

OFFICIAL RULES - Blockbuster Canada Co. "Trivia Prize Pack Contest"

NO PURCHASE/RENTAL IS NECESSARY OR REQUIRED. A purchase or rental will not improve your odds of winning. OPEN TO INDIVIDUAL RESIDENTS OF CANADA WHO HAVE REACHED THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE AT TIME OF ENTRY. Void where restricted or prohibited by law.

Each **BLOCKBUSTER® Trivia Prize Pack Contest ("Contest")** begins when Sponsor tweets the applicable trivia question at <http://www.twitter.com/BlockbusterCAN> and ends immediately upon Sponsor's receipt of a correct answer to the trivia question via a reply tweet to **@BlockbusterCAN ("Contest Closing Date")** (collectively, the "Entry Period"). Contest sponsored and conducted by Blockbuster Canada Co., 401 The West Mall, Suite 1100, Toronto, ON M9C 5J5 ("Sponsor").

How To Enter: Subscribe to follow Sponsor on Twitter at <http://www.twitter.com/BlockbusterCAN>. Subscribing to Twitter subjects you to Twitter's terms of use and Sponsor is not responsible in any way for any decisions Twitter makes regarding subscriptions to its service or access to accounts. Upon receiving a tweet from Sponsor informing you of a Contest and setting forth the applicable trivia question and Official Rules, immediately respond with a tweet containing the correct answer to the trivia question. All entries become the sole property of Sponsor for any and all purposes.

Odds: Odds of winning are dependent upon the speed of correct answers received in accordance with the Official Rules.

Award of Prize: The first person to tweet **@BlockbusterCAN** with the correct answer to the trivia question, as determined by Sponsor in its sole discretion and based on time stamp information provided by Twitter, will be the potential winner. Sponsor's decisions are final in all respects. Sponsor is not responsible for late, illegible, lost or misdirected entries.

Prize: Prize consists of a selection of movie merchandise chosen by Sponsor having an approximate retail value of less than \$100. Prize will be sent to the winner's local BLOCKBUSTER store where winner must pick up prize upon providing valid identification. Sponsor retains the right, in its sole and absolute discretion, to make substitutions of equivalent kind or value in the event of the unavailability of any component of the prize for any reason whatsoever. Prize must be accepted as awarded and is not transferable. Cash equivalent will not be given. Sponsor has no responsibility for prizes that remain unclaimed at winner's local BLOCKBUSTER store for more than 15 days.

General:

1. Each potential winner will be contacted by Sponsor via a tweet within 5 days of the potential winner's posting of a correct answer to the trivia question. The potential winner will be required to promptly provide Sponsor with contact information in order to answer a skill-testing question and, as applicable, for delivery of the prize to winner's local BLOCKBUSTER store. Your entry into the Contest will void any prior election you may have made to opt-out of receiving communication from Sponsor with regard to your entry in the Contest. Non-winning entries will not be acknowledged.
2. In order to be confirmed as a winner in a Contest, selected potential winner must have complied with and remain in compliance with these Official Rules and must first correctly answer, without assistance or mechanical aid, a time-limited mathematical skill-testing question to be administered via e-mail. An individual is only eligible to win a maximum of one prize from all of Sponsor's trivia contests on Twitter during any one month period.
3. If a potential winner cannot be contacted within 2 weeks of posting the correct answer to the trivia question, fails to correctly answer the mathematical skill-testing question or does not otherwise comply with these Official Rules, that potential winner will be disqualified and the prize will be either remain unawarded or will be offered as a prize for a new contest at Sponsor's sole discretion.
4. Employees, officers, directors, representatives and agents of Sponsor and each of their respective parent companies, subsidiaries, affiliates, licensors and associates and their respective advertising and promotional agencies and persons domiciled with any of the above are not eligible to participate in the Contest.
5. Entries received shall be deemed to be submitted by the authorized account holder of the Twitter account associated with the entry. For the purpose of these Official Rules, "authorized account holder" is defined as the natural person who is assigned to a Twitter account by Twitter. Each potential winner may be required to provide Sponsor with proof he/she is the authorized account holder of the Twitter account associated with the winning entry.
6. Sponsor and its respective parent corporations, affiliates, subsidiaries, agencies and each of their respective shareholders, owners, officers, directors, employees, agents, contractors, successors and assigns (collectively, the "Releasees") are NOT responsible for, and all entrants and winners release and hold harmless Releasees from, any and all negligence, claims, liability, injury, property loss or other damage to entrant and/or winner arising from, or in connection with, the acceptance, redemption or use/misuse of a prize or participation in a Contest, including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any persons relating to or resulting from entering or downloading materials in connection with a Contest. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.
7. The Releasees will not be liable for any system failure during the Contest, for any technical malfunction or other problems relating to telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for the failure of any entry to be received by Sponsor or tweet to be received by entrant for any reason including, but not limited to, technical problems. Any attempt to deliberately undermine the legitimate operation of a Contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

8. Contest is subject to all applicable Federal, Provincial and Municipal laws. Sponsor reserve the right to disqualify from a Contest any person it believes: (i) has violated these Official Rules; or (ii) has tampered or attempted to tamper with the entry process or the operation of the Contest. Contest is governed by the laws of the Province of Ontario.
9. Sponsor reserves the right to withdraw, modify or end a Contest at any time without prior notice. If, in Sponsor's sole opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, Sponsor reserves the right to terminate the Contest in which case no prize will be awarded.
10. By entering a Contest, the winner consents to the use of his/her name, city of residence, photograph, likeness and comments, without additional compensation or permission, except where prohibited by law, in any publicity or advertising in any medium now or later developed (including, without limitation, posting on-line) carried by or on behalf of Sponsor and/or its advertising agencies, affiliates or agents.
11. If Sponsor collects any personally identifiable information ("Personal Information") from you, including, without limitation, your name, address, telephone number and email address, it will be used by Sponsor to administer the Contest and to notify potential winner and for other purposes outlined in these Official Rules or to which you consent at the time of providing such Personal Information. Please see the privacy policy posted in Sponsor's stores or online at www.blockbuster.ca for details.
12. The name of the winner will be announced on Sponsor's Twitter page.

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