any personal information they share with such third party service may also be used on that third party service and as set out in that third party service's own privacy policy; and
- E. this Contest is not sponsored, endorsed by or administered by Facebook, Instagram, Snapchat or Twitter. By entering this Contest, all entrants and winners release Facebook, Instagram, Snapchat and Twitter from any liability in connection with this Contest.
- F. that while participating in this event, the use of alcohol or any substance which affects the ability to operate or control his or her vehicle or may be considered as

hazardous to the health and safety of participants and spectators is strictly forbidden.

- G. that he or she will not use or operate any vehicle in violation or contravention of any laws or regulation in the Province of Alberta and shall be personally liable for all fines and penalties for traffic law violations.
- H. ASSUMES FULL RESPONSIBILITY FOR AND RISK OF BODILY INJURY, DEATH OR PROPERTY DAMAGE due to the negligence of undersigned or otherwise while participating in the event.
- I. EACH OF THE UNDERSIGNED expressly acknowledges and agrees that the foregoing release, waiver, and indemnity agreement is intended to be as broad and inclusive as is permitted by laws of Alberta.
- J. THE UNDERSIGNED HAS READ AND VOLUNTARILY SIGNS THE RELEASE AND WAIVER OF LIABILITY AND INDEMNITY AGREEMENT.