

The “Clear the Way & WIN” Contest Rules and Regulations

1. The “**Clear the Way & WIN**” Contest (hereinafter the “**Contest**”) is being sponsored by Canada Post Corporation (hereinafter the “**Sponsor**”). It will run in Canada from 11:59 a.m. (EST) on December 14, 2009, until 11:59 p.m. (EST) on March 7, 2010, (hereinafter the “**Contest Period**”).

ELIGIBILITY

2. **NO PURCHASE NECESSARY.** This Contest is open to all Canadian residents who have reached the age of majority in their province (or territory) of residence at the time of entering the Contest. Employees, agents and representatives of Canada Post Corporation and all employees or agents of Canadian Tire Corporation, Limited, Canadian Tire Financial Services Limited, Canadian Tire Associate Dealers, Canadian Tire Petroleum Agents (collectively, the “Canadian Tire Parties”); and their respective parents, affiliates, subsidiaries, agents, its subsidiaries and affiliates, participating retailers, advertising and promotional agencies, suppliers of Prizes, materials and services in connection with this Contest (hereinafter the “**Contest Organizers**”), as well as all persons with whom these employees reside, and their immediate family members (father, mother, brothers, sisters, children), legal or common law spouse or any other person directly related to the holding of this Contest are excluded from this Contest.

HOW TO PARTICIPATE

INSTANT PRIZES:

3. To enter to win Instant Prizes, visit:

www.canadapost.ca/cleartheway	www.postescanada.ca/grattezetgagnez
www.canadapost.ca/win	www.postescanada.ca/gagnez
www.canadapost.ca/clear	www.postescanada.ca/grattez
www.canadapost.ca/way	www.postescanada.ca/neige

during the Contest Period to access the Contest page. You can also win Instant Prizes by clicking on the “Contest Advertising Banner” hyperlink which will be displayed on The Weather Network or MeteoMedia Desktop Widget (hereinafter the “**Desktop Widget**”) during the Contest Period. The Contest Advertising Banner hyperlink will allow you to access the Contest page. To download the Desktop Widget, go to www.theweathernetwork.com or to www.meteomedia.com.
4. Eligible entrants cannot enter to play and win the Instant Prizes by using the Mobile Widget.
5. Once at the Contest page, grab the shovel to clear the electronic Game Card (hereinafter the “**Game Card**”).
6. Each Game Card includes nine (9) boxes (hereinafter the “**Boxes**”). Your cursor will become a “shovel” which will appear on the screen. Click and drag your mouse on the “?” to remove the snow and look for a potential Prize under the snow. Proceed in the same manner for all the boxes. If you uncover three (3) identical symbols in the boxes, you are eligible to win the Instant Prize shown on the three boxes.
7. The maximum time allowed to clear all boxes begins as soon as the Game Card appears and is 10 minutes.

8. There are 100 Instant Prizes to be won: 100 Canadian Tire gift cards with a value of \$50. Gift cards will be sent by mail to the winners. The Canadian Tire gift card period of validity, the number of denominations in which it will be issued and any other applicable conditions will be subject to the usual conditions applicable to gift cards issued by Canadian Tire. Winners will be informed of these conditions at the time they receive the gift card.
9. During the Contest Period, 100 Winning Moments between the beginning and the end of the Contest will be electronically selected at random. A Winning Moment is a specific date, hour, minute and second (hereinafter the “**Winning Moment**”). For example: January 25, 2010, 11:35:06 p.m. (EST). A combination of three (3) identical boxes will be randomly selected for each of the Winning Moments.
10. During the Contest Period, all entrants who scratch and then see a combination of three (3) identical boxes will be a winner of an Instant Prize. When an entrant wins an Instant Prize, a confirmation message will appear onscreen.
11. To claim the Instant Prize, you will be asked to complete the electronic Entry Form (hereinafter the “**Entry Form**”). You must complete all required (*) fields on the Entry Form. You will be asked to enter your last name, first name, complete address (including postal code), telephone number (including area code), email address, correctly provide the answer to the skill-testing question listed on the Entry Form without mechanical or other assistance, check the boxes to confirm that you have read the Contest rules and regulations and declare that you are eligible to enter this Contest and if you wish to opt-in to receive future Canada Post communications. The Entry Form must be submitted by clicking the submit button no later than March 7, 2010, at 11:59 p.m. (EST). Only Entry Forms with all required fields completed will be eligible.
12. If two entrants scratch the winning box at the same Winning Moment, an Instant Prize will be awarded to each entrant, subject to their eligibility and correctly answering the online mathematical skill-testing question and meeting all other conditions set forth in these rules and regulations.
13. The Instant Prizes will be mailed within four to six weeks following the confirmation message to the address specified on the Entry Form.
14. Entrants can only enter once per day during the Contest Period.
15. Both the Instant winners and those who did not win instantly will need to uncheck the box if they do not wish to enter the Grand Prize and the Secondary Prize draw after playing the electronic Game Card.

GRAND PRIZE AND SECONDARY PRIZES

16. There are two ways to enter the Grand and Secondary Prize draw: You can enter after participating in the Instant Prize Contest, or you can enter by your Mobile Widget.
17. If you are a winner of an Instant Prize, you must check the box on the Entry Form that appears on the screen upon your win to be entered into the Grand and Secondary Prize draw.
18. If you are not a winner of an Instant Prize, you can select to be entered into the Grand and Secondary Prize draw by an option that will appear on the screen after you played the electronic Game Card.
19. You can also enter only the Grand and Secondary Prize draw through The Weather Network or MeteoMedia Mobile Widget (hereinafter the “**Mobile Widget**”). Click on ENTER on the Contest advertisement that will be displayed on your Mobile Widget. Enter your email address as instructed and click on SEND. By hitting SEND, you will automatically be entered into the Grand

and Secondary Prize draw of the Contest. To download the Mobile Widget, go to www.theweathernetwork.com or to www.meteoedia.com. No purchase necessary to participate in the Contest if you enter by Mobile Widget. According to your mobile phone service provider and plan, download charges may apply as well as upload charges to send your email address.

20. There is one (1) Grand Prize to be won. The Grand Prize consists of Canadian Tire gift cards with a total value of \$5,000.
21. There are five (5) Secondary Prizes to be won. Each Prize consists of a Canadian Tire gift card with a value of \$500.
22. The gift cards for the Grand and Secondary Prizes will be sent by mail to the winners. The Canadian Tire gift card period of validity, the number of denominations in which it will be issued and any other applicable conditions will be subject to the usual conditions applicable to gift cards issued by Canadian Tire. Winners will be informed of these conditions at the time they receive the gift card.
23. A draw will be held to award one (1) Grand Prize and five (5) Secondary Prizes. At approximately 3:00 p.m. (EST) on March 15, 2010, at the Montreal office of the agency in charge of conducting the Contest, six (6) eligible entries will be randomly selected from among all entrants who have entered on the Internet or through a Mobile Widget to award (1) Grand Prize and five (5) Secondary Prizes in the order they were drawn.
24. There is a limit of one (1) draw Prize per person per household. For example, an entrant cannot win both the Grand and a Secondary Prize, nor can an entrant win either a Grand or Secondary Prize if they reside with a winner of a Grand or Secondary Prize.
25. The winner of a Grand or Secondary Prize will be contacted by telephone and/or email within ten (10) to fifteen (15) business days following the draw. If you entered by Mobile Widget, you will only be contacted by email within the same aforementioned amount of time.
26. A Release Form will be sent by email or mail to the Grand and Secondary Prize winners. If you entered by Mobile Widget, you will only receive the Release Form by email. The Release Form releases the Contest Organizers of all liability, requiring you to confirm compliance with these rules and regulations and requiring your consent to the use of your name and photograph, without any further compensation, in any publicity carried out by the Contest Organizers. The Release Form must be filled out and returned to the Contest Organizers within ten (10) days of its receipt by the selected entrant. The winner may also be required, upon request and in a timely manner, to provide photo identification.
27. If the winner entered the Grand and Secondary Prize draw after playing the Instant Game, the winner would have already been required to correctly answer a mathematical skill-testing question on the Entry Form. If the winner entered the Grand and Secondary Prize draw by Mobile Widget, the winner will be required to correctly answer a mathematical skill-testing question in order to receive the Grand or Secondary Prize.
28. Following receipt of the completed Release Form, the Contest Organizers will mail the Prize to the winners within four (4) to six (6) weeks to the address specified on the Release Form.

Additional Entries for Grand Prize and Secondary Prizes:

29. At the time of playing the Instant Game, you will automatically be given additional chances to enter the Grand and Secondary Prize draw. Simply complete the optional section of the Entry Form on the website by submitting the valid email addresses of up to five (5) friends to invite them to visit the website and enter the Contest. Each valid email address provided by you must

be on consent that you obtained prior to entry and each email will give you one additional Grand and Secondary Prize draw entry. Each friend's email address may only be entered once by you during the Contest Period.

30. The friends' email addresses will be used only to send an email informing them of the Contest and will not be retained by the Contest Organizers or used for any other purpose unless they also enter the Contest, in which case they will be governed by these rules and regulations.
31. You therefore have a maximum of six (6) chances per day to be entered in the Grand and Secondary Prize draw.
32. You cannot receive additional entries by participating with the Mobile Widget. You can only receive additional entries after you participate in the Instant Prize Contest.

ODDS OF WINNING THE PRIZES:

Instant Prizes:

33. The odds of winning an Instant Prize are 100 in 7,257,600.
34. The number of Instant Prizes will decrease as they are awarded during the Contest Period. If an entrant fails to meet the conditions in these rules and regulations, the entrant will be disqualified and will not be entitled to the Prize. If the disqualification occurs during the Contest Period, the Contest Organizers will allow the Prize to be returned to the Instant Prize pool so that it may be won by another entrant. Instant Prizes that are not awarded during the Contest Period or that cannot be delivered during the Contest Period will be cancelled.
35. The Instant Prize section of the Contest will end if and when all Instant Prizes are won.

Grand Prize and Secondary Prizes:

36. The odds of an entrant being selected in the draw depend on the total number of eligible entries received during the Contest Period.
37. Should a selected entrant fail to meet any conditions herein, the entrant will be disqualified and will not be entitled to a Prize. The Contest Organizers will then hold a new draw until all Prizes are awarded or there are no more entries.

GENERAL TERMS AND CONDITIONS

38. Failure to comply with one of the conditions mentioned in these rules and regulations or to accept the Prize will cause the selected entrant to be disqualified. In such an event, an Instant Prize will be cancelled. In the case of a Grand Prize or Secondary Prize, the Contest Organizers may, at their sole discretion, cancel the Prize or hold a new draw until an entrant is selected and declared a winner. In the event that no entrant has been declared a winner within sixty (60) days following the original draw, the Contest Organizers may cancel the Prize.
39. Entries and Release Forms are subject to verification by the Contest Organizers. Any entry or release that is incomplete, fraudulent, late, bearing an invalid email address or phone number, not bearing the correct answer to the mathematical skill-testing question, or otherwise noncompliant with these rules and regulations will be rejected and will be ineligible, as the case may be, for entry or a Prize. Decisions by the Contest Organizers in this respect are final and binding.

40. The Contest Organizers reserve the right to disqualify an entrant or cancel entries of any person who enters or attempts to enter this Contest in a way contrary to these rules and regulations or unfair to other entrants (e.g. entries beyond the allowed limit, fraudulent use of an Entry Form, hacking, exceeding participation limits, etc.). This person may be reported to the appropriate legal authorities. Decisions by the Contest Organizers in this respect are final and binding.
41. Any attempt to deliberately damage the Contest website and/or any related website or to sabotage the legitimate conduct of this Contest constitutes a violation of civil and criminal laws. Should there be any such attempts, the Contest Organizers reserve the right to reject the entrant's entries and obtain legal or equitable relief under applicable laws.
42. Prizes must be accepted as described in these rules and regulations and may not be substituted for another Prize, transferred to another person, nor exchanged in whole or in part for cash, subject to the provisions specified in the paragraph below. Taxes, if applicable, are the sole responsibility of the winner.
43. In the event that it would be impossible, difficult and/or more costly for the Contest Organizers to award a Prize as described in these rules and regulations, the Contest Organizers reserve the right to award a similar Prize of equal value or, at their sole discretion, the value of the Prize as indicated herein in cash.
44. The Contest Organizers do not warrant that access to or use of the Contest website will be uninterrupted or error-free during the Contest Period.
45. By entering this Contest, winners authorize the Contest Organizers and their representatives to use, if required, their name, picture, likeness, voice, place of residence and/or statement about the Prize for advertising purposes, in any media, without compensation whatsoever. In order to be declared a winner, any selected and eligible entrant for a Grand Prize or Secondary Prize agrees to sign the Release Form to this effect.
46. Entry Forms and the Release Form are the property of the Contest Organizers and will not be returned to entrants. Entries will be used for the administration of this Contest and if the opt-in box is checked they may also be used for future Canada Post communications to the entrants.
47. Selected entrants release the Contest Organizers from all liability for any damages they may suffer as a result of the acceptance or use of their Prize. In order to be declared a winner and prior to obtaining their Prize, any entrant selected and eligible for a Grand Prize or Secondary Prize agrees to sign the Release Form to this effect. Winners of the Instant Prizes agree that upon receipt of the gift card any products and services purchased become the entire responsibility of the gift card issuer and that the manufacturer's warranty, if any, is the only applicable warranty.
48. The Contest Organizers reserve the right to cancel, terminate, modify, or suspend this Contest in whole or in part, at their sole discretion, in the event unauthorized human intervention or any other occurrence corrupts or adversely affects the administration, security, impartiality, or operation of the Contest as specified herein. In all cases, the Contest Organizers will not be held responsible for awarding more than one Prize or any Prizes other than those conforming to these rules and regulations.
49. By entering this Contest or trying to do so, all persons release the Contest Organizers from all liability for any damages which could arise from entering or attempting to enter the Contest. Canada Post shall not assume any liability for a lost, damaged or misdirected prize. By entering this Contest, the entrant releases the Canadian Tire Parties, their respective directors, officers, shareholders, employees, parent companies, subsidiaries, affiliates, suppliers, sponsors and agents (collectively "Released Parties") from any liability for loss, harm, damages, costs and/or

expenses, arising out of or in any way connected with participation in this Contest, participation in any prize-related activity, the awarding of the prize, the use of personal information as aforesaid, or the acceptance, use or misuse of the prize, including, without limitation, loss, harm, damages, costs, and/or expenses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and entrant will sign declaration and release forms, or such other supporting documentation that the Contest Organizers may request, to give effect to such release upon request by the Contest Organizers.

50. The Contest Organizers are not liable for faulty transmission or the loss of data transmission due to defective computer equipment, software, communications lines or any other telephone network or electronic transmission failures. Without limiting the foregoing, entrants waive all liability for any failure of any online entry to be received by the Contest Organizers. Entrants waive all liability for any damage or loss that could arise, directly or indirectly, in whole or in part, from downloading any software, or by transmitting any data relating to the participation in this Contest, including any damage to an entrant's property. Proof of transmission (including screenshots) does not constitute proof of delivery.
51. If the number of winning entries for Instant Prizes is potentially higher than the number of Instant Prizes indicated herein due to an error or a mechanical, electronic, or other defect, the Contest Organizers reserve the right to suspend the awarding of Instant Prizes, in whole or in part. If at the end of the Contest the number of winning entries for the Instant Prizes were to be higher than the number of Prizes indicated in these rules and regulations, the Prizes which have not already been sent out will be awarded by a random draw among all persons whose entries were winning entries of an Instant Prize and to whom the Instant Prize has not already been sent out. In any case, the Contest Organizers shall not be required to award more Prizes than indicated herein or to award Prizes other than in compliance with these rules and regulations.
52. No communications or correspondence in relation to the Contest will be exchanged with entrants except with those selected for a Prize.
53. All decisions of the Contest Organizers regarding this Contest are final and binding, subject to any decision by the *Régie des alcools, des courses et des jeux du Québec* in relation to matters under its jurisdiction.
54. For Quebec residents: Any litigation respecting the conduct or organization of a publicity Contest may be submitted 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.
55. For the purpose of these rules and regulations, the entrant is the person whose name appears on the electronic Entry Form submitted on the Contest website. In the case of a person who entered through a Weather Network or Meteo Media widget on a mobile phone, the entrant will be the "authorized account holder" who submitted the email address of the selected entry. The "authorized account holder" is deemed to be the natural person who is assigned to a particular address by the applicable Internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. A potential winner may be requested to provide Canada Post with proof that they are the authorized account holder of the email address associated with the winning entry. It is to this person that the Prize will be awarded if he/she is declared a winner.
56. This Contest is subject to all applicable laws and regulations. If a section of these rules and regulations is declared or deemed illegal, unenforceable or invalid by a competent court, that

section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.

57. In case of any discrepancy between the French and English versions of these rules and regulations, the English version shall prevail.

58. The Contest address for further enquiries is: Clear the Way & WIN Contest, c/o Canada Post, 2701 Riverside Drive, Suite N0020, Ottawa, ON, K1A 0B1.