

Crack the code contest OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS OPEN TO LEGAL RESIDENTS OF CANADA ONLY, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW).

Promotion Period: The grand prize contest event is scheduled to occur Between January 20, 2014 and February 10, 2014 in association with the Abbotsford / Pacific Agriculture Show. The contest is subject to all applicable federal, provincial and local laws and regulations and is void where prohibited.

Who May Enter: Contest is open to legal residents of Canada and are age 18 or older as of date of entry, except the following persons who are not eligible to enter:

- (a) Individuals who are unable or unwilling to participate in the grand prize contest event Between January 20 and February 10, 2014
- (b) Employees of Prima Power Systems Inc, the insurer or its representatives.

How to Enter: Visit the Prima Power at its location, at the agricultural show or enter the contest on the insured's website at www.primapowersys.com during the contest period. A maximum total of 750 attempts may be made.

How to Play: A predetermined winning (6) digit number will be randomly pre-selected prior to the start of the contest by the Program Administrator (PAL Insurance), and placed in a sealed security envelope and send to the insured 2 days prior to the contest date. Each eligible contestant will each be given a maximum of one opportunity to attempt the contest during the contest dates. In order to be a valid attempt, each eligible contestant must complete the following in the presence of the contest administrator or online:

1. Print full name, contact information along with their (6) digit number guess on the first unoccupied line of the provided contestant registration binder or online entry

Claiming the Grand Prize: At the end of the contest period, once the 750 attempts have been recorded, that list will be forwarded to the contest administrator by fax or e-mail. Program administrator (PAL Insurance) will check the list against the correct code and contact Prima Power Systems Inc. within 48 hours to confirm the result of the contest. If the program administrator finds no winner, the administrator will advise Prima Power Systems Inc to open the sealed envelope for verification. If the program administration (PAL Insurance) declares a winner to the contest, **the sealed envelope must be returned to administrator in its original sealed condition.** In order to claim the grand prize, an eligible contestant must record the winning (6) digit number (*as contained in the sealed security envelope*) in the registration binder.

Prize Awards & Delivery: In the event of a successful attempt, the corresponding contestant will be eligible to claim the grand prize subject to approval and verification of compliance with these official rules. The grand prize for this contest will be: a \$25 000 generator from Prima Power Systems Inc.

A maximum (1) grand prize will be awarded to the first contestant who successfully completes the contest requirements. In the event there is no grand prize winning attempt, then the grand prize will not be awarded.

Grand prize winner will be required to complete and return an insurance card before prize will be awarded. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. If no contestant successfully matches the predetermined (6) digit number in exact order according to the contest rules and contract terms and conditions, no grand prize will be awarded. Total approximate retail value (ARV) of all available prizes: a \$25 000 generator from Prima Power Systems Inc.

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize. Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and release any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant – related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith. Releases shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, or than the advertised maximum number of prizes will be awarded for any reason.

INCASEOF DISPUTES: By participating, each participant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any rebates awarded, shall be resolved individually, without resort to any form of class action, any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstance shall entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out -of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the Federal/ provincial laws of Canada,

Odds: The odds of an eligible contestant winning the grand prize by correctly guessing the winning (6) digit code are **1:1,000,000.**

Program Administrator: This Promotion is operated by **PAL Insurance Brokers Canada, LTD, 2 Norfolk St. South, Simcoe, ON N3Y 2V9.**