

**DUDLEY "BACK-TO-SCHOOL #OOTD" SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. A purchase will not increase your chance of winning a prize. Open to Canadian residents, excluding Quebec, who are 13 and older. This Sweepstakes is in no way sponsored, administered, endorsed or associated with Facebook. You understand that you are providing information to dudley and not Facebook.

1. **Sweepstakes Period:** The dudley Back-to-School #OOTD Sweepstakes ("Sweepstakes"), sponsored by dudley ("Sponsor"), begins on July 7, 2014 at 7:00:01 a.m. Central Time ("CT") and ends on August 31, 2014 at 11:59:59 p.m. CT (the "Sweepstakes Period"). Sponsor's computer is the official timekeeping device of the Sweepstakes.

2. **Eligibility:** Entry into the Sweepstakes is open to permanent legal residents of Canada, **EXCLUDING** Quebec, who are 13 years or older at time of entry ("Entrant"). If you are under the legal age of majority in your state of residence (a "Minor"), you certify that one of your parents or legal guardians has read, understood and agree to these sweepstakes rules with your Entry (as hereinafter defined), and that such agreement constitutes acceptance of these sweepstakes rules on behalf of you and themselves. Employees, officers and directors of Sponsor, its parent, affiliate and subsidiary companies, JSH&A ("Agency"), the agents and advertising and promotion agencies of each of the foregoing, and members of the immediate families (defined for these purposes as including spouse, biological, adoptive or step- parents, grandparents, children, grandchildren and siblings, and each of their respective spouses, regardless of where they reside) or households (whether related or not) of any of the above, are NOT eligible to enter or win a prize. By entering the Sweepstakes, each entrant (or his/her parent or legal guardian, if entrant is under the age of majority in the state. Province or Territory in which s/he resides (a "Minor") agrees to abide by and be bound by these Official Rules and the decisions of the Sponsor, which shall be final and binding in all matters relating to the Sweepstakes, The Sweepstakes is subject to all applicable laws and regulations of Canada, and is void in Quebec, outside of Canada and where prohibited by law.

3. **How to Enter Sweepstakes:** There are two (2) Phases to the Sweepstakes: the Weekly Sweepstakes and Grand Prize Drawing.
 - a. **Weekly Sweepstakes**
To enter Phase One of the Sweepstakes, beginning 07:00:01 a.m. CDT on July 7, 2014, access www.facebook.com/dudleycanada ("Website") and follow the on-screen instructions to enter the sweepstakes. Entrants shall have until midnight CDT each Sunday to enter the Weekly Sweepstakes for that period, with each period being a "Weekly Prize Period," as detailed below.

Weekly Prize Period	Weekly Sweepstakes Opens	Weekly Sweepstakes Closes	Weekly Winner is selected
1	7:00:01 a.m. CDT July 7, 2014	Midnight CDT July 13, 2014	July 14, 2014

2	12:01:01 a.m. CDT July 14, 2014	Midnight CDT July 20, 2014	July 21, 2014
3	12:01:01 a.m. CDT July 21, 2014	Midnight CDT July 27, 2014	July 28, 2014
4	12:01:01 a.m. CDT July 28, 2014	Midnight CDT August 3, 2014	August 4, 2014
5	12:01:01 a.m. CDT August 4, 2014	Midnight CDT August 10, 2014	August 11, 2014
6	12:01:01 a.m. CDT August 11, 2014	Midnight CDT August 17, 2014	August 18, 2014
7	12:01:01 a.m. CDT August 18, 2014	Midnight CDT August 24, 2014	August 25, 2014
8	12:01:01 a.m. CDT August 25, 2014	11:59:59 CDT August 31, 2014	September 2, 2014

Entrants may enter the Weekly Sweepstakes for the Weekly Prize Period by submitting his/her full name, street address, city, province, email, birthday and certifying a parent has approved if under the age of 18. An Entrant may enter each Weekly Prize Period of the Weekly Sweepstakes once per calendar day; if more than one (1) entry is received per person per calendar day, all such entries submitted will be disqualified.

- b. **Grand Prize Drawing:** Entrants in the Weekly Sweepstakes will be automatically entered to win in the Grand Prize Drawing via their Weekly prize entries. Entrants may enter the Grand Prize Drawing daily July 7 – August 31 for better chances to win. The Grand Prize winner will be selected on September 2.

Entry must be made by an individual person; use of script, macro, or other automated systems to participate is prohibited and will result in disqualification. Entries will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The “authorized account holder” is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted e-mail address. The potential winner may be required to show proof of being the authorized account holder. Incomplete, unreadable, or unintelligible entries will be disqualified. If Entrant is considered a minor in his/her state or province of residence, Entrant will receive permission from his/her parent/legal guardian. Entrants must provide all information requested to be eligible to win. Odds of winning depend on the number of eligible entries received. The winners of the prizes described in Rule 4, below, will be selected in a random drawing from among all eligible entries received.

- 4. **Prizes:** There will be twenty-four (24) Weekly Prizes (three (3) per Weekly Prize Period); and one (1) Grand Prize:
 - a. Weekly Prizes: One (1) of each of the below prize packs will be awarded weekly at random. Sponsor shall select models/colors of prizes in its sole discretion:

- i. (i) A \$50 Visa® gift card; (ii) The FULLY LOADED™ Lunch; (iii) The FULLY LOADED™ backpack. ARV: \$104
 - ii. (i) A \$50 Visa® gift card; (ii) The Kit™; (iii) The Locker Mat™; (iiii) The Hook™. ARV: \$85
 - iii. (i) A \$50 Visa® gift card; (ii) The Phat Bottom Bag™; (iii) Load N Lock Pencil Pod™. ARV: \$115
- b. Grand Prize: One (1) Grand Prize, consisting of (i) A \$500 Visa® gift card; (ii) The FULLY LOADED™ Lunch; (iii) The FULLY LOADED™ backpack; (iv) The Kit™; (v) The Locker Mat™; (viii) The Hook™; (ix) Load N Lock Pencil Pod™. Sponsor shall select models/colors of prizes in its sole discretion. ARV: \$592.

Total ARV of all prizes: \$3,652. All federal, state or provincial and local taxes, if any, are the sole responsibility of the winners. If any winner is a minor in his/her state or province, the prize may be awarded in the name of winner's parent or legal guardian who will be responsible for meeting all conditions of prize award, including payment of any taxes. The Grand Prize will be responsible for declaration and payment of any taxes owing in connection with his or her acceptance and/or use of the Grand Prize. All prizes are awarded "as is" and Sponsor makes no representation or warranty with regard to any prize. Any difference between the stated ARV and actual value of any prize will not be awarded in cash or in any other form. No transfer or substitution of prizes (or any portion thereof) or cash alternative permitted, except by Sponsor in its sole discretion or as otherwise provided herein. Sponsor reserves the right to substitute a prize of equal or greater value in the event the advertised prize is unavailable. The prizes will be awarded according to these Official Rules and distributed no later than October 30, 2014, provided a sufficient quantity of qualifying entries are received and the prizes are claimed properly in accordance with these Official Rules.

5. **Winner Determination and Notification:** Three (3) Weekly Prize Winners will be randomly selected from all eligible entries received during each Weekly Prize Period on or about the applicable dates noted above, for a total of twenty-four (24) Weekly Prize Winners. One (1) Grand Prize Winner will be randomly selected on or about September 2, 2014 from all eligible entries received during the Grand Prize Period. In the event an Entrant wins one of the Weekly Prizes, he or she shall not be eligible for any subsequent Weekly Prizes, but shall still be eligible for the Grand Prize. Entrants agree that Sponsor has the sole right to decide all matters and disputes arising from this Sweepstakes and that all decisions of Sponsor are final and binding. Within approximately seven (7) days of the random drawings, the potential winners will be notified via email, phone or mail, using contact information provided at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by the potential winner for any reason. Potential prize winners must first correctly answer, unaided, a time-limited mathematical skill-testing question posed by mail or telephone at a mutually convenient time before being declared a prize winner.

Winners (parent/legal guardian if a winner is a minor in his/her province) must provide positive identification specified by Sponsor to claim/participate in a prize and will be required to sign and return a Declaration of Eligibility and Liability/Publicity Release without additional compensation (where permitted by law) within five (10) days of notification or

the prize will be forfeited and awarded to an alternate winner, time permitting. If a winner is deemed a minor in his/her state or province of residence, the prize will be awarded in the name of a parent or legal guardian. If prize notification is returned as undeliverable, prize will be forfeited and awarded to an alternate winner, time permitting. Except where prohibited, acceptance of a prize constitutes the winner's agreement to hold harmless Sponsor, its parent, affiliate and subsidiary companies, Agency, and the officers, directors, employees and agents of each of them (individually and collectively for the purposes of this Paragraph, "Sweepstakes Parties") from and against any injuries, losses or damages arising in any way from or in connection with their participation in this promotion, the acceptance, possession or use of the prize, Sweepstakes Parties' reliance upon their compliance with these Rules, or their participation in prize-related activities, and further constitutes winner's agreement that the Sweepstakes Parties may use his/her name, voice, likeness and/or biographical data for advertising and promotional purposes in any and all media worldwide without limitation or additional compensation. Winners may be posted on the winners' page of Sponsor's website and may be announced by news release. Winning is contingent upon fulfilling all requirements of these Official Rules, including verification of Entrant's eligibility.

6. **Consent to Publicity:** Except where prohibited by law, each winner's acceptance of his/her prize constitutes permission for the Sponsor to use said winner's name, photographs, likenesses, statements, biographical information, voice, and city and state addresses on a worldwide basis, and in all forms of media (including but not limited to the Sponsor's website and social media), in perpetuity, without limitation and without further notice or compensation. Winning any prize is contingent upon fulfilling all requirements of these Official Rules, including verification of Entrant's eligibility.

9. Liability Release: Participation in the Sweepstakes and (if applicable) acceptance of a prize constitutes each Entrant's agreement to hold harmless Sponsor, their respective parent, affiliate and subsidiary companies, Agency, and the officers, directors, employees and agents of each of the foregoing from and against any injuries, losses or damages of any kind arising in any way from or in connection with their participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize (if applicable), or their participation in prize-related activities (if applicable). All taxes are the responsibility of the winner. **BY ENTERING, YOU AGREE, TO THE EXTENT ALLOWED BY APPLICABLE LAW, THAT IN NO EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING IN ANY WAY FROM OR IN CONNECTION WITH YOUR PARTICIPATION IN THIS SWEEPSTAKES OR ACCEPTANCE OR USE OF ANY PRIZE YOU MAY BE AWARDED. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.**

10. Sponsor is not responsible for: (i) electronic, wireless or digital transmissions or any entries that are lost, late, damaged, stolen, garbled, destroyed, misdirected, illegible or incomplete; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures, destruction or unauthorized access to, or alteration of, entries; (iii) failed or unavailable hardware, network, software, or telephone transmissions, damage to an Entrant's or any person's

computer and/or its/their contents, or causes beyond the Sponsor's reasonable control that jeopardize the administration, security, fairness, integrity or proper conduct of this Sweepstakes; (iv) any entries submitted in a manner that is not expressly allowed under these Official Rules; (v) incorrect or inaccurate entry information whether caused by Entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; (vi) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prize(s)/prize winner(s); (vii) malfunctions or interference resulting from illicit, malicious or injurious code (including but not limited to viruses, worms and denial of service attacks); or (viii) cheating or fraud by any Entrant. If for any reason the Sweepstakes cannot be executed as planned, including but not limited to transmission failure, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Sweepstakes, or if the Sweepstakes is compromised or becomes technically corrupted in any way, electronically or otherwise, Sponsor reserves the right, in its sole discretion, to cancel, modify or terminate the Sweepstakes and reserves the right, but shall not be obligated, to select the winners from among all eligible, non-suspect entries received prior to the time/date such action was taken. Sponsor reserves the right, at its sole discretion, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process or enters using any automatic programmed entry duplication method or third-party entry service.

CAUTION: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE ANY WEB SITE OR OTHERWISE CORRUPT THE SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY, PROSECUTE AND SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

11. Dispute Resolution: By entering, you agree that: (a) any and all disputes, claims and causes of action arising out of, or connected with, this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal, state or local court located in the State of Illinois; and (b) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including but not limited to costs associated with entering this Sweepstakes, but in no event attorneys' fees.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants' rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of Illinois or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than Illinois.

In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

12. Winners List: For the name of the prize winners, send a self-addressed stamped business-size envelope after September 2, 2014 and no later than December 31, 2014 to: Master Lock Canada, Inc. 3300 Ridgeway Drive, Units 1&2, Mississauga, ON, L5L 5Z9.

13. All trademarks related to the prizes in this Sweepstakes are the property of their respective owners and no sponsorship, endorsement or affiliation with Sponsor, its products or this Sweepstakes is implied by their use.

14. Sponsor: This Sweepstakes is sponsored solely by dudley Master Lock Canada, Inc. 3300 Ridgeway Drive, Units 1&2, Mississauga, ON, L5L 5Z9.

Any questions, comments or complaints regarding this Contest must be directed to the Sponsor only.

Legal Notice. **Privacy Policy.** Please see dudley's legal notice and privacy policy for more information: http://www.masterlock.com/privacy_statement/

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