



**Contest Rules for Best Buy Canada
Reward Zone Air Hockey Challenge Contest
September 16 – October 6, 2011**

How to Enter the "Reward Zone Air Hockey Challenge" (the "Contest")

1. No purchase necessary.
2. Entries may be made:
 - a. **Online** enter at www.bestbuyrewardzone.ca between 12:01 am on Friday, September 16, 2011 and 11:59 pm on Thursday, October 6, 2011 (PST) (the "Contest Period"). To qualify for the prize draw, you must first sign into your Reward Zone account at www.bestbuyrewardzone.ca. Then you'll need to click the "PLAY NOW" button within the contest banner. This will bring you right into the game/contest page where you can begin to play the "Air Hockey Challenge" Game.

You must try to score as many goals as you can by using your paddle to hit the puck in to the opposition's goal, while preventing the opposing team from scoring. The first person to score five goals wins the game. Every successful goal you make earns you one entry into the Grand Prize Draw.

You'll also be able to play a shootout game for the chance to win one (1) of thirty (30) Instant Win prizes.

Further entries can also be earned by forwarding the game to a friend.
 - b. **By Mail** by printing your full legal name, date of birth, city or town of residence, phone number, Reward Zone member number and email address on a 3" by 5" piece of paper, and mailing it to "Reward Zone Air Hockey Challenge" Contest, 8800 Glenlyon Parkway, Burnaby, BC, V5J 5K3.
 - c. To be eligible for the draw, mail-in entries must be received no later than 11:59pm (PST), October 6, 2011 at the address listed above. Proof of sending an entry is not deemed to be proof of receipt.
3. Reward Zone members who participate by playing the Air Hockey Challenge during the Contest Period will automatically be entered in the Contest draw.
4. Only one game play per person. A maximum of 10 entries can be made per play.
5. Entries that are fraudulent are not permitted and will be declared invalid. All entries that are incomplete, illegible, postage-due, altered, mutilated, tampered with, submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules will be declared invalid. Entries generated by a script, macro or other automated means are void. All entries become the property of Best Buy Canada Ltd. ("Best Buy") and will not be acknowledged or returned.

Who Can Enter

6. The Contest is open to Reward Zone members in Canada who have reached the age of majority in the province in which they reside by the end of the Contest Period.
7. The Contest is NOT OPEN to employees, officers, and directors of Best Buy Canada Ltd. ("Best Buy") and its parents, subsidiaries, or affiliated companies, their advertising and promotion agencies, the suppliers of prizes or services related to the Contest, or their other representatives or agents, or anyone with whom any of the foregoing is domiciled.

The Prize

8. Prizes include:

One (1) Grand Prize Package which includes:

QTY	Grand Prize Package
1	LG 55" 1080p 120Hz 3D LED HDTV
1	LG 1100-Watt 5.1-Channel Receiver Home Theatre System
1	Sanus 37" - 65" Tilting Flat-Panel TV Wall Mount
1	HDMI Cable
1	Geek Squad Advanced Setup

Approximate Retail Value of the Grand Prize is \$2,800.

Thirty (30) Instant Win Prizes:

QTY	Grand Prize Package
5	LG 47" 1080p 120Hz LCD HDTV
15	LG Smart TV Upgrader Box
10	Logitech Harmony 700 Universal Remote

Approximate Retail Value of all secondary prizes is \$6,500.

9. Prizes to be administered by Best Buy. All of the above prize details are subject to change without notice at Best Buy's sole discretion.
10. Prizes are subject to the following restrictions:
- Each prize is non-transferable, non-exchangeable, and not redeemable for cash;
 - Each prize must be accepted as awarded. The prize may not be sold, and no component thereof is convertible to cash; and
 - Best Buy Shop reserves the right to substitute any of the prizes with a prize of equivalent retail value in the event the prizes are not reasonably available at their discretion.

Contest Draw

11. The Contest will run from 12:01 am on Friday, September 16, 2011 and 11:59 pm on Thursday, October 6, 2011 (PST)
12. There will be one (1) grand prize winner drawn. The Contest winner will be drawn from eligible entries in a draw to be held on Friday, October 7, 2011 at Strategic Direct Marketing Inc.'s Office, 101, 1209 6th Street SW, Calgary, AB, T2R 0Z5.
13. Following the draw, the selected entrant will be contacted at the email address or telephone number listed on their entry form.
14. In order to be declared a winner, the selected entrant must:
- respond to the prize notification email or telephone call within 48 hours of transmission (if any selected entrant cannot be reached within 48 hours from the time of initial contact, an alternative entry may be selected);
 - correctly answer, unaided, a time-limited, mathematical skill-testing question; and

- c. sign a standard declaration that states, among other things, that he/she:
 - i. has read, understands and complies with the Contest rules;
 - ii. consents to the announcement of the winner's name and the use by or on behalf of Best Buy of the winner's name, address, photograph, likeness, voice or statements for advertising and promotional purposes without any further compensation to the winner.
15. Should the selected entrant fail to comply with any of the requirements set out in paragraph 14, the applicable prize will be automatically forfeited and another entrant will be selected by random draw.
16. The chances of winning depend upon the number of eligible entries received.

Consent to Personal Information Use and Disclosure

17. By entering the Contest, participants consent to Best Buy's collection, use and disclosure of the personal information provided in Contest entries for the administration of the Contest and in aggregated, non-personal form in order to create reports regarding Contest entrant demographics and consumer habits, which reports Best Buy may disclose to others.
18. Participants who indicate on their entry form that they wish to receive Best Buy's e-newsletter further consent to the collection, use, and disclosure of their personal information (including their email address) by Best Buy for the purpose of providing the e-newsletter. Signing-up for the e-newsletter will not affect the odds of winning.

Disclaimer and Liability Exclusion

19. Best Buy and its parents, subsidiaries and affiliates, the suppliers of prizes or services related to the Contest, and their respective advertising, promotion and production agencies and other agents or representatives will not, under any circumstances, be responsible for, or liable to any Contest entrant or any other person for:
 - a. any erroneous, lost, damaged, late, incomplete, misdirected, falsified, deleted, defective, or altered Contest entries, regardless of the cause;
 - b. any failure for any reason whatsoever of the selected entrant to receive a prize notification email;
 - c. any changes in email addresses or email address assignments after Contest entry forms are submitted;
 - d. any computer, online, telephone, or technical malfunctions or errors that may occur, regardless of the cause; or
 - e. any damage or loss, including any loss of use, loss of production, loss of profits (anticipated or otherwise), loss of markets, economic loss, special, indirect or consequential loss or damage or punitive damages, whether in contract, tort or under any other theory of law or equity, arising from, connected with, or relating to the Contest or the submission of entries to the Contest or participation in the Contest or the Contest prize, or the use of the Bestbuy.ca web site (including the downloading of any materials from that web site) and regardless of the cause or any negligence by Best Buy or anyone for whom Best Buy is responsible, and notwithstanding that Best Buy may have been advised of the possibility of such loss or damage being incurred.

Other Matters

20. If for any reason the Contest is not capable of being conducted as intended by Best Buy, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest, Best Buy may, at its sole discretion, disqualify any entrant responsible for such misconduct and cancel, terminate, modify, or suspend the Contest.
21. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND BEST BUY RESERVES THE RIGHT TO SEEK DAMAGES AND/OR OTHER RELIEF FROM ALL RESPONSIBLE PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.**
22. Return of any prize notification email as undeliverable may result in disqualification, and an alternate winner may be selected.
23. Decisions of Contest judges in respect of any aspect of the Contest are final and binding on all entrants.
24. Participation in the Contest constitutes acceptance and agreement to these Contest rules.
25. Best Buy reserves the right, at their option, to publish the winner's name, address, photograph, likeness, voice or statements without any further compensation to the winner.
26. The Contest is subject to all applicable federal, provincial and local laws and is void where prohibited by law. If any provision of these rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.
27. Bestbuy.ca is a website owned and operated by Best Buy Canada Ltd.
28. Any litigation respecting the conduct or organization of this publicity Contest may be submitted by a resident of the Province of Quebec to the Régie des alcools, des jeux et des courses for a ruling. Any litigation respecting the awarding of a prize may be submitted by a resident of the Province of Quebec to the Régie only for the purpose of helping the parties reach a settlement.