

## Correction Notice

### To our valued customers:

Please note the following error that occurred on [sears.ca/contests](http://sears.ca/contests):

The posted rules for the Show & Tell & Win Story Submission Contest contain a typographical error.

The Story Submission Guidelines state that the maximum length for each story submission was to be 250 words when it should have stated **2,500** words. As a result, some of the finalist stories now posted on the voting screen appear to be longer than the allowed maximum, when in fact they are compliant with the rules as they were intended.

We apologize for this error and regret any inconvenience and disappointment it may have caused you.

## Show & Tell & Win Story Submission Contest

### OFFICIAL CONTEST RULES & REGULATIONS

- 1. CONTEST PERIOD:** The Show & Tell & Win contest ("The Contest") starts at 12:00:00 a.m. Eastern Time ("ET") on June 19, 2010 and closes at 11:59:59 p.m. ET on September 15, 2010, ("The Contest Period"). The contest is sponsored by Sears Canada Inc.(The Sponsor). No purchase is necessary to enter or win a prize.
- 2. ELIGIBILITY:** To enter and to be eligible to win, entrants must be legal residents of Canada, (excluding the province of Quebec) who have reached the age of majority in their jurisdiction of residence at the time of entry. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsor, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsor, and promotional and advertising agencies and administrators, are ineligible to enter.
- 3. PRIZES:** There is one (1) Grand Prize consisting of; a \$500 Sears Gift Card , 2-years of bi-weekly Cleaning Services from Molly Maid , a 4 piece bedroom furniture set – choose from the Jaden or Hailey youth collection, a set of bedding and window coverings coordinates, a Little Tykes prize pack, and Sears Painting Services for the baby's room (includes paint and labour where service is available - in markets where Sears Painting Service is not available the prize will consist of \$200 in paint and paint accessories). Total retail value of this prize is approximately \$7,805.

#### Runner-up Prizes:

There are two (2) Runner-up Prizes, each consisting of 1-year of monthly Cleaning Services from Molly Maid. Approx. retail value \$1400 each.

Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. Contest Sponsor reserve the right to substitute any Prize in whole or in part in the event that all or any component of a Prize or Prizes are unavailable. Prizewinner is solely responsible for all costs not expressly described herein.

Any costs including, but not limited to additional labour required and/or additional renovations, fixtures, product and labour that exceed the maximum value stated for the prize are the sole responsibility of the winner and are not included in the prize, but may be available to the winner at his/her own expense.

Winners must reside in an area where Sears Canada Inc. and Molly Maid can provide the services and products being awarded and it must be possible to deliver to and/or service at the winner's chosen residence which the winner must own. Sears Canada Inc. will be the final judge in this regard. If, in the opinion of Sears Canada Inc., the prize or any portion of it cannot be provided an alternate winner will be selected.

#### **4. HOW TO PARTICIPATE:** The contest is offered electronically via the Internet.

To enter, either write a short story (2500 word maximum) ("story") (with optional photo) or create a digital video recording ("video") that describes the one thing that helped you most to get through your first year of parenthood. Then, go to [www.sears.ca/babystory](http://www.sears.ca/babystory) (the "Website"), log into your sears.ca account or create a new account by entering all required information. Click on the "Share Your Story" link located in the top banner of the page and follow the onscreen instructions to fully complete your entry into the Contest and to upload either: (i) your story (and optional photo); or (ii) your video. When all required fields are completed (including uploading your story/video), click the "Submit" button to complete your entry during the Contest Period.

There is no limit to the number of times you can enter the Contest. However, each story/video must be unique and original to be eligible for entry in the Contest. Entries will be rejected if: (a) Sears Canada Inc. ("Contest Sponsor") does not receive the fully completed entry (including story/video upload) during the Contest Period; (b) if the story/video does not conform to the specific requirements listed below; or (c) it does not comply with these Rules. Entries must be made by an individual only. Group entries or entries made by an entity are prohibited. Without limitation, the Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete, forged, garbled, or incompatible Entries. For purposes of this Contest, an Entry is "received" when the Sponsor's servers record the receipt of the fully completed online entry form (including story/video upload). Proof of submitting an entry (such as a copy "thank you" or

confirmatory screen or message) does not constitute proof of actual receipt by Sponsor of an entry for purposes of this Contest. Sponsor's database clock will be the official timekeeper for this Contest. Entries received by Sponsor before the start of the Contest Period or after the end of the Contest Period will be deemed VOID.

ENTRIES WILL NOT BE ACKNOWLEDGED OR RETURNED AND MAY BE DESTROYED. DO NOT SUBMIT ANY IRREPLACEABLE OR ONE-OF-A-KIND STORIES OR VIDEOS. ANY ENTRY FORM, STORY, VIDEO OR OTHER SUBMISSION OR CONTENT (OR ANY PORTION THEREOF) THAT DOES NOT CONFORM TO THE REQUIREMENTS IN THESE OFFICIAL RULES WILL BE DEEMED INELIGIBLE.

**5. (Story/Video Submission) Guidelines:**

Your submitted story/video must be original, never have been previously exhibited publicly or submitted in any other contest, promotion or other competition. To be eligible for entry in the Contest, your story/video must be in English and must meet the following specific requirements:

Type	Maximum Length/Size/Amount	Language	Acceptable Formats
Story	2500 words	English	Online form
Video	2 minutes/10 MB	English	YouTube link (Formats accepted on YouTube: .avi, .mov, .mpeg, .wmv, .qt, .mp4, .flv, .ram, .ogm, .mpeg4, .mpv4, .mpe, or .mkv;)

Your submission should not include:

- Cursing, nudity, vulgarity, or any explicit content.
- Comments or criticism of other submissions or forum participants.
- Email addresses, home addresses, phone numbers, personal information, links to any websites or URLs.
- Derogatory characterizations of any ethnic, racial, sexual or religious groups;
- Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
- Conduct or other activities in violation of these Rules;

-Commercial messages, comparisons or solicitations for products or services (other than those of the Sponsor);

-Any identifiable third party products and/or trademarks, brands or logos. For example, any clothing worn by persons appearing in a video must not contain any visible logos, trade-marks or other third party materials (other than those of the Sponsor);

-Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the contest judges in their sole discretion.

Any depiction or description of Sponsor's products or services must not suggest inappropriate, unlawful, or dangerous use of the products or services. Use or non-use of Sponsor's name, trademark, logo, or other property in a Story or Video will not affect the judging of an entry.

Sears reserves the right to edit or to refrain from posting any submission in its sole discretion.

**6. CONTEST SELECTION:** On or after Monday, August, 14<sup>th</sup>, 2010, nine (9) finalists will be selected at Sears Canada's offices in Toronto, Ontario from among all eligible entries received during the Contest Period. The finalists will be posted to the website ([www.sears.ca/babystory](http://www.sears.ca/babystory)) and will be eligible to win the Grand Prize and/or Runner-up Prizes. The odds of winning a Prize will depend upon the total number of eligible entries received during the Contest Period. Once the finalists are selected, the public will be able to vote for their favourite story/stories or video/videos at the website [www.sears.ca/babystory](http://www.sears.ca/babystory), the story/video with the largest number of votes as of September 15, 2010 at 11:59:59 PM EST will be awarded the Grand Prize. The stories/videos with the second and third largest number votes as of September 15, 2010 at 11:59:59 PM EST will each be awarded one of two Runner-up Prizes. Voters are permitted to vote for more than one story/video, but are only permitted to vote for each story/video once.

**7. PRIZE AWARDING:** The Contest Sponsor will attempt to contact potential winner(s) by email or telephone within five (5) business days after the voting period has closed. In the event the potential winner cannot be contacted within 5 business days he or she will be disqualified and an alternate potential Prizewinner will be awarded based on the number of votes their story/video has received. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill-testing question administered by the Contest Sponsor and will be required to sign and return within the time stipulated by the Contest Sponsor, a release and indemnity form stating that he/she has read and understood these official rules and regulations ("Rules"), grants all consents

required, authorizes the Contest Sponsor 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 Prize, accepts the Prize as offered and releases the Contest Sponsor and its employees, officers, directors, shareholders, agents, representatives, affiliates and subsidiaries from any and all liability of any kind arising out of the potential winner's, participation in this Contest and receipt and use of the Prize including without limitation, personal injury, death, and property damage, and claims based on publicity rights, defamation, or invasion of privacy. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, the Contest Sponsor shall have the right to disqualify potential winner, and draw an alternate potential winner and the Contest Sponsor 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 winner has been duly selected, but in any event, no later than Saturday, September 25, 2010

**8. APPLICABLE LAWS:** This contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited or restricted by law.

By participating in the Contest, each entrant agrees to be bound by these Rules, the decisions of Sponsor and the interpretation of these Rules by the Sponsor, and further warrants and represents that his/her story/video is suitable for a public forum;

Does not infringe, misappropriate, or violate any rights of any third party including, without limitation, copyright, trademark, trade secret, or right of privacy or publicity and will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever.

Does not contain any reference to or likeness of any third parties, unless prior, written consent has been obtained from all such individuals, and entrant will provide those written permissions upon Sponsor's request (NOTE: if an Story or Video contains any reference to/or likeness of any third parties who are under the age of majority in their jurisdiction of residence, then consent must also be obtained from any such person's parent or legal guardian).

**9. PRIZE DISCLAIMER:** All entries become property of Contest Sponsor who assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, email, incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, or any computer errors or malfunctions. No correspondence will be entered into except with the winners. Entry materials-data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsor, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the

Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, the Contest Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend the Contest including canceling any method of entry, and select a winner from previously received eligible entries. The Contest Sponsor reserves its right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsor reserves its right in its sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsor reserves their right to seek remedies and damages to the fullest extent of the law. The Contest Sponsor shall not be held responsible for any 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 this Contest or from downloading any material from the Contest website, where applicable.

**10. DATA PROTECTION NOTICE:** If you provide content, by submitting your original story/video for the contest, you grant Sears Canada Inc. a worldwide, non-exclusive, royalty-free, perpetual, irrevocable, and fully sublicensable right to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, and display what you have written/depicted throughout the world in any media. You also grant Sears the right to use the name you submit with the story/video submission. Submissions and other content posted here reflect the opinions of the contest participants and in no way reflect the opinion of or are endorsed by Sears. Sears does not guarantee the accuracy or reliability of any information provided in the contest submissions. Sears assumes no liability for incorrect product information, mistakes, misinformation, falsehoods, profanity, obscenity, or other inappropriate material posted by any forum participant.

## **Sears "Win 1 year of Movies for Mommies" Voters Contest**

### **Official Contest Rules**

1. How to Enter the Contest: No purchase necessary to enter or win. To enter the Contest, eligible entrants must access the Show & Tell & Win contest posted on [www.sears.ca/contests](http://www.sears.ca/contests) between August 15, 2010 at 12:00:01 a.m. ET and September 15, 2010 at 11:59:59 p.m. ET ("Contest Period"). Entrants must vote for their favourite story/video among the 9 finalists posted on sears.ca/contests, Show & Tell & Win contest by clicking on the 'Vote for this story' button. They will automatically receive one (1) entry into the Contest once they have successfully complete the voting process.

There is a limit of nine (9) automatic entries per person/email address permitted during the Contest Period One entry per finalist story/video. For greater certainty, you can only use one (1) email address to enter the Contest. If it is discovered that you have attempted to use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your Entries may be voided. Use of any automated system to enter or participate in this Contest is prohibited and will automatically result in disqualification. Incomplete entries will be disqualified.

2. There are three (3) prizes in total available to be won. Each prize consists of a one (1) year - (2 movies per month) 'Movies for Mommies' voucher. Each prize has an approximate value of \$ 115. Prizes are not transferable. No substitution or cash equivalent of the prize permitted except at the sole discretion of the Sponsor. Any portion of the prize not accepted by the winner will be forfeited. The odds of winning a prize depend on the total number of Eligible Entries received during the Contest Period. Limit one (1) prize per person/email address.
3. On September 16, 2010 at noon EST at 290 Yonge St. in Toronto, Ontario, a random selection of three (3) entry forms will be made from all Eligible Entries received during the Contest Period ("Contest Draw"). The selected entrants will be contacted by email and will be required to correctly answer a mathematical skill-testing question prior to the awarding of prize and will be required to sign and return (within 14 days of receipt) a declaration and release form. If the selected entrant does not correctly answer the skill-testing question, does not comply with the Contest Rules or cannot be contacted within 7 days of the selection date, that entrant will be disqualified and an alternate entrant will be randomly selected from the eligible entries received. This process will be repeated as necessary until a winner is declared for each prize. All decisions of the contest judges are final. The prize will be sent to the winner.
4. By signing the standard declaration and release form winners are confirming compliance with these rules and waiving any liability of Sears Canada Inc., and their respective agencies, affiliates,, employees, officers directors catalogue merchant agents and dealer store operators, arising out of the conduct of the contest and the acceptance and use of the prize as awarded.
5. This contest is only open to Canadian residents,(excluding Quebec), who are age of majority or older in the province/territory in which they reside. Employees of Sears Canada Inc. its agencies, affiliates, and members of their immediate families living in the same household are not eligible to enter.
6. Prize must be accepted as awarded. No substitution or transfer of prize is allowed except at the sole discretion of the contest sponsor who reserves the right to substitute a prize of comparable value. Prize is not redeemable for cash or credit, in whole or in part. Sears Canada Inc. will not be responsible for any loss, theft or misuse of the prize.
7. Sears Canada Inc. is not responsible for telephone, technical, network, online, electronic, computer hardware or software failures of any kind, or for entries that are stolen, misdirected, incomplete, garbled or delayed by computer transmissions on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participants' or any other person's computer resulting from downloading of any materials or participation in this contest. Sears Canada Inc. shall, in its absolute discretion, disqualify any individual found to be tampering with the operation of the Web site or the administration of the contest. If, for any reason, the contest is not capable of running as planned, or if the administration, security, fairness, integrity, or proper conduct of the contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any causes beyond its control, Sears Canada Inc. reserves the right to cancel, terminate, modify or suspend the contest, including cancellation of the method of entry and selection of a winner from previously received entries

8. By entering, all participants agree to abide by these Official Contest Rules and the decisions of the Sponsor, which are final and binding without right of appeal. All entries become the property of Sears Canada Inc. and will not be returned.
9. Sears Canada Inc. respects the participants' privacy and values its relationship with the participants. By entering the contest and checking the opt-in box, participants agree that Sears Canada Inc. may collect, use and disclose their personal information (including information collected in connection with this contest) to bring them offers from Sears Canada Inc. or its selected third party service providers/business partners. For more information on Sears privacy policy, please see [www.sears.ca/content/customer-service/privacy-and-security/your-privacy](http://www.sears.ca/content/customer-service/privacy-and-security/your-privacy).
10. By accepting a contest prize, each winner agrees to the use by the Sponsor and/or its designates of his/her name, city, and/or photograph, for advertising and publicity purposes without further compensation or notice.
11. The Contest is void where prohibited or restricted by law. The Contest is subject to all applicable federal, provincial and local laws and regulations.
12. All intellectual property, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Sponsor and/or its affiliates. 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.
13. In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest entry form, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control.

**Sears Canada Inc.**