

**ONTARIO LOTTERY AND GAMING CORPORATION**  
**LOTTO ADVANCE VIP Rewards Contest**  
**May 31, 2010 – March 27, 2011**

**OFFICIAL RULES & REGULATIONS**

**CONTEST ELIGIBILITY AND CHANCES OF WINNING:**

1. This contest is sponsored by the Ontario Lottery and Gaming Corporation (“OLG”). The contest is **open** to those who are:
  - (a) Residents of Ontario only; and
  - (b) 18 years of age or older;provided that the following persons **may not** enter the contest:
  - (c) the employees of:
    - (i) the Contest Sponsor(s) (including full-time, part-time and student employees of OLG; persons who are directly on OLG’s payroll; and OLG employees who are on paid or unpaid leave);
    - (ii) OLG’s advertising and Contest management agencies;
    - (iii) OLG’s authorized retailers;
    - (iv) the Alcohol and Gaming Commission of Ontario;
  - (d) members of the OLG Board of Directors;
  - (e) individual consultants or public sector employees retained by OLG through contracts of retainer, for periods of service of 30 days or more in the aggregate;
  - (f) OLG’s authorized retailers.
2. This contest commences on May 31, 2010 and closes on March 27, 2011 at 11:59 p.m. (“contest period”).
3. The odds of winning any prize depend on the number of eligible entries received during the contest period.
4. In the event an entrant does not meet the eligibility requirements, OLG has no obligation to award any prize to that entrant.

**HOW TO ENTER:**

5. LOTTO ADVANCE subscribers with an eligible subscription at the time of a Prize Draw will be automatically entered into that Prize Draw. A “subscriber” is defined as the person whose name is listed on the Official Subscription Certificate of an eligible subscription (Rules 8 and 9), all as determined by OLG.
6. A subscription will be entered into a Prize Draw for every Weekly Draw Period (Monday to Sunday) between that subscription’s “first date” (when the subscription starts) and “last date” (when the subscription ends). For new or renewal subscription orders, please allow approximately 4 (four) weeks for processing. The following subscriptions are not eligible for a Prize Draw:
  - (a) Subscriptions with a “cancelled” status at the time of the Prize Draw.
  - (b) Subscriptions starting after the Weekly Draw Period ends.
  - (c) Subscriptions ending before the Weekly Draw Period starts.

7. The subscriber will receive one entry into a Prize Draw for every board on that subscriber's eligible subscription during the corresponding Weekly Draw Period, as outlined in the chart below.

Number of boards on a subscription	Number of contest entries per eligible Weekly Draw Period
1 board	1 contest entry
2 boards	2 contest entries
3 boards	3 contest entries
4 boards	4 contest entries
5 boards	5 contest entries

8. To be eligible, subscriptions and entrants must meet the following additional criteria:
- The entrant's LOTTO ADVANCE subscription order ("subscription order") must be submitted and received through regular LOTTO ADVANCE subscription methods, that is, it must be mailed to the address indicated on the order form, faxed to the fax number indicated on the order form (or indicated on the LOTTO ADVANCE web page at OLG.ca), submitted through a phone order at the regular LOTTO ADVANCE or Consumer phone line, or through the LOTTO ADVANCE web order at OLG.ca.
  - Subscriptions with a "cancelled" status at the time of the Prize Draw will not be eligible for that Prize Draw.
  - Subject to Rule 1, the subscription must be in the name of an Ontario resident, 18 years of age or older.
  - Subscriptions awarded free of charge as prizes or rewards in other contests are not eligible.
  - Subscriptions recorded in the name of "the estate of" a subscriber are not eligible.
9. For gift subscriptions, it is the gift recipient listed as the "subscriber" on that subscription, and not the gift giver, who will be considered the eligible entrant.
10. For group subscriptions, it is the person listed as the "subscriber" on that subscription (and not any other members of this group), who will be considered the eligible entrant. Should a group subscriber's name be drawn, he/she (and not any other members of this group) will be considered the selected entrant. A declared winner may decide to divide or share with other members of the group any prize awarded to the declared winner, provided that OLG has no responsibility whatsoever for the entitlement or awarding of any prize to any person or persons, including any member of the group, other than the declared winner.
11. **No purchase necessary.** To enter the contest without making a LOTTO ADVANCE purchase, submit an original 60-75 word essay describing how you heard about the LOTTO ADVANCE Rewards Contest and why you would like to win a prize in this contest. You may enter as often as you wish via this method, but the essay cannot be duplicated or reproduced, and must be unique for each entry. The essay may be submitted using the "Lotto Advance Rewards Contest No Purchase Necessary Entry Form" (available by calling the OLG Support Centre at 1-800-387-0098) or must be written or typed on a sheet of paper (approximately 8 ½" x 11" in size). On the same sheet of paper, write or type your full name, age, complete mailing address, and home and evening telephone numbers. Place your entry in an envelope, affix appropriate postage, and mail your no purchase entry only to: "**LOTTO ADVANCE Rewards Contest, PO Box 520 Stn Main, Sault Ste. Marie, ON, P6A 9Z9.**" Only one name may appear on the no purchase entry form. Entry form must be legible. Limit: one no purchase entry form per person per postage stamped envelope. All no purchase entry forms must be received at the close of business on the last day of the Weekly Draw Period (Rule 18) for which you wish to enter. Each eligible no purchase necessary entry form will earn one entry into the corresponding Prize Draw. OLG locations and offices will not accept entries sent by courier or delivered in person, but alternatives to mailing the no purchase necessary entries are available by contacting the OLG Support Centre at 1-800-387-0098.
12. Number of entries are limited as follows:

- (a) Subscription: Each subscription may earn up to five (5) contest entries (as outlined in Rule 8) for each eligible Weekly Draw Period between that subscription’s start and end (“first” and “last” dates).
- (b) No purchase method of entry: You may enter as often as you wish, provided each entry meets the requirements listed in Rule 11.
- (c) Persons obtaining entries through the subscription method are also eligible to enter through the no-purchase method.

**PRIZES:**

- 13. There are forty-three (43) prizes available during this contest. The prizes are approximately \$500 in retail value and are listed in the chart in Rule 17. Detailed prize descriptions are available by calling OLG’s Support Centre at 1-800-387-0098 and will be provided to the selected entrant (by phone, fax, mail, or e-mail)\_at the time of contact.
- 14. Winners can select one (1) prize from the three (3) options offered at the time of winner contact. If a winner does not select a prize within the deadlines specified, one will be selected for him/her.
- 15. If particular prizes are not available at the time of draw or winner contact, OLG reserves the right to substitute other like items of approximately equal retail value.
- 16. Prize claiming details will be provided at the time of winner notification.

**PRIZE DRAWS:**

- 17. Prize Draws will occur on or after the dates listed in the chart below and will include Weekly Draw Periods listed in the chart below. Each Weekly Draw Period’s entries will be collected separately and entered into a separate Prize Draw, as outlined in the chart below:

<b><i>Draw dates</i></b>	<b><i>Weekly Draw Periods</i></b>	<b><i>Prize Options</i></b>
On or after June 28, 2010 - Four draws, one for each of the draw periods listed in “Weekly Draw Periods” column.	1- May 31, 2010 – June 6, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
	2- June 7, 2010 – June 13, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
	3- June 14, 2010 – June 20, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
	4- June 21, 2010 – June 27, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
On or after July 26, 2010 - Four draws, one for each of the draw periods listed in “Weekly Draw Periods” column.	1- June 28, 2010 – July 4, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
	2- July 5, 2010 – July 11, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
	3- July 12, 2010 – July 18, 2010	1- Laptop

	2010	2- iPod Touch 3- Gas gift card
	4- July 19, 2010 – July 25, 2010	1- Laptop 2- iPod Touch 3- Gas gift card
On or after August 30, 2010 - Five draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- July 26, 2010 – August 1, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	2- August 2, 2010 – August 8, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	3- August 9, 2010 – August 15, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	4- August 16, 2010– August 22, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	5- August 23, 2010 – August 29, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
On or after September 27, 2010 - Four draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- August 30, 2010 – September 5, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	2- September 6, 2010 – September 12, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	3- September 13, 2010 – September 19, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
	4- September 20, 2010 – September 26, 2010	1- Surround Sound System 2- iPad 3- Chapters/Indigo gift card
On or after November 1, 2010 - Five draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- September 27, 2010 – October 3, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	2- October 4, 2010 – October 10, 2010	1- Canadian Tire gift card 2- iPad

		3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	3- October 11, 2010 – October 17, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	4- October 18, 2010 – October 24, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	5- October 25, 2010 – October 31, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
On or after November 29, 2010 - Four draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- November 1, 2010 – November 7, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	2- November 8, 2010 – November 14, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	3- November 15, 2010 – November 21, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	4- November 22, 2010 – November 28, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
On or after December 27, 2010 - Four draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- November 29, 2010– December 5, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	2- December 6, 2010 – December 12, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
	3- December 13, 2010 – December 19, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)

	4- December 20, 2010 – December 26, 2010	1- Canadian Tire gift card 2- iPad 3- Dining gift card (Swiss Chalet, Kelsey's Montana's, Milestones and Harvey's)
On or after January 31, 2011 - Five draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- December 27, 2010 – January 2, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	2- January 3, 2011 – January 9, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	3- January 10, 2011 – January 16, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	4- January 17, 2011 – January 23, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	5- January 24, 2011 – January 30, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
On or after February 28, 2011 - Four draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- January 31, 2011 – February 6, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	2- February 7, 2011 – February 13, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	3- February 14, 2011 – February 20, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	4- February 21, 2011 – February 27, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
On or after March 28, 2011 - Four draws, one for each of the draw periods listed in "Weekly Draw Periods" column.	1- February 28, 2011 – March 6, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	2- March 7, 2011 – March 13, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card
	3- March 14, 2011 –	1- Future Shop gift card

	March 20, 2011	2- iPad 3- Shoppers Drug Mart gift card
	4- March 21, 2011 – March 27, 2011	1- Future Shop gift card 2- iPad 3- Shoppers Drug Mart gift card

18. On or after the draw date, one random Prize Draw will be performed from entries collected for the corresponding Weekly Draw Period. Following the draw of the primary entry, three back-up entries will be randomly drawn. Back-up entries will be used in the order in which they are drawn in the event any primary entry or one or more back-up entry is disqualified under the eligibility or other requirements of this contest.

**WINNER NOTIFICATION:**

19. Attempts will be made to contact the selected entrant at the telephone number provided in the subscription order form or no purchase entry form for seven (7) consecutive business days following the date of the draw. Telephone calls will be made at different times between 9:00 a.m. and 9:00 p.m. Eastern Standard Time. If, at the end of seven (7) consecutive business days, the selected entrant has not been contacted or confirmed for the Prize or is otherwise ineligible to receive a Prize, then he/she is no longer eligible to receive the Prize and the process will be repeated to attempt to contact a back-up selected entrant (in the order in which the back-up entries were drawn, in the event that one or more back-up entries are disqualified).
20. If no selected entrant has been contacted and confirmed by the deadlines specified at the time of contact or in any message, and/or after exhausting all available and eligible back up entries, or otherwise sixty days after the draw date, no further attempts will be made and the Prize will not be awarded. The selected entrant must return any message left by OLG or OLG’s representative within the timeframe stipulated in the message to remain eligible to win the Prize. Prize claiming details will be provided at the time of contact.
21. No correspondence will be entered into except with the selected entrant(s). If no winner is declared for a particular prize, then that prize will not be awarded.

**GENERAL RULES:**

22. All contest entries are at all times the property of the OLG and none will be returned. Entries that have been obtained or made through fraudulent means, or which are tampered with, are illegible, have deteriorated, or contain typographical or other errors are subject to disqualification.
23. It is expressly understood and agreed by all entrants that OLG does not accept responsibility, in whole or in part, for loss, damage or injury, howsoever caused in connection with the Prize or the conduct of the contest.
24. Prizes are non-transferable, except at the discretion of OLG.
25. All prizes must be accepted as awarded. No prize substitution or cash payment will be made, save for the OLG’s right, at its sole discretion, to make a prize substitution or cash payment.
26. Winners will be required to sign a standard “Acknowledgment, Release and Discharge” form confirming contest eligibility, compliance with the contest Official Rules and Regulations and releasing the OLG, its employees, affiliates and subsidiaries, franchisees, authorized retailers, agents, contractors, representatives, advertising, promotion and contest management agencies and any independent judging organization from any liability, claims, damages and/or responsibility in connection with the conduct of the contest or the awarding of the Prizes. Each winner agrees to OLG’s use of his/her name, address, voice, image, photograph and/or other likeness for publicity purposes without compensation.

27. **Name and residence (town or city and municipality) of Prize winners may be posted, published, or announced on the OLG website, in the LOTTO ADVANCE “Advantage” subscriber magazine, and/or other media for up to twelve (12) months after the selected entrant is confirmed as a winner.**
28. All winners must be residents of Ontario, 18 years of age or older to be awarded a Prize. Winners may be asked to present valid government issued identification to verify Ontario residency and age.
29. Any personal information provided to or collected by the OLG or the Contest Management Agency, including but not limited to entrants' contact information, is collected under the authority of the Ontario Lottery and Gaming Corporation Act, 1999 and is intended to be used for the following principle purposes related to the administration of this contest: to conduct and administer the contest by OLG or through a 3<sup>rd</sup> party Contest Administrator, including, but not limited to the awarding of the Prize(s) and referring to such personal information in voice messages or other messages left for a selected entrant, for publicity and advertising purposes and to comply with legal requirements. For more information, please contact an OLG representative at 1-800-387-0098.
30. All references to times and dates reflect Eastern Standard Time.
31. Any attempt to tamper with the entry process or interfere with these contest rules, deliberately damage any website or undermine the administration, operation, or security of the website or the legitimate operation of the contest, is a violation of criminal and civil laws, and OLG reserves the right to disqualify and/or seek damages and/or other relief from all persons responsible for such acts to the fullest extent permitted by law.
32. OLG and OLG's contest management agency assume no responsibility for: delays in processing of order forms, entries lost, interrupted, stolen, delayed, damaged or misdirected, for any reason whatsoever; for the failure, interruption or delay of any mail, fax, email or other communication to be given or received, for any reason; for any incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, visual or printing errors; garbled data or transmissions, omissions, interruption, deletion; any computer viruses, time bombs, logic bombs and any other implanted devices of a like or similar nature that may arise or occur in connection with the contest, or problems with the function of any website or website feature howsoever caused; the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data or software, online systems, servers or access providers, computer equipment, software or any combination thereof; any functionality lost due to not having cookies enabled; traffic congestion on the Internet; the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third party computer “hackers”; or any combination thereof, as a result of participation in this contest.
33. OLG is not responsible for commencing, continuing, or completing the contest or awarding the Prizes in the event of circumstances beyond its control.
34. All decisions of the contest judges with respect to this contest are final.
35. Draw dates and times are subject to change without notice.
36. All contest entries will be destroyed three years after the last draw date, on or after March 28, 2014.
37. This contest is subject to the laws of the Province of Ontario and the Federal laws of Canada as applicable.
38. These Official Rules and Regulations govern this contest and must be followed, and by agreeing to participate in the contest, all entrants agree to comply with, and be bound by these Official Rules and Regulations.

**Cette information est aussi disponible en français en composant le 1-800-387-0098.**