

Contest Rules For CFR Giveaway

AMA's Canadian Finals Rodeo ("**CFR**") Contest (the "**Contest**") is being held by the Alberta Motor Association ("**AMA**"). Contestants have a chance to win 2500 AMA Reward Dollars (valued at \$2500.00).

Privacy

Information is collected in accordance with the AMA Privacy Policy. Any personal information obtained in the course of running this Contest will be used for administration and for marketing purposes for this Contest. Personal information will not be sold or distributed to any unrelated third party. A copy of the AMA Privacy Policy is available at all AMA retail centres and online at <http://www.ama.ab.ca>.

Contest Dates

Contest begins 6 p.m. Mountain Standard Time ("**MST**") on November 9, 2017 and closes at 9 p.m. MST on November 9, 2017 (the "**Contest Period**").

Who Can Enter

Contest is open to all AMA Members who reside in Alberta and are eighteen (18) years of age or older (each a "**Contestant**") except that employees of AMA and AMA's wholly owned subsidiaries, and the immediate family members or people that reside in the same household of such persons cannot be Contestants. No purchase is required to enter the Contest.

How to Enter

Contestants may create one (1) Entry (an "**Entry**") into this Contest by filling out a digital entry form at the AMA booth at the CFR (the "**AMA Booth**") on November 9, 2017. Entries may only be submitted during the Contest Period. Each Contestant may only submit a maximum of two (2) Entries into this Contest.

The Prize

There will be a total of one (1) prize to be awarded in this Contest (the "**Prize**") being 2500 reward dollars, which can be used towards the purchase of most products and services available at AMA.

Selecting Prize Winners

The Prize winner (the "**Winner**") will be randomly drawn from all eligible Entries. The draw will take place at approximately 9:15 pm MST at the CFR at Northlands Coliseum in Edmonton, Alberta, Canada.

Claiming the Prize

Once the Winner is announced, the Winner must go to the AMA Booth to claim the Prize. If for any reason the Winner does not claim the Prize within 20 minutes of

being asked to attend to the AMA Booth, AMA reserves the right to disqualify that Entry and select another Entry as the Prize winner.

If the Winner is a primary AMA member, the Prize will be credited to the reward dollars account of the Winner. If the Winner is an associate member, then the Prize will be credited to the account of the primary member the winner is associated with.

The Prize, being reward dollars, is subject to its own terms and conditions, which can be found at <https://ama.ab.ca/membership-rewards/ama-rewards-terms-conditions/>.

The Prize has no cash value and cannot be transferred to any third party.

By entering this Contest, Contestants automatically accept these Contest rules and release AMA from any liability with respect to the Contest and redemption of the Prize. AMA reserves the right to withhold the Prize or disqualify the Winner's Entries in the event that the Winner fails or refuses to comply with these Contest rules.

General Terms and Conditions

AMA will not be responsible for, or accept any liability resulting from Entries that are delayed, lost, stolen or misdirected for any reason during their delivery to AMA.

If, for any reason and in the opinion of AMA, in its sole discretion, the Contest is not capable of running as planned or if the administration, security, fairness, integrity or proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or other causes beyond its control, AMA reserves the right to cancel, terminate, modify or suspend the Contest including any method of entry.

Any inquiries or concerns relating to the Contest should be addressed to AMA at Melanie.Houley@ama.ab.ca.

All decisions by AMA with respect to all aspects of this contest are final.

In these Contest rules, words importing singular include the plural and vice versa.

These Contest rules shall be construed and interpreted in accordance with the laws of the Province of Alberta.