No purchase necessary to enter or win. Purchase will not increase your chance of winning.

1. HOW TO PARTICIPATE

1.1 ELIGIBILITY

This contest is open to all residents of Canada who have reached the age of majority in their Province of residence at the time of entry, except for employees, representatives and agents of Ivanhoé Cambridge Inc., its subsidiaries, their advertising and marketing agencies, all Ivanhoé Cambridge shopping centres’ retail stores, the suppliers of the prizes, materials and services used as part of this promotional contest or any other party directly involved in holding this contest, their legal or de facto spouse, and anyone else with whom these employees, representatives and agents are domiciled.

1.2. CONTEST PERIOD

The “Black Friday One-Day Wonder” contest is held by Ivanhoé Cambridge Inc. (hereinafter “Contest Organizers”). It will take place in 21 Ivanhoé Cambridge shopping centres in Canada on November 28, 2014 from 7 a.m. to 9 p.m. in the respective time zone of each province, except for Quebec, starting at 8am (hereinafter “Contest Period”).
1.3 CONTEST ENTRY

Upon sending SMS or completion and submission of the ballot, eligible customers will be entered into the contest for one (1) chance to win (i.e. one entry) the Prize.

1.4 CONTEST ENTRY RESTRICTIONS

Customers are restricted to one (1) entry per person per shopping centre and one (1) way of participating – either they participate by SMS or by filling out a ballot. Any excess entries will be invalid for purposes of the Contest Draw.

1.5 HOW TO ENTER

There are two ways to enter:

BY SMS (CELLPHONE) - During the contest period, participants need to text at 393939 the keyword indicated throughout Place Ville Marie. The participant will receive a confirmation message indicating: “Thank you for entering our Black Friday One-Day Wonder Contest”

BY FILLING OUT A BALLOT - For all participants who do not have a cellphone, they have the possibility to fill out a ballot available at Galerie Place Ville Marie’s Information Desk.

2. PRIZE

2.1 PRIZE

The “Black Friday One-Day Wonder” contest offers the chance to win one (1) prize: $25,000 worth of gift cards from the shopping centre in which the winner participated.

2.2 DRAW

The draw will take place on December 5, 2014 at 10 a.m. at the Head Office of Ivanhoé Cambridge in Montreal, Quebec, Canada, after receiving all entry information from SMS supplier and entry ballots from all 21 shopping centres.

2.3 ODDS

The odds of being randomly selected to win the prize depend on the total number of eligible SMS entries AND ballot entries received between 7 a.m. and 9 p.m. on November 28, 2014 (in the respective time zone of each province, except Quebec where contest begins 8am local time).

2.4 CLAIMING THE PRIZE

In order to be declared the winner of the grand prize and to claim it, the selected contestant must:

Be reached by the Contest Organizers by SMS (cell phone) or by phone within 15 days of the random selection from the draw of December 5, 2014 – If winner participated in the contest by SMS (cell phone).

OR - Be reached by Contest Organizers by phone or email within 15 days of the random selection from the draw of December 5, 2014. – If winner participated by filling out a ballot.
Go to the Information Desk of the *Galerie Place Ville Marie*, show proof of identity and the text message on their cell phone (if reached by SMS), complete and sign a declaration and liability release form on site by no later than 5 p.m. on December 31, 2014.

Failure to comply with one of the conditions mentioned above, or any condition stipulated in these rules, means that the selected contestant will be disqualified and a new draw will be carried out in accordance with these rules until a contestant is selected and declared the winner. If all conditions are met, the prize will be presented on site to the winning contestant once he or she has submitted the duly completed and signed declaration and liability release form.

**3. GENERAL CONDITIONS**

3.1 The contest is subject to all Federal, Provincial and municipal (or local) laws, as well as the rules adopted in view of said laws. The personal information provided to enter the Contest will be used only to administer the Contest, and for no other reason, unless participant agreed to receive information in the future regarding *Galerie Place Ville Marie* by SMS and email.

3.2 Any entry form that is, depending on the case, incomplete, fraudulent, submitted late, mutilated or lacking any of the required features will automatically be refused and no prize will be awarded. The decision of the Contest Organizers in relation thereto is final and cannot be appealed. Contest Organizers reserve the right to disqualify anyone or cancel the contest entry form(s) of one or more contestants should the latter attempt to enter the contest by means that violate these rules or are unfair to the other contestants (e.g., number of entries exceeding the limit permitted, etc.). Such contestants may be referred to the competent judicial authorities. The decision of the Contest Organizers in relation thereto is final and cannot be appealed.

3.3 The prize must be accepted as described in these rules and may not be transferred to another person, substituted for another prize or exchanged in full or in part for money, subject to the content stipulated in the paragraph below.

3.4 In the event that Contest Organizers are unable to award the prize as described in these rules for reasons beyond their control and unrelated to the winners, they reserve the right to award a prize of the same nature and equal value or, at their entire discretion, the value of the prize indicated in these rules in money.

3.5 The winning contestant releases Ivanhoé Cambridge Inc., its subsidiaries, their advertising and marketing agencies, as well as their employees, agents and representatives from all liability or damage that he or she may suffer because he or she accepted or used the prize. In order to be declared the winner and before obtaining the prize, the contestant selected for a prize agrees to sign a declaration and liability release form to that effect.

3.6 The Contest Organizers reserve the right, at their entire discretion, to cancel, terminate or suspend this contest in the event that an incident or human interference corrupts or affects the administration, security, impartiality or conduct of the contest as stipulated in these rules.

3.7 By entering this contest, the winning contestant authorizes the Contest Organizers and their representatives to use, as needed, his or her name, photo, image, declaration with respect to the prize, place of residence and (or) voice for advertising purposes without any form of remuneration.

3.8 The entry forms are the property of the Contest Organizers and will not be returned to the contestants. No correspondence or communications will be exchanged with contestants as part of the contest, except for those with the contestant selected for a prize.
3.9 For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.