

SHAW CABLESYSTEMS G.P.

PINK SHIRT PROMISE CONTEST

(the "Contest")

OFFICIAL RULES AND REGULATIONS

February 9, 2016 to February 24, 2016

**SUBMIT YOUR WRITTEN PROMISE AND BE ELIGIBLE
TO BE ENTERED FOR A CHANCE TO WIN
A FLIGHT FOR TWO (2) TO TORONTO, TWO (2) NIGHTS HOTEL ACCOMODATION,
AN ENTERTAINMENT TONIGHT CANADA EXPERIENCE
AND A \$1,500.00 SHOPPING SPREE**

(VALUED AT APPROXIMATELY \$3,750.00 (CDN))

(the "Grand Prize")

PINK SHIRT PROMISE CONTEST (THE "CONTEST") IS INTENDED TO BE CONDUCTED IN CANADA ONLY (EXCLUDING QUEBEC) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE A LEGAL RESIDENT OF CANADA (EXCLUDING QUEBEC). VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "CONTEST RULES").

CONTEST RULES

HOW TO ENTER: All residents of Canada (excluding Quebec) who submit a written promise about what they will do to end bullying via social media by Wednesday, February 24, 2016, will be eligible to be entered into a draw for a chance to win the Grand Prize of a flight for two (2) to Toronto, two nights hotel accommodation, an Entertainment Tonight Canada Experience and a One Thousand Five Hundred (\$1,500.00 CDN) Canadian Dollar shopping spree to a participating shopping centre.

This promise can be submitted in the following ways:

- Tweet including #PinkShirtPromise or #PinkyPromise
- Instagram post including #PinkShirtPromise or #PinkyPromise
 - Instagram comment on Shaw Pink Shirt Day Post
- Public Facebook post or photo with #PinkShirtPromise or #PinkyPromise
 - Facebook comment on Shaw Pink Shirt Day Post

Privacy settings must be set to public in order to enter.

ON FACEBOOK: Like Shaw on Facebook and submit your Pink Shirt Promise by commenting on one of our Pink Shirt Promise posts at Facebook.com/Shaw, or posting a publicly visible Facebook Post or Photo on your own Facebook page with the hashtag #PinkShirtPromise or #PinkyPromise. You must have a Facebook account and have Liked Shaw on Facebook in order to participate in the Contest. If you do not have a Facebook account, visit <http://facebook.com> and register in accordance with the enrolment instructions for a free Facebook account. To Like Shaw on Facebook visit <http://facebook.com/Shaw> and click Like. You consent to being contacted via a Reply to your Comment should you be the potential winner (pending verification) and will be required to contact us via Facebook Direct Message within 24 hours in order to claim your Grand Prize.

ON TWITTER: Follow @ShawInfo on Twitter and share your Pink Shirt Promise with the hashtag #PinkShirtPromise or #PinkyPromise. You must have a Twitter account and be following @ShawInfo to participate in this Contest. If you do not have a Twitter account, visit <http://twitter.com> and register in accordance with the enrolment instructions for a free Twitter account. You consent to being contacted via Direct Message from @ShawInfo should you be the potential winner (pending verification) and will be required to respond to the message within 24 hours in order to claim your Grand Prize.

ON INSTAGRAM: Follow @Shaw on Instagram and submit your Pink Shirt Promise by 1) commenting on one of our Pink Shirt Promise Posts, or 2) posting your own Pink Shirt Promise with the hashtag #PinkShirtPromise or #PinkyPromise. You must have a publicly visible Instagram account in order to participate in this Contest, or have allowed Shaw to Follow you on Instagram. If you do not have an Instagram account, visit <http://instagram.com> and register in accordance with the enrolment instructions for a

free Instagram account. You consent to being contacted via Comment and/or Direct Message from Shaw should you be the potential winner (pending verification) and will be required to respond to the email provided within 24 hours in order to claim your Grand Prize.

This Contest is sponsored by Shaw Cablesystems G.P. ("Shaw").

NO PURCHASE NECESSARY.

1. **CONTEST PERIOD:** The Contest Period will begin at 12:01 a.m. Mountain Standard Time ("MST") on Tuesday, February 9, 2016, and will end at 11:59 pm (midnight) MST on Wednesday, February 24, 2016 (the "Contest Period") after which time the Contest will be closed and no further entries shall be accepted.
2. **ELIGIBILITY:** To enter and to be eligible to win, the entrant must be: (i) a legal resident of Canada (excluding Quebec); and ii) accompanied by a parent or legal guardian (the "Chaperone") if a minor. Proof of identification and residence must be produced on request. Employees, officers and directors of Shaw and its partners and associate companies, their advertising and promotional agencies and their respective affiliates and associates, and such individual's immediate family members and persons with whom such individuals are domiciled, are not eligible to enter or participate in this Contest. For these official rules, "immediate family" refers to the father, mother, brothers, sisters, children, husband, wife or partner of such an employee, agent and/or representative. A winner of a Shaw contest within three (3) months preceding February 24, 2016, (including persons designated by such winners to take ownership of the Grand Prize) and persons domiciled with such a winner are not eligible to enter.
3. **ENTRY:** Maximum one (1) entry per individual per platform. All eligible entries will be entered into the random draw for the Grand Prize.
4. **GRAND PRIZE:**
 - a) There is one Grand Prize to be awarded, as follows:
 - i) Two (2) round trip economy airfares for the Grand Prize winner and his/her guest travelling together from the nearest major Canadian airport closest to the winner's place of residence to Toronto, Canada;
 - ii) Round trip ground transportation between the airport and hotel and round trip ground transportation between the hotel and the Entertainment Tonight Canada experience;
 - iii) Two (2) nights hotel accommodation (based on one (1) room, double occupancy) in a hotel as chosen by Shaw, in its sole discretion;
 - iv) An Entertainment Tonight Canada Experience; and
 - v) One Thousand Five Hundred (\$1,500.00 (CDN)) Canadian Dollar shopping spree at one of the following shopping centres: Guildford Town Centre, Mayfair Shopping Centre, Metropolis at Metrotown, Woodgrove Centre, CrossIron Mills, Southgate Centre, Bayshore Centre, Conestoga Mall, Mapleview Centre, Oshawa Centre, Outlet Collection at Niagara, Vaughan Mills or Mic Mac Mall.

(collectively called the "Grand Prize")
 - b) The approximate value of the Grand Prize is Three Thousand Seven Hundred and Fifty (\$3,750.00) Canadian Dollars. The Grand Prize winner is not entitled to monetary difference between the actual Grand Prize value and stated approximate Grand Prize value, if any.
 - c) Grand Prize winner and his/her guest must be available to travel before December 31, 2016, ("Travel Dates"). Should the potential Grand Prize winner and/or his/her guest be unable to travel before December 31, 2016, the Grand Prize will be forfeited and awarded to an alternate winner.
 - d) Grand Prize winner and his/her guest are solely responsible for all costs not expressly described herein including, without limitation, meals, beverages, room service, gratuities, merchandise, telephone calls, travel and medical insurance, airport improvement fees, baggage check fees, as well as any required travel documentation, taxes and all personal

expenses of any kind or nature, together with any applicable overnight layover costs. Departure dates are subject to availability and change without notice or compensation. Winner and his/her guest are also solely responsible for all costs incurred to and from the Departure Point as the Grand Prize originates and terminates there. It is the sole responsibility of the Grand Prize Winner and his/her travel guest to obtain all necessary travel documentation and to ensure that all travel papers are in good order and are valid prior to and for the duration of the trip. Grand Prize winner and his/her guest must be able to travel at the times and dates as determined by Shaw, in its sole discretion and authority, failing which the Grand Prize will be forfeited. No change in travel arrangements can be made by the Grand Prize winner once the booking has been confirmed. It is recommended that the Grand Prize winner and his/her travel guest obtain sufficient personal insurance prior to departure. The Grand Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.

- e) The odds of winning a Grand Prize will depend upon the total number of eligible entries received during the Contest Period.
- f) The Grand Prize is not redeemable in cash and is not transferable. The Grand Prize must be accepted as awarded — no substitutions at the request of winning entrants will be made.
- g) Shaw retains the right, in its absolute and sole discretion, to make substitutions of equivalent kind or approximate value in the event of the unavailability of the Grand Prize or component of the Grand Prize for any reason whatsoever.

5. **GENERAL**

- a) The Grand Prize winner and the guest are solely responsible for all costs not expressly described herein. The Grand Prize winner and the guest are solely responsible for all other incidental costs incurred. Shaw is not responsible for any loss of a Grand Prize or a component of a Grand Prize once it has been delivered to the Grand Prize winner.
- b) The Grand Prize must be accepted as awarded – no substitutions at the request of winning entrants will be made. A Grand Prize may not be sold, transferred and is not convertible to cash. Shaw reserves the right to substitute a Grand Prize in whole or in part in the event that all or any component of a Grand Prize is unavailable.
- c) On or about Thursday, February 25, 2016, between 8:00 a.m. and 2:00 p.m., MST, one (1) random draw for the Grand Prize will take place at the offices of Shaw, in Calgary, Alberta, from among all eligible entries received during the Contest Period. The odds of winning a Grand Prize will depend upon the total number of eligible entries received during the Contest Period.
- d) Shaw, acting reasonably, will attempt to contact the potential Grand Prize winner by direct message or comments on Facebook, Twitter or Instagram on Thursday, February 25, 2016. In the event that a potential Grand Prize winner cannot be contacted within one (1) business day after the draw, he or she will be disqualified and an alternate potential winner will be drawn. Proof of identification must be provided upon request. The potential Grand Prize winner must respond to Shaw within one (1) business day of being contacted.
- e) The person whose name is drawn as being the winner will be required to answer a skill-testing question before the Grand Prize is awarded to him/her.
- f) Before being awarded the Grand Prize, the potential Grand Prize winner will be required to sign a full release and indemnity form (the "Release") as prepared and accepted by Shaw, acknowledging and confirming:
 - (i) eligibility, understanding and compliance with these Official Rules and Regulations (the "Contest Rules");
 - (ii) his/her acceptance of the Grand Prize, as offered;
 - (iii) releasing Shaw and its parent company, subsidiaries, affiliates and/or related companies and its employees, directors, officers, suppliers, agents, administrators, licensees, representatives, advertising and promotional agencies from any and all liability of any kind including potential winner's, as applicable, participation in the Contest or the acceptance,

use or misuse of the Grand Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom;

- (iv) authorization to Shaw and its parent company, subsidiaries, affiliates and/or related companies to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Grand Prize to the extent permitted by law.

In the event the Release is not signed and returned by potential Grand Prize winner within the time stipulated by Shaw, the potential Grand Prize winner will be deemed to have forfeited his/her Grand Prize. Shaw reserves the right, in its sole discretion, to select another potential Grand Prize winner.

- g) By entering the Contest, the entrants and participants automatically agree to accept and abide the Contest Rules and in accepting the Grand Prize, the winner acknowledges that Shaw and its parent company, subsidiaries, affiliates, partners, associates and/or related companies and agents may not be held liable for any loss, damages or injury of any kind (including injury resulting in death) associated with accepting or using the Grand Prize. The entrant agrees that he/she releases and holds harmless Shaw and its parent company, subsidiaries, affiliates, partners, associates and/or related companies and agents from and against any and all causes of action, suits, claims, demands, liabilities, costs and expenses by reason of or arising out of entrant's participation in this Contest and the awarding, receipt, and/or use or misuse of the Grand Prize or participating in any Grand Prize-related activities. All decisions of Shaw with respect to any aspect of the Contest, including, without limitation, the eligibility of entries, are final and binding on all entrants in all matters as they relate to the Contest.
- h) In the event that a potential winner does not comply with all the provisions as contemplated in these Contest Rules, Shaw shall have the right to disqualify the potential winner and draw an alternate potential winner. Shaw shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied, with the necessary amendments, until a qualified Grand Prize winner has been duly selected.
- i) All entries received become the property of Shaw and will not be returned. Shaw assumes no responsibility for: (i) delays due to high call volumes; (ii) incorrect, inaccurate, incomplete, garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions; (iii) entries which fail to comply with these Contest Rules; (iv) any failure of Shaw's web site during the Contest Period, including any problems or technical malfunctions of any computer on-line systems, servers, computer equipment, software, ordering system (on-line or via Video on Demand or Pay Per View), failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof; and (v) errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in the Contest or from downloading any material from the Contest web site, where applicable.
- j) All entries are subject to verification. By entering this Contest, entrants acknowledge compliance with, and agree to be bound by the Contest Rules. Entrants further agree to be bound by the decisions of Shaw, which shall be final and binding in all respects. Shaw reserves the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest, the Contest Website, or any related promotional website; (c) using any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest; (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SHAW RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.** The Grand Prize winner must at all times behave appropriately when taking part in the Grand Prize package and observe the Contest Rules

and any other rules or regulations in force at any and all locations. Shaw reserves the right to remove from the location, the Grand Prize winner who breaks such rules and/or fails to behave appropriately and to disqualify such Grand Prize winner.

- k) In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
- l) No correspondence will be entered into except with entrants requesting the Contest Rules by mail or requesting names of the Grand Prize winners (for which a self-addressed, postage paid envelope must be included).
- m) Shaw reserves the right, in its absolute and sole discretion, to modify the Contest Rules without materially affecting the terms and conditions hereof.
- n) Shaw reserves the right, in its absolute and sole discretion, to cancel, terminate, modify, amend, extend or suspend the Contest and/or select a winner among the eligible entries already submitted.
- o) All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations used in connection with the Contest are the property of their respective owners. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
- p) This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws. Each entrant understands and agrees that by entering the Contest, Shaw will collect, use and disclose her/his personal information only in relation to this Contest. Shaw's privacy policy is available at www.shaw.ca. Any questions regarding Shaw's privacy policy or the treatment of your personal information should be directed to Shaw's Privacy Officer, Suite 900, 630 — 3 Ave. S.W., Calgary, AB, T2P 4L4. No additional personal information is collected for this Contest.