

M&M'S Collect and Get Promotion

TERMS & CONDITIONS

Mars Canada Terms & Conditions

*Collect 8 pin codes from specially marked M&M'S® (120g, 200g or 400g), SNICKERS® Bites and/ or TWIX® Bites packages (130g, 230g or 400g) OR Collect 2 PIN codes from specially marked M&M'S® Peanut 1.58kg pouches, pin codes found printed inside special marked packs, available while supplies last, & enter pins online at facebook.com/mmscanada by 11:59:59 PM (ET) Dec. 31/15 to receive two (2) Cineplex promotion codes (ARV \$22.00 CAD), each redeemable for 1 movie ticket at Cineplex.com. Cineplex promotion codes must be redeemed by 11:59:59 PM (ET) June 30, 2016 & are subject to Cineplex conditions of use. Limit 2 requests/household. Open to Canadian residents, 13+. Facebook account required. Go to facebook.com/mmscanada for full offer details. ® Cineplex entertainment LP or used under license.

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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 (120g, 200g or 400g), SNICKERS® Bites and/ or TWIX® Bites packages (130g, 230g or 400g) OR Collect 2 PIN codes from specially marked M&M'S® Costco Peanut 1.58kg packages and enter PINs online at www.facebook.com/mmscanada by Dec. 31/15. Unique voucher codes are VALID ONLINE ONLY at www.cineplex.com/mmscanada for two (2) Free General Admission tickets for showtimes May 6, 2015 through June 30, 2016. 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

® Cineplex Entertainment LP or used under license.

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. OFFER VALID ON PURCHASES MADE IN CANADA ONLY.

2. ALL PINS MUST BE ENTERED AT FACEBOOK.COM/MMSCANADA BY DEC. 31/15 11:59:59PM (ET). LATE OR INCOMPLETE REQUESTS WILL NOT BE ACCEPTED OR ACKNOWLEDGED. FIRST REGISTER AT THE PAGE WITH YOUR NAME, ADDRESS AND EMAIL ADDRESS, THEN ENTER THE APPLICABLE CODES. FAILURE TO ENTER 8 UNIQUE PIN CODES FROM SPECIALLY MARKED M&M'S® (120G, 200G OR 400G) SNICKERS® BITES AND/ OR TWIX® BITES PACKAGES (130G, 230G OR 400G) OR 2 UNIQUE PIN CODES FROM SPECIALLY MARKED M&M'S® PEANUT 1.58KG POUCHES WILL DISQUALIFY THE REQUEST AND FORFEIT THE RIGHT TO RECEIVE TWO (2) CINEPLEX PROMOTION CODES (ARV \$22.00 CAD), EACH REDEEMABLE FOR 1 MOVIE TICKET AT CINEPLEX.COM. CINEPLEX PROMOTION CODES MUST BE REDEEMED BY 11:59:59PM ET JUNE 30, 2016 AND ARE SUBJECT TO CINEPLEX CONDITIONS OF USE.

3. THE M&M'S® COLLECT & GET PROMOTION OPEN TO INDIVIDUAL LEGAL RESIDENTS OF CANADA 13 YEARS OR OLDER WHO ARE LOCATED IN CANADA AT THE TIME OF PRODUCT PURCHASE AND WHO HAVE A VALID FACEBOOK ACCOUNT. EMPLOYEES OF MARS CANADA INC. ITS RESPECTIVE SUBSIDIARIES AND ASSOCIATED COMPANIES, ADVERTISING AND PROMOTIONAL AGENCIES, OR PERSONS WITH WHOM ANY OF THESE EMPLOYEES ARE DOMICILED ARE NOT ELIGIBLE FOR THIS PROMOTION

4. BY ENTERING THE PROMOTION ENTRANTS AGREE TO ABIDE BY THESE TERMS AND CONDITIONS AND DECISIONS OF MARS CANADA INC. ("SPONSOR"), WHICH ARE FINAL AND BINDING ON ALL ENTRANTS WITH RESPECT TO ALL ASPECTS OF THE PROMOTION.

5. LIMIT OF TWO (2) REQUESTS PER HOUSEHOLD (MAXIMUM 4 TICKETS IN TOTAL). IF IT IS DISCOVERED THAT YOU HAVE REGISTERED OR ATTEMPTED TO REGISTER MORE THAN ONCE, OR ATTEMPTED TO OBTAIN MORE THAN THE STATED NUMBER OF REQUESTS BY USING MULTIPLE/DIFFERENT EMAIL ADDRESSES, ADDRESSES, TELEPHONE NUMBERS, IDENTITIES, REGISTRATIONS OR LOGINS, OR ANY OTHER METHODS, ALL OF YOUR REQUESTS WILL BE DECLARED NULL AND VOID, AND YOU WILL NOT BE QUALIFY FOR THE TWO (2) CINEPLEX PROMOTION CODES. THE ADVERTISING, SELLING OR TRADING OF PIN CODES IS EXPRESSLY PROHIBITED. USE OF ANY AUTOMATED, SCRIPT, MACRO, ROBOTIC OR OTHER PROGRAM(S) TO ENTER A PIN CODE OR OTHERWISE PARTICIPATE IN THIS PROMOTION IS PROHIBITED AND IS GROUNDS FOR DISQUALIFICATION BY THE SPONSOR.

6. ALL REQUESTS ARE SUBJECT TO VERIFICATION. THE SPONSOR RESERVES THE RIGHT, IN ITS SOLE AND ABSOLUTE DISCRETION, TO REQUIRE PROOF OF IDENTITY AND/OR ELIGIBILITY (IN A FORM ACCEPTABLE TO THE SPONSOR) TO PARTICIPATE IN THIS PROMOTION. ORIGINAL PIN CODES MAY BE REQUIRED TO VALIDATE OFFER. KEEP PIN CODES IN A SAFE PLACE. FAILURE TO PROVIDE SUCH PROOF IN A TIMELY MANNER MAY RESULT IN DISQUALIFICATION. THE SOLE DETERMINANT OF THE TIME FOR THE PURPOSES OF A VALID REQUEST IN THIS PROMOTION WILL BE THE PROMOTION SERVER MACHINE(S).

7. THE SPONSOR IS NOT RESPONSIBLE FOR TYPOGRAPHICAL OR OTHER ERRORS IN THE OFFER OR ADMINISTRATION OF THIS PROMOTION, INCLUDING BUT NOT LIMITED TO ERRORS IN ADVERTISING MATERIALS AND THE TERMS AND CONDITIONS OR PRINTING ERRORS IN THE PRINTING OF PIN CODES. IF FOR ANY REASON WHEN YOU PURCHASE A PARTICIPATING PRODUCT THE PIN CODE IS NOT PRESENT OR INCOMPLETE OR ILLEGIBLE, KEEP ALL ORIGINAL PACKAGING AND CALL 1-888-709-MARS TO VALIDATE YOUR PURCHASE AND OBTAIN AN ALTERNATE PIN CODE.

8. THE SPONSOR RECOMMENDS REDEEMING PIN CODES AS EARLY AS POSSIBLE AS SPONSOR ACCEPT NO RESPONSIBILITY FOR LOST, STOLEN, DELAYED, DAMAGED, INCOMPLETE OR MISDIRECTED REQUESTS OR ANY FAILURE OF THE WEBSITE DURING THE PROMOTION PERIOD OR 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 PROMOTION. IF YOU ARE EXPERIENCING DIFFICULTY REGISTERING OR ENTERING PIN CODES WE SUGGEST TRYING ANOTHER BROWSER. SPONSOR RESERVES THE RIGHT, IN ITS SOLE AND ABSOLUTE DISCRETION TO CANCEL OR AMEND THE PROMOTION, IN WHOLE OR PART SHOULD A VIRUS, BUG OR ANY OTHER CAUSE BEYOND THEIR REASONABLE CONTROL CORRUPT THE SECURITY OR PROPER ADMINISTRATION OF THE PROMOTION OR FOR ANY OTHER REASON. IN THE EVENT OF A DISPUTE, REQUESTS MADE ONLINE WILL BE DEEMED MADE BY THE AUTHORIZED ACCOUNT HOLDER OF THE E-MAIL ADDRESS SUBMITTED AT THE TIME OF ENTRY. "AUTHORIZED ACCOUNT HOLDER" IS DEFINED AS THE NATURAL PERSON ASSIGNED TO AN E-MAIL ADDRESS BY AN INTERNET SERVICE PROVIDER, ONLINE SERVICE PROVIDER, OR OTHER ORGANIZATION RESPONSIBLE FOR ASSIGNING E-MAIL ADDRESSES FOR THE DOMAIN.

9. FULFILLMENT OF THE TWO (2) CINEPLEX PROMOTION CODES WILL BE COMPLETED VIA EMAIL WITHIN APPROXIMATELY TWENTY FOUR (24) HOURS OF ENTERING THE REQUIRED NUMBER OF PIN CODES TO COMPLETE THE REQUEST AS OUTLINED IN SECTION 2 ABOVE. CINEPLEX PROMOTION CODES MUST BE REDEEMED BY JUNE 30, 2016 & ARE SUBJECT TO CINEPLEX CONDITIONS OF USE AVAILABLE AT WWW.CINEPLEX.COM/MMSCANADA.

10. PARTICIPANTS CONSENT TO THE COLLECTION OF THEIR PERSONAL INFORMATION BY MARS CANADA INC., AND TO THE USE AND DISCLOSURE OF THIS INFORMATION FOR THE SOLE PURPOSE OF ADMINISTERING THIS PROMOTION. ALL PERSONAL INFORMATION COLLECTED RELATING TO THE ISSUANCE OF THE TWO (2) CINEPLEX PROMOTION CODES WILL BE COLLECTED AND USED IN ACCORDANCE WITH THE TERMS OF OUR PRIVACY POLICY.

11. SPONSOR RESERVES THE RIGHT TO CONTACT THE PARTICIPANT DIRECTLY OR THROUGH ITS AUTHORIZED AGENT TO QUALIFY OR CONFIRM INFORMATION PROVIDED.

12. ANY MISREPRESENTATION OR FRAUDULENT INFORMATION SUBMITTED INCLUDING, BUT NOT LIMITED TO USE OF FICTITIOUS OR MULTIPLE NAMES OR ADDRESSES WILL VOID THE REQUEST AND MAY RESULT IN CIVIL OR CRIMINAL ACTION.

13. THIS PROMOTION IS GOVERNED BY THE LAWS OF CANADA, IS SUBJECT TO ALL APPLICABLE FEDERAL, PROVINCIAL AND LOCAL LAWS AND IS VOID WHERE PROHIBITED BY LAW.

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