

M&M'S Collect and Get Promotion

TERMS & CONDITIONS

Mars Canada Terms & Conditions

*Collect 8 PIN codes from specially marked M&M'S® Packages (120g, 200g or 400g) available while supplies last, & enter PINs online at www.facebook.com/mmscanada by December 31/14 to receive two (2) Cineplex Promotion codes, each redeemable for 1 movie ticket at Cineplex.com (ARV \$22.00 CDN). Cineplex Promotion codes must be redeemed by June 30, 2015 & are subject to Cineplex conditions of use. Limit 2 requests/household. For greater certainty, "household" is determined by unique primary household telephone number. If it is discovered that you have registered or attempted to make a claim more than twice by using multiple/different Facebook accounts, household telephone numbers, identities, registrations or logins, or any other methods of avoiding the per-household limit, all associated claims will be declared null and void. Open to Canadian residents, 13+. Facebook account required. Go to facebook.com/mmscanada for full offer details.

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Cineplex Terms and Conditions

Receive two (2) unique voucher codes valid towards 2 Free General Admission tickets when you collect 8 PIN codes from specially marked M&M'S® Packages and enter PINs online at www.facebook.com/mmscanada by Dec. 31/14. Unique voucher codes are VALID ONLINE ONLY at www.Cineplex.com/mmscanada for two (2) Free General Admission tickets for showtimes May 6, 2014 through June 30, 2015. Voucher codes cannot be applied to purchases via mobile ticketing or the Cineplex Apps. Not valid for Midnight Showings. An applicable surcharge per paid and/or free tickets will apply for IMAX®, UltraAVX®, UltraAVX®3D, VIP (19+) admission, Digital 3D presentation, D-Box Seating or Reserved seating performance. Cannot be combined with any other promotion, coupon, voucher or special discount offer or non-feature film screenings and Front Row Centre™ events. General Admission tickets are not eligible to earn SCENE® points. TICKETS ARE NON-REFUNDABLE. Offers cannot be redeemable for cash and are not valid for re-sale. NO TIME EXTENSIONS ARE ALLOWED. CONFIRM YOUR ORDER BEFORE PURCHASE. ONLINE TRANSACTIONS ARE NON-REFUNDABLE. ADDITIONAL RESTRICTIONS MAY APPLY. NO SUBSTITUTIONS.

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M&M'S® Instant Win Game

OFFICIAL RULES & REGULATIONS

This Promotion is intended for viewing and participation in Canada only and shall be construed and evaluated according to the laws of Canada. Please do not proceed if you are not a legal resident of Canada at time of entry.

A valid email address is required to participate in the Promotion. Many public libraries, retail businesses and others offer free computer and internet access and a number of internet service providers and other companies offer free email addresses.

This Instant Win Game is in no way sponsored or administered by or associated with Facebook. Entrant understands that he/she is providing their information to the Sponsor and not to Facebook. The

information provided will be used for the administration of the Instant Win Game and in accordance with the Sponsor's Privacy Policy. Facebook is completely released of all liability by each entrant in the Instant Win Game. Any questions, comments or complaints regarding the Instant Win Game must be directed to the Sponsor and not Facebook.

1. **PROMOTION PERIOD:** The M&M'S® Instant Win Game (the "Instant Win Game") commences on May 8, 2014 at 9:00:00 AM (ET) and closes on December 31, 2014 at 11:59:59 PM (ET) (the "Instant Win Game Period").

2. **HOW TO ENTER & PLAY: NO PURCHASE NECESSARY.** To enter, go to www.facebook.com/mmscanada and click on the "Like" button, then click on the "MOVIES ARE BETTER WITH M™" tab and then on the "ENTER NOW" button for the "M&M'S® Instant Win Game" promotion. A valid Facebook account and email address are required to participate in the Contest.

Enter a valid ten (10) digit PIN code found on the inside wrapper o of specially-marked packs of M&M'S® (M&M'S® Milk Chocolate Candies 48g & M&M'S® Peanut Candies 49g), then click on the "NEXT" button. To participate in the Instant Win Game app you will need to grant access to your Facebook account by clicking the "Okay" button. You will then be asked if the MOVIES ARE BETTER WITH M™ promotion can post on Facebook on your behalf; either click "Okay" to allow or click "Skip" to decline. Then review the Official Rules and Regulations, and if you agree, accept them as read and understood by clicking on the "I Accept" button. Complete the registration form by providing your province of residence and age, and click the "SUBMIT" button. Each PIN code found on the inside wrapper of specially-marked packs of M&M'S® has an opportunity to be an Instant Win Game prize winner. There are a total of approx. Two Million, Eight Hundred and Ninety Six Thousand, Four Hundred and Sixteen (2,896,416) specially-marked packs containing PIN codes available during the Instant Game Period. Overall odds of winning an Instant Win Game Prize are one (1) in ten (10), depending on the time that an eligible PIN code is entered, and the time remaining in the Instant Win Game Period. Each potential Instant Win Game prize winner will receive a congratulatory message, which will indicate the Instant Win prize that has been randomly awarded by the computer and will be asked to complete a skill testing question. Grand Prize potential winners will be required to complete the electronic Declaration and Release/Waiver by entering their full name and mailing address (street, city, province and postal code). Secondary prize winners must complete a mailing address form by providing their mailing address (street, city, province and postal code) in order for the prize to be delivered.

NOTE: If the online form is not completed with the additional information or the potential Instant Win Game prize winner closes their browser window, or should the computer or website malfunction, the Instant Win Game prize will be lost and forfeited.

After being declared a winner of a prize, you will be prompted to share your success on your Facebook page. When sharing with others using electronic means may require you to have obtained the recipient's express consent, unless you limit sharing to those with whom you have a family relationship (i.e., you are related through marriage, common-law partnership or a legal parent-child relationship, and you have had direct, voluntary, two-way communication) or those with whom you have a personal relationship (i.e., where you have had direct, voluntary, two-way communication, and it would be reasonable to conclude that you have a personal relationship taking into account factors such as shared interests, experiences, opinions, the frequency of your past communications, the time since your last communication, and whether you have met in person).

3. **NO PURCHASE ENTRY:** To receive a randomly selected unique PIN code for participation in the M&M'S® Instant Win Game without purchase, send by mail a **return self-addressed stamped envelope** to: M&M'S® Movie Contest, 5225 Satellite Drive Mississauga, ON L4W 5P9. No Purchase PIN code requests must be postmarked by December 15, 2014. Limit one request for a PIN code per outer mailing envelope and per person.

4. **ELIGIBILITY:** The M&M'S® Instant Win Game is only open to individual legal residents of Canada who are 13 years of age or older and who are resident and present in Canada at the time of entry. Employees of Mars Canada Inc. (the Sponsor), its subsidiaries and associated companies, advertising and promotion agencies, the independent judging organization or persons with whom any of these are domiciled or a member of their immediate family (defined as mother, father, brothers, sisters, sons, daughters and husband or wife) of any of the above persons are not eligible to enter the Contest.

5. **PRIZES & ODDS:** There are a total of Two Hundred and Eighty Nine Thousand Six Hundred and Forty One (289,641) Instant Win Prizes available to be won at the start of the Instant Win Game. The overall odds of winning an Instant Win Game prize are approximately one (1) in 10. Prizes available to be won are as follows:

Fourteen Thousand Four Hundred and Eighty Two (14,482) Grand Prizes. Each Grand Prize consists of one (1) Cineplex Promotion code, redeemable for 1 general admission movie ticket at www.cineplex.com/promos/mmscanada (ARV \$11.00 CDN). Cineplex Promotion codes must be redeemed by June 30, 2015 and are subject to Cineplex conditions of use. Odds of winning a Grand Prize (movie ticket) are one (1) in two hundred (200).

Two Hundred and Seventy Five Thousand, One Hundred and Fifty Nine (275,159) Secondary Prizes. Each Secondary Prize consists of a coupon for a free bag of M&M'S® (32g -49g) Chocolate Candies (ARV \$1.29 CDN). Odds of winning a Secondary Prize are one (1) in eleven (11).

Instant Win Game prizes will be randomly awarded by the computer. The number of Instant Win Game prizes available to be won will diminish as they are claimed. Instant Win Game Period commences at 9:00:00 AM (ET) on May 8, 2014 and closes at 11:59:59 PM (ET) on December 31, 2014 or while prize supplies last, whichever is earlier (the Instant Win Game Closing Date). If all prizes are awarded prior to December 31, 2014, a notice will be posted on Facebook.

If any electronic or other error occurs, such as, but not limited to more prizes are claimed/designated than are to be awarded, the prizes remaining after the error is discovered will be awarded in a random drawing from among all eligible Instant Winner registrations received at that time. In no event will the Sponsor be liable for more than Two Hundred and Eighty Nine Thousand Six Hundred and Forty One (289,641) Instant Win Game Prizes as disclosed in the Official Rules.

In order to win an Instant Win Game prize the entrant must have correctly answered unaided a mathematical skill testing question and qualify in accordance with the Official Rules. Prior to being awarded an Instant Win Game Grand Prize, the Instant Win Game Grand prize winner will be required to release the Sponsor by acknowledging and accepting the terms of the Declaration and Release electronically. If the winner is a minor, he/she will be asked to provide the email address of a parent or legal guardian to whom the Declaration and Release/Waiver should be completed by before the prize can be delivered. If the Instant Win Game prize winner is not in compliance with the Instant Win Game rules, incorrectly answers the skill testing question, declines the Instant Win Prize, email correspondence between the Sponsor or its agent and winner's email is returned as undeliverable without a forwarding address or fails to acknowledge and accept the Declaration and Release/Waiver form as specified, the Prize may be forfeited. The completed Declaration and Release/Waiver among other things, releases the Sponsor, it's respective subsidiaries and associated companies, agents, including advertising and promotional agencies, and the independent Contest organization from all liability relating to the Instant Win Game, and acceptance and/or use of the Instant Win Game prize and confirms his/her compliance with the Official Rules.

6. **GENERAL:** By entering the M&M'S® Instant Win Game, entrants agree to abide by these Official Rules and Regulations and decisions of the independent judging organization, which are final and binding on all entrants with respect to all aspects of the Instant Win Game.

No correspondence will be entered into except with the selected entrants. The Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to errors in advertising materials, the Official Rules and Regulations, the selection and announcement of the Grand Prize winners or the distribution of the Instant Win Game prizes.

All prizes must be accepted as awarded and are non-transferable or convertible to cash or other substitutes except at the sole discretion of the Sponsor. Sponsor reserves the right to substitute a prize(s) of equal or higher value at its sole discretion. Any portion of the prize(s) that is unused or which is not used according to these Official Rules and Regulations will be forfeited and will have no cash value.

Sponsor accepts no responsibility for lost, stolen, delayed, damaged, incomplete or misdirected entries or any failure of the website during the Instant Win Game Period for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, technical problems or 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 related to or resulting from playing or downloading any material relating to the Instant Win Game. Sponsor reserves the right, in its sole and absolute discretion to cancel the Instant Win Game, in whole or part should a virus, bug or any other cause beyond their reasonable control corrupt the security or proper administration of the Instant Win Game or for any other reason subject to the consent of Regie des alcools des courses et des jeux. In the event of a dispute as to the identity of an entrant, entries made online will be deemed made by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person assigned to an email address by an Internet service provider, online service provider, or other organization responsible for assigning email addresses for the domain. Potential winners may be required to show proof of being the authorized account holder for that email address.

Any attempt to deliberately damage any website or to undermine the legitimate operation of this Instant Win Game including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. Entrant engaging in any of the foregoing activities will be disqualified and will forfeit any prizes that they may have won.

The Sponsor reserves the right to suspend, cancel or modify the Instant Win Game at any time, subject to the approval of the Regie des alcools, des courses et des jeux in Quebec, for any reason, including if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in

programming, or any other errors or other causes beyond the control of Sponsor, that corrupt the administration, security, integrity or proper play of the Instant Win Game.

This Instant Win Game is exclusively governed by and construed in accordance with the laws of the Province of Ontario, Canada and the federal laws of Canada applicable therein. Any dispute arising hereunder shall be adjudicated solely in the applicable court in Toronto, Ontario, Canada. The Instant Win Game is subject to all-applicable federal, provincial, municipal and local laws and regulations and is void where prohibited by law.

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. For Quebec residents 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.

By entering the Instant Win Game, entrants consent to the collection and use of their personal information on the registration form as per the Mars privacy policy: www.mars.com/privacy/pp_english.asp. Information collected will only be used for purposes of administering the Instant Win Game unless the entrant has consented otherwise.

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