

“Full Metal Jacket Show Us Your WarFace” Contest

By entering this Contest, you acknowledge that you have read, understood and accept the terms and conditions below..

The “Full Metal Jacket Show Us Your WarFace CONTEST (the “**Contest**”) is sponsored and administered by Cineplex Entertainment LP (“**Cineplex**” or “**Contest Sponsor**”).

1. **No purchase necessary.** The Contest begins at 12:00:01 PM on Wednesday May 15th, 2013 and ends at 5:00:00 PM. on Tuesday May 21st, 2013 (the “**Contest Period**”). All times herein are Eastern Daylight Saving Times.
2. **Eligibility.** Contest is open to legal residents of British Columbia, Alberta, Saskatchewan, Manitoba and Ontario, who are the age of majority in their province of residence and older as the start of the Contest, excluding employees of the Contest Sponsor, of their respective parent, subsidiary or affiliated companies, licensees, advertising and promotional agencies (“**Related Parties**”) or (b) members of the immediate family (defined as parents, siblings, children or spouses, regardless of where they reside) of such employees; or (c) those with whom such employees are domiciled (whether related or not). Void where prohibited.
3. **How to Enter:**
To enter the Contest, entrants must submit a video of themselves doing their best impression of Private Joker’s ‘war face’ or an impression of the military drill instructor character Sgt. Hartman from the film ‘Full Metal Jacket’ to frontrowcentre@cineplex.com, in the manner set out below, before the end of the Contest Period..

Entries must meet the following conditions:

- Video must not exceed 30 seconds. Anything longer than 30 seconds may be edited or disqualified at the sole discretion of the Contest Sponsor.
- Video must be in English only. Any videos submitted in any other language will be disqualified.
- Video formats: We would recommend using the best quality video you have, without exceeding 7MB. The formats allowed would include: MPEG4 format with MP3 audio or MPEG2 with MP3. Other supported digital formats are QuickTime, MP4, or Windows Media.
- Video must be an original work of the entrant; and
- Video, including its title and description, must be in keeping with the corporate images of the Contest Sponsor.
- Entrants must include their video, full name, mailing address and email as part of their submission.
- Entrants must include a signed waiver with the form attached and include it with their submission and correctly answer the skill testing question. If you forget to include a waiver, sponsor may contact you directly and request that you forward it. All waivers must be received before contest closes.

Videos **must not:**

- **include trademarks, logos, or copyrighted material not owned by entrant or used without permission (such as company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media);**
- **use individuals’ names or likeness in whole or in part (including the entrant’s last name) without their permission (or in the case of minors the permission of their parent/legal guardian);**
- **refer to public figures;**

- **contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind (including racism, sexism, etc.), content that promotes violence or harm to another living creature, or any other offensive, obscene, or inappropriate content;**
- **defame, misrepresent, or contain disparaging remarks about other people or companies, including, but not limited to Contest Sponsor;**
- **promote a political agenda regardless of the political affiliation;**
- **contain materials embodying the names, likenesses, photographs, or other identifying elements, including but not limited to the impersonation of, any person living or dead. .**

While videos may contain more than one person, they may only be submitted by one individual. The individual who submits the video will be considered the entrant for the purposes of this Contest and any third parties featured in the video are not entitled to receive the prize or a portion thereof, or any further compensation from Contest Sponsor for their participation. A video submitted in the name of more than one entrant or in the name of a company, partnership, organization or the like will be disqualified. In the event that more than one individual submits the same video or a video that is substantially similar to a previously submitted video, the entrant who first submitted the video will be considered the entrant for the purposes of the Contest and any subsequent submissions will be disqualified.

By entering the Contest, each entrant represents and warrants that he or she has obtained all of the rights, licenses, and permissions in writing from each person (or from parent/legal guardian if person(s) in the video are considered minors in their province of residence) who appeared in or helped to create the video. If Contest Sponsor determines in its sole discretion that an entrant has breached a representation or warranty, the entrant will be disqualified.

To submit the video, attach it to an email and submit it to frontrowcentre@cinplex.com. The subject line should be 'FMJ Warface Contest'.

The odds of winning will depend on the total number of eligible entries received during the Contest Period and the skill of the entrant in creating a video to satisfy the Judging Criteria (as hereinafter defined). Only one (1) Entry per person and per email address allowed during the Contest Period.

Proof of submission does not constitute proof of receipt. In the event the Contest Sponsor discovers attempts at multiple entries/video submissions by one person using the same or multiple email addresses, each entry will be void and the entrant disqualified at the sole discretion of Contest Sponsor. Contest Sponsor will not accept videos for entry into the Contest by any other means other than by emailing the video to frontrowcentre@cinplex.com, and any videos submitted by any other means, including but not limited to hand delivery, Canada Post, courier, etc., will be disqualified and not entered into the Contest. By submitting a video, entrants grant to Contest Sponsor a royalty-free, perpetual, non-exclusive, irrevocable, unrestricted, worldwide license to: (a) use, reproduce, store, adapt, translate, modify, make derivative works from, transmit, distribute, publicly perform or display such video for any purpose via all forms of media now known or hereafter devised; and (b) to transfer or sublicense to third parties the unrestricted right to exercise any of the foregoing rights without compensation or your permission.

4. Prizes:

There is one (1) Grand Prize available to be won by up to twenty (20) entrants who submit a video, consisting of:

- ◆ Their video may be shown on the big screen prior to the May 27 and/or May 29 presentations of 'Full Metal Jacket', at participating Cineplex theatres.
- ◆ A pair of tickets to attend any future Cineplex Most Wanted Mondays presentation at a participating Cineplex theatre.

The Grand Prize does not include anything not explicitly set forth in the Grand Prize description above, including without limitation tickets to the screening of Full Metal Jacket. Prizes must be accepted as awarded, are not transferable, non-refundable, and cannot be substituted or exchanged for cash, or any other prizes. The Contest Sponsor reserves the right, in their absolute discretion, to make substitutions of equivalent kind or monetary value in the event of unavailability of all or part of any of a prize for any reason whatsoever. In the event that a winner is unable to redeem any or all of the Grand Prize components due to reasons beyond the control of the Contest Sponsor, their employees, representatives, agents and all parties associated with this Contest, no compensation or substitution Grand Prize or Grand Prize component will be provided.

5. **Awarding of the Prizes.**

(a) Grand Prize Judging:

A judging panel consisting of representatives of Cineplex (the "**Contest Judges**") will judge all eligible videos and select the potential winners by Tuesday, May 21st, 2013 at 11:59PM in Toronto. Judging will be based on the most creative impressions of Private Joker or Sgt. Hartman. The Contest Sponsor will attempt to contact the potential winners by email, advising them that their video was selected. If a selected entrant cannot be reached within two business days after the date the videos are judged or after 3 attempts to contact, whichever comes first, that entrant will be disqualified and will not be awarded the Grand Prize.

6. If the selected entrant fails to answer the skills testing question correctly or return the declaration form on or before the end of the contest period, your entry will be void and you will be disqualified., The Contest Sponsor shall not be liable for lost, late, incomplete, garbled, misdirected, not received, stolen, mutilated, or illegible entries. By entering this Contest, entrants accept and agree to be bound by these Official Contest Rules and the decisions of the Contest Sponsor, the Contest Judges and independent judging organization, if any, which are final, binding and conclusive on all matters relating to this Contest. All entries, including the video, become the property of the Contest Sponsor and none will be returned. No correspondence will be entered into except with selected entrants who will be notified by email. The Contest Sponsor reserves the right to disqualify all entrants who fail to comply with these Official Contest Rules or who make any misrepresentation relating to the Contest, drawing and redemption of the prizes. This Contest is subject to all applicable Federal, Provincial and Municipal legislation.
7. Neither Contest Sponsor, nor any of its parents, subsidiaries or affiliated entities and each of their respective officers, directors, shareholders, agents and employees (collectively "**Released Parties**") are responsible for incorrect or inaccurate entry of information, human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, for problems uploading or downloading any Contest-related materials from the website, or for late, lost, damaged, misdirected, incorrect or incomplete entry.
8. The Contest Sponsor shall not be responsible for any failure of the website during the Contest Period or for any problems or technical malfunction of a telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of

any e-mail, on-line, or Internet entry to be received by the Contest Sponsor. In addition, the Contest Sponsor shall not be responsible due to technical problems, traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer or property related to or resulting from playing, downloading, or uploading any material in the Contest. The Contest Sponsors reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. Without limiting the foregoing, if, for any reason, the Contest is not capable of running as originally planned, such as tampering, a virus, bug or any other cause beyond the reasonable control of Contest Sponsor corrupts the security or proper administration of the Contest. In such an event, Contest Sponsor reserves the right, to cancel the Contest and conduct the random draw from all previously received eligible entries received. **Any attempt to deliberately damage any 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 the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.**

9. Copies of these Contest Rules are available at www.cineplex.com/mostwanted or upon request by sending a stamped self-addressed envelope to:

Cineplex Entertainment LP
Front Row Centre Events
"The Show Us Your WarFace" Contest
1303 Yonge Street
Toronto, ON, M4T 2Y9

10. **Privacy:** By entering this Contest, entrants consent to the use of their personal information by Contest Sponsor and their respective authorized agents for the purpose of administering the Contest and fulfilling prizes. At Cineplex, we are committed to respecting your desire for privacy. Any personal information gathered will be handled in strict accordance with our privacy policies and all applicable privacy legislation. Cineplex will not sell your personal information collected for this Contest to any third parties. Any personal information collected for this Contest shall be used by Cineplex for the purposes of administering this Contest. Please note that by submitting personal information to Cineplex, you consent to our use as described herein <http://www.cineplex.com/Global/PrivacyPolicy.aspx>.
11. By accepting a prize, winners consent to the use of their name, address (city/province), photograph or other image, voice and/or statements by Contest Sponsors and their respective authorized agents for the purposes of advertising and promotion in any media without further notice or compensation.
12. **No Liability.** Contest Sponsor shall not be responsible in any way for the use of, or bear any liability whatsoever in any way attributable to, any prize awarded in this Contest or the events forming part of this Contest.