

Shell FREE Fuel for a Year Contest – September 3, 2018 – March 31, 2019

Official Rules

1. **GENERAL:** Participation in the Shell Fuel for a Year Contest, (the “**Contest**”) constitutes full and unconditional agreement and acceptance of these Contest rules (“**Official Rules**”), which are final on all matters relating to the Contest.
2. **NO PURCHASE NECESSARY:** To obtain an Entry without purchase, send a request for one with 1) your AIR MILES Collector Card Number 2) your email address and/or telephone number and 3) a 200-word hand written essay on the “Joys of Driving”, together with a self-addressed postage-paid envelope to: Shell “Shell FREE Gas for a Year Contest”, 2050 Codlin Crescent, Unit #3, Toronto, Ontario, M9W 7J2. An Entry confirmation and a copy of the Official Rules will be returned in each self-addressed, postage-paid envelope received. Only one request can be made per external envelope. Requests must be received by March 15, 2019 at the above address for timely processing and return; any requests received after such date will not be processed.
3. **SPONSOR:** The Contest is sponsored by Shell Canada Products, 400 4th Ave SW, Calgary, AB T2P 2H5 (“Sponsor”).
4. **CONTEST GIVEAWAY PERIOD:** The Contest opens at 12:00:01 a.m. on September 3, 2018 and closes at 11:59:59 p.m. on March 31, 2019, (the “Contest Period”). All time references in these Official Rules refer to Eastern Standard Time.
5. **ELIGIBILITY:** The Contest is open to legal residents of Canada who are 18 years of age or older at the time of entry with a valid AIR MILES® Collector Account. Employees of Shell Canada Limited, its parent entity, subsidiaries and affiliates are not eligible.
6. **HOW TO ENTER:** To enter the Contest, simply make any Lottery purchase from a participating Shell retail fuel station (excluding Shell Flying J locations) in Ontario, Manitoba, Saskatchewan, Alberta and British Columbia during the Contest Period and swipe (or key in) a valid AIR MILES Collector Card Number at the time of transaction (each, an “Entry”). Eligible purchases exclude tobacco, Shell gift cards, and service bay repairs. One Entry per eligible purchase. The Sponsor is not responsible for failed, late, lost, incomplete, undeliverable, incorrect, damaged or misdirected Entries for any reason. All Entries become the property of the Sponsor and will not be returned or acknowledged other than as outlined in Rule 2.
7. **PRIZES:** A total of Six (6) Prizes to be awarded, each consisting of Fuel for a Year (\$2,700.00 in Shell Gift Cards), (each a “Prize” and collectively the “Prizes”). The approximate retail value of each prize is \$2,700.00 CAD.
8. **ODDS OF WINNING:** Odds of winning a Prize depend on the total number of Entries received and the day on which each Entry is received. No limit of Entries per person per day during the Contest Period regardless of method of entry used. Entrants may increase odds of winning by successfully submitting multiple valid Entries during the Contest Period in accordance with these Official Rules.
9. **PRIZE SELECTION:** One (1) Entry will be selected every five (5) weeks (each a “Selected Entrant”) during the Contest Period by random draw from all Entries received to date (each a “Monthly Draw”). There will be Six (6) consecutive Monthly Draws commencing on Friday, October 12, 2018, held once every 5 weeks, until Friday, April 5, 2019 at or about 11:00 a.m. EST. Monthly Draws are cumulative and therefore Entries will be eligible for all remaining Monthly Draws following the day on which the Entry is received.
10. **NOTIFICATION:** Selected Entrants will be notified by email or telephone within five (5) business days of selection using the email address or telephone number that is currently associated with the AIR MILES* Collector Number used to obtain the entry. The Sponsor shall have no liability if the notification is lost, intercepted or not received by a Selected Entrant for any reason. A response to the Notification must be received by the Sponsor within five (5) business days thereof, failing which any non-responsive Selected Entrant will be disqualified and will forfeit any applicable Prize. Any Selected Entrant that has been disqualified shall have no recourse against the Sponsor and the Sponsor shall have no liability or responsibility to disqualified Selected Entrants.
11. **DECLARATION OF WINNERS AND AWARDING PRIZES:** To be declared a Prize winner and to receive a Prize, Selected Entrants must 1) meet all Contest eligibility requirements and comply with the Official Rules and 2) correctly answer, unaided, a time-sensitive, skill-testing mathematical question. The Sponsor may require Selected Entrants to verify eligibility and may, in its sole discretion, disqualify any Selected Entrant that cannot verify all Contest eligibility requirements. If a Selected Entrant is disqualified or forfeits a Prize, an alternate Selected Entrant will be selected by random draw from all remaining Entries until a winner is declared. The Sponsor shall have no further obligation to the Prize winners other than the Prize awarded. Please allow four to six weeks for prizes to be delivered. Prizes are not transferable and cannot be exchanged, substituted or redeemed for cash, except that the Sponsor may, in its sole discretion, substitute a Prize for another Prize or Prizes of equal or greater value. A list of Prize winners will be posted at www.shell.ca/Fuelforayear within four weeks following the awarding of each Prize.
12. **GENERAL:** By participating, all Entrants agree a) to be bound by these Official Rules and the decisions of the Sponsor; and b) to release, indemnify and hold harmless the Sponsor, LoyaltyOne, their affiliates, subsidiaries and independent contractors, and their respective directors, officers, shareholders, employees, agents and representatives, including advertising and promotion agencies, from any and all liability for claims/damages, including but not limited to claims/damages for personal injury (including death) or property damage, with respect to or arising from participation in the Contest and acceptance, possession, use or misuse of a Prize, or for claims based on publicity rights, defamation, or intrusion of privacy.

13. USE OF INFORMATION: Entrants acknowledge and agree that, by entering the Contest, they consent to the Sponsor's collection, use and disclosure of their personal information for the purpose of administering the Contest and for internal analysis of participant demographics for future marketing. Entrants who win a Prize also consent to the use and disclosure of their personal information, including name, likenesses, city of residence and/or statement about the Prizes, by the Sponsors and their agents or representatives, for advertising, marketing and publicity purposes, in any media, to the extent permitted by applicable law, with no further compensation other than awarding of the Prize.

14. PRIVACY: Neither the Sponsor nor its affiliates will share personal information collected from Entrants with any third parties, except as necessary for the administration of the Contest. The Sponsor will not attempt to contact Entrants for any other purpose other than to administer the Contest, unless the Entrant has opted-in to receive relevant product-related email communications from the Sponsor. The Sponsor respects individuals' right to privacy. Please read the Shell Canada Privacy Policy carefully to understand how personal information is collected, used and disclosed. The Privacy Policy can be found at http://www.shell.ca/home/content/can-en/footer/privacy_policy/

15. LEGAL JURISDICTION: Subject to Rule 16 below, by entering the Contest, Entrants agree: (i) that any and all disputes, claims and causes of action arising out of or connected with the Contest or any Prize award shall be resolved in accordance with the laws of the Province of Alberta, and (ii) to irrevocably submit to the exclusive jurisdiction of the courts of the Province of Alberta over any claim or matter arising under or in connection with the Contest or these Official Rules.

16. LIABILITY: The Sponsor and LoyaltyOne shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest. The Sponsor and LoyaltyOne accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or acceptance of a Prize. The Sponsor and LoyaltyOne will not be responsible for late, lost, undeliverable, illegible, incomplete, falsified, tampered with, altered or destroyed Entries for any reason and all such Entries will be void. In the event it is determined that an Entrant has entered in a fashion not sanctioned by these Official Rules and/or has submitted more than the number of Entries permitted by these Official Rules, the Entrant will be disqualified and all of the Entries submitted by the Entrant will be void. The Sponsor and LoyaltyOne is not responsible for any typographical, human or other error in the printing of the Contest and/or collateral advertising materials, administration of the Contest, processing of the Entries or in the announcement of the Prize winners or in any other materials or information associated with the Contest. The Sponsor and LoyaltyOne will not be liable, and does not assume any responsibility, for incorrect or inaccurate capture of Entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. Sponsor and LoyaltyOne is not responsible for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive information by the Sponsor or LoyaltyOne on account of technical problems, or on account of traffic congestion on the Internet or at any website or any combination thereof.

The Sponsor reserves the right to terminate, suspend, or extend the Contest or to amend the Official Rules at any time and in any way, without prior notice.

17. To the extent of any conflict or inconsistency between the English and the French version of the Official Rules, the English version shall govern.

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