

OFFICIAL RULES

Golf Town's Junior Day Contest

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE THE CHANCES OF WINNING.

1. **General.** The Golf Town's Junior Day Contest (the "Sweepstakes" or "Contest") is sponsored by Golf Town Limited, 610 Applewood Crescent, Suite 302, Vaughan, ON L4K 0E3 ("Sponsor"). The Sweepstakes is subject to these Official Rules and to all applicable federal and provincial laws. The Sweepstakes is in no way sponsored, endorsed or administered by Twitter or Instagram (the "Social Platforms").

2. **Eligibility.** To enter and be eligible to win, a person must be a resident of Canada and over the age of majority in his/her province/territory of residence. Employees of Sponsor, and Sponsor's parent and affiliate companies, representatives and agents, as well as family members and the persons with whom they are domiciled with are not eligible to enter this Contest. Only one (1) registration per social account and/or email address may be used by any person to enter the Contest. In the event that the Sponsor receives more than one (1) entry per person per social account or email address during the Entry Period, the Sponsor will void and destroy duplicate entries and that entrant will be disqualified from the Contest.

3. **Entry Period.** The entry period ("Entry Period") will begin at approximately 9:00 a.m. Eastern Time ("ET") on July 7, 2018, and will end on July 7, 2018, at 11:59 p.m. ET. Sponsor's (or Sponsor's designated representative's) computer is the official timekeeper for the Sweepstakes.

4. **How to Enter.**

- Via Instagram or Twitter. To participate in the Sweepstakes via Instagram or Twitter, you must have an account with Instagram or Twitter. If you do not already have an account with Instagram or Twitter, you may create a free account as instructed by Instagram.com or Twitter.com, respectively. To enter the Sweepstakes, during the Entry Period you must: (i) log onto your Instagram or Twitter account; (ii) ensure that your Instagram or Twitter account is public; (iii) upload a photo from Golf Town's Junior Day in-store event and include the hashtag #GTJuniorDay in the caption section (the "Entry"). **ALL ENTRIES MUST BE RECEIVED BY 11:59 P.M. EST ON JULY 7, 2018.** Although it is free to enter, if you enter using your mobile device, standard message and data charges may be incurred.
- Via Website. To participate in the Sweepstakes without uploading a photo to social media, during the Entry Period, go to <http://www.golftown.com/juniorday> (the "Website") to complete the required fields and upload a photo of from Golf Town's Junior Day in-store event to receive one (1) Entry for the Sweepstakes. **ALL ENTRIES MUST BE RECEIVED BY 11:59 P.M. EST ON JULY 7, 2018.** Although it is free to enter, if you enter using your mobile device, standard message and data charges may be incurred.

NOTE: Golf Town will have one French and one English version of the hashtag "#GTJuniorDay". To enter, you must only use one version of the hashtag. Posting your Entry Post using both versions on the same social media account will be considered a duplicate entry, and one will be voided.

Limit one (1) entry or alternate entry per social account or email address. Multiple posts of the same photo (and/or of alternate content provided by Sponsor, for entrants using the alternate entry method by the same account will not result in multiple entries or increase chances of winning. Any other form of entry is void. In the event of a dispute over the identity of an entrant, the authorized account holder of the email address or mobile phone number used to set up the social media

account will be deemed to be the entrant. The authorized account holder of an email address shall mean the natural person assigned to such account by the Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with such account. The authorized account holder of a mobile phone number is the natural person in whose name the phone or telephone number has been issued and to whom services are billed. The potential winner may be required to provide identification sufficient to show that he/she was the authorized account holder of such email address or mobile phone number, as applicable.

Automated and/or repetitive electronic submission of entries (including but not limited to entries made using any script, macro, bot or sweepstakes service, or multiple posts of one or more Golf Style Looks (and/or alternate content provided by Sponsor for entrants using the alternate entry method) will be disqualified and transmissions from these or related email or IP addresses may be blocked. Use of multiple Twitter or Instagram accounts to enter will result in disqualification. All entries must be received and recorded during the Entry Period to be eligible for the drawing.

It is not necessary to post any additional content or tags other than as specified above in your entry post or any separate post on the applicable Social Platform(s) in order to enter. Your Ladies' Night Photo (your "Content"), must meet the following submission requirements: (i) the Content must be original and of your own creation, and must not violate or infringe the rights of others including, without limitation, patent, trademark, trade secret, copyright, publicity, privacy or other proprietary rights; (ii) the Content must never have been previously selected as a winner in any other contest; (iii) you must have obtained all required consents to enter the Content to the Sweepstakes, and without limiting the generality of the foregoing, the Content must not contain any reference to or likeness of any identifiable third parties unless consent has been obtained from all such individuals (and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence); (iv) the Content must not contain any advertisement or solicitation not affiliated with the Sponsor or contain any imagery or other content associated with a competitive product of the Sponsor; and (v) the Content must not be unlawful, threatening, abusive, defamatory, libelous, deceptive, fraudulent, or tortious, contain explicitly or graphic content or inaccurate tags, must not victimize, harass, degrade or intimidate any individual or group, or otherwise contain any content that is or can be considered to be inappropriate, unsuitable, objectionable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

Sponsor reserves the right, in its sole discretion, to disqualify an entrant or potential entrant who uses his/her account(s) to post inappropriate content or otherwise violates these Official Rules or Facebook's, Twitter's or Instagram's Terms of Service or user policies, as applicable, all in Sponsor's sole determination.

Please note that any normal Internet access and usage charges imposed by your Internet service provider will apply. **By entering, you give Sponsor permission to publish your entry, including your name and/or username, in any publicity or advertisement carried out by the Sponsor in any media without additional compensation or approval.**

5. Prizes and Odds. There is one (1) prize available to be won, consisting of one (1) C\$250.00 Golf Town gift card. Odds of winning depend on the number of eligible entries received during the Entry Period.

6. Winner Selection and Notification. The winner will be selected by random drawing from all eligible entries received. The drawing will be conducted by Sponsor or Sponsor's representative on or about July 9, 2018 at 10:00 a.m. ET at the Sponsor's office. The potential winners for the Sweepstakes will be notified by direct message through the social platform they entered or via email address. If a potential winner cannot be reached by direct message within five (5) business days of the first notification attempt, that potential winner will be disqualified and an alternate potential winner will be selected from the remaining eligible entries. If Golf Town is blocked from contacting the user via direct message, or if the potential winner is found to be ineligible, does not or cannot comply with these Official Rules, or if the

prize notification is returned as undeliverable, the potential winner will be disqualified and an alternate potential winner will be selected.

As a condition of receiving the prize, the potential winner may be required to complete, sign and return to Sponsor an affidavit of eligibility and liability release and, except where prohibited by law, a publicity release within the time period designated by Sponsor, if Sponsor so requests, in Sponsor's sole discretion. If a potential winner fails to do so, or is found to be ineligible in Sponsor's sole discretion, that potential winner will be disqualified. Prizes will be shipped to winner's home or business address in Canada at Sponsor's expense. It is winner's sole responsibility to make sure that Sponsor has accurate address information for winner.

Please note that no entrant is a winner of a prize unless and until such entrant's eligibility has been verified and Sponsor has confirmed such verification to the winner, even if that entrant's name has been publicly posted as a winner prior to completion of the verification process.

7. General. THIS SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL, MUNICIPAL AND LOCAL LAWS AND REGULATIONS. Prizes are non-transferable; no substitutions or exchanges by winner permitted. Sponsor reserves the right, in its sole discretion, to substitute one or more elements of a prize for a prize of equal or greater value. Prizes may not be redeemed for cash value.

Sponsor has not made and is not responsible for, and hereby disclaims, any representation, warranty or guaranty, express or implied, in fact or in law, relative to the prize.

By participating in the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators to release, indemnify, defend, and hold (a) the Sponsor, its parent companies, subsidiaries, affiliates, promotion agencies and prize suppliers (collectively the "Sweepstakes Entities") and their respective officers, directors, employees and representatives and (b) Twitter harmless from any and all losses, damages, rights, claims, and actions of any kind in connection with the Sweepstakes. By participating in this Sweepstakes, each entrant agrees to abide by and be bound by these Official Rules, and to waive any right to claim any ambiguity or error herein or in the Sweepstakes itself, and to be bound by all actions of the Sponsor and/or Sponsor's representative, whose decisions are binding and final on all matters related to this Sweepstakes. By accepting any prize, winner grants to Sponsor the right to use his/her name, likeness, hometown, and biographical information for any lawful purpose (including but not limited to advertising and promotion), in perpetuity, in any media now known or hereafter developed, without further permission or compensation, except where prohibited by law. By accepting any prize, winner agrees for himself/herself and for his/her heirs, executors and administrators to release, hold harmless, indemnify and defend the Sweepstakes Entities and their respective officers, directors, employees and representatives and Twitter from any and all liability for any loss, harm, damages, costs or expenses, including without limitation property damages, personal injury and/or death, arising out of participating in this Sweepstakes, or the acceptance, possession, use or misuse of any prize, or while preparing for, participating in and/or traveling to or from any prize related activity and claims based on rights of publicity, rights of privacy, defamation or prize delivery.

Sponsor assumes no responsibility or liability for (a) any incorrect or inaccurate registration or entry information, or for any faulty, failed, garbled or jumbled electronic data transmissions; (b) any unauthorized access to, or theft, destruction or alteration of entries at any point in the operation of this Sweepstakes; (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, regardless of cause, with regard to any equipment, systems, networks, lines, satellites, servers, computers or providers utilized in any aspect of the operation of the Sweepstakes; (d) inaccessibility or unavailability of the internet in general or of Twitter, or any change in Twitter's terms of service; or (e) any injury or damage to participant's or to any other person's computer which may be related to or result from any attempt to participate in the Sweepstakes.

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 board only for the purpose of helping the parties reach a settlement.

8. WAIVER. BY ENTERING THE SWEEPSTAKES, YOU UNDERSTAND AND AGREE THAT ANY SUBMISSION MAY BE REFUSED AS ENTRY TO THIS CONTEST IN THE ABSOLUTE DISCRETION OF THE SWEEPSTAKES, AS DETERMINED BY GOLF TOWN IN ITS ABSOLUTE DISCRETION. EACH PARTICIPANT AGREES TO ABIDE BY THESE OFFICIAL RULES AND THE DECISIONS OF GOLF TOWN WITH RESPECT TO ALL ASPECTS OF THE CONTEST, WHICH ARE FINAL. TO THE EXTENT PERMITTED BY LAW, GOLF TOWN ACCEPTS NO RESPONSIBILITY FOR LOSS, DAMAGE OR CLAIMS CAUSED BY OR RESULTING FROM THE CONTEST AND/OR THE PRIZES. WITHOUT LIMITING THE FOREGOING, GOLF TOWN WILL NOT BE RESPONSIBLE FOR LATE, LOST, ILLEGIBLE, FALSIFIED, INCOMPLETE OR DESTROYED ENTRIES AND ALL SUCH FORMS ARE VOID. THE CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL AND MUNICIPAL LAWS. GOLF TOWN RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO CANCEL, TERMINATE, MODIFY OR SUSPEND THE CONTEST SHOULD VIRUS, BUG, NON-AUTHORIZED HUMAN INTERVENTION, FRAUD, OR OTHER CAUSE BEYOND GOLF TOWN'S CONTROL CORRUPT OR AFFECT THE ADMINISTRATION, SECURITY, FAIRNESS, OR PROPER CONDUCT OF THE CONTEST. IN SUCH CASE, GOLF TOWN MAY SELECT THE WINNER FROM ALL ELIGIBLE ENTRIES RECEIVED PRIOR TO AND/OR AFTER (IF APPROPRIATE) THE ACTION TAKEN BY GOLF TOWN. GOLF TOWN RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO DISQUALIFY ANY INDIVIDUAL WHO TAMPERS OR ATTEMPTS TO TAMPER WITH THE ENTRY PROCESS OR THE OPERATION OF THE CONTEST OR WEBSITE OR VIOLATES THESE TERMS & CONDITIONS. GOLF TOWN HAS THE RIGHT, IN ITS SOLE DISCRETION, TO MAINTAIN THE INTEGRITY OF THE CONTEST, TO VOID ENTRIES FOR ANY REASON, INCLUDING, BUT NOT LIMITED TO: THE USE OF BOTS, MACROS, SCRIPTS, OR OTHER TECHNICAL MEANS FOR ENTERING. ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH ATTEMPT BE MADE, GOLF TOWN RESERVES THE RIGHT TO SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **Privacy Policy** Information submitted with an entry is subject to the Privacy Policy stated on the Golf Town website. To read the Privacy Policy, visit:
<http://www.golftown.com/Customersupport.aspx?section=privacysecurity>.