

## **THE DANCE CURRENT**

### **“ACUBACK”**

#### **OFFICIAL RULES AND REGULATIONS**

1. No purchase necessary. To be eligible to win a prize in the “Dance Current Acuback” contest (the “Contest”), a participant must be a legal resident of Canada, excluding the Province of Quebec, and must, at the commencement of the Contest Period be of the age of majority in his or her province of residence. Any potential participant who is an employee, representative and/or agent of Dance Media Group/Groupe Danse Média (“Sponsor”), its affiliated companies, advertising agencies, prize suppliers or other representatives or agents (the “Sponsor-related Parties”), or a member of the respective immediate families (which for the purpose of these rules shall be defined to mean parent, child, spouse or sibling) of such persons or anyone with whom such persons are domiciled is ineligible to participate in this Contest.
2. The Contest will run as follows: opening 12:00 a.m. Eastern Time (“ET”) on November 18, and closing at 11:59 p.m. ET on January 6, 2014 (this time period being the “Contest Period”).
3. Assuming a participant meets all of the eligibility criteria set out above, the participant can enter online at [www.thedancecurrent.com](http://www.thedancecurrent.com) (the “Site”) during the Contest Period by fully completing the entry form on the Site. Only one (1) entry into the Contest per person/per household/per email account will be accepted and eligible. Entries made with multiple addresses, under multiple identities, or through the use of any device or artifice to enter multiple times (in breach of these rules), or entries that are in excess of the permitted number of entries during the Contest period are automatically void. Contest entries obtained through unauthorized sources or that are incomplete, illegible, mutilated, altered, reproduced, forged, irregular or fraudulent in any way or otherwise not in compliance with these rules are automatically void. Sponsor may verify the validity of entries at any time in its discretion.
4. Draws for Prizes:  
  
A random draw from all eligible entries will be held at the offices of the Sponsor in Toronto, Ontario, on January 6, 2014, at 12:00 p.m. ET or as soon thereafter as is possible.  
  
The chances of being selected in the draw depend entirely upon the number of eligible entries received.
5. Selected participants will be notified by email to the participant’s e-mail address provided on the entry form, or by telephone at the number provided on the entry form, within seven (7) days of the draw and, prior to being declared a winner, will be required to correctly answer, unaided and without mechanical or electronic assistance, a time-limited, mathematical, skill-testing question.

6. If a selected participant is unable to correctly answer the skill-testing question, cannot be reached by e-mail or phone within forty-eight (48) hours of the draw, or otherwise does not meet all contest conditions and/or fully comply with these Contest rules, his or her prize will be forfeited and another entrant will be drawn from the remaining eligible entries.
7. There is one (1) prize (the "Prize") available to be won in this Contest, being one Acuback roller, with a total approximate retail value of CDN\$20.00.
8. Awarded prizes will be delivered by mail or courier within eight (8) weeks of Sponsor's confirmation of the winner. Any costs or expenses incurred by the winner in claiming or using the Prize are the responsibility of the winner. The Prize is non-transferable and no cash alternatives will be provided. The Sponsor reserves the right to substitute the Prize described above with a prize of equal or greater value.
9. By entering, all participants agree to abide by these official rules and regulations and decisions of the Sponsor which are final. All entries become the property of the Sponsor and will not be returned.
10. This Contest is subject to all applicable federal, provincial and municipal laws and regulations. Void where prohibited.
11. No correspondence will be entered into with participants except with selected winners.
12. The Sponsor reserves the right in its sole discretion to cancel or suspend any part or all of this Contest should causes beyond the control of the Sponsor corrupt the administration, security, fairness, integrity or proper conduct of the Contest.
13. Neither the Sponsor nor any of the Sponsor-related Parties are responsible for any telephone, technical, network, electronic, computer, hardware or software failures, malfunctions, or disconnects of any kind, or misdirected, illegible, incomplete, stolen, garbled, fragmented or delayed Internet/email computer transmissions or network/ISP/website/Internet accessibility. The Sponsor assumes no liability whatsoever for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction to or unauthorized alteration of entries. Sponsor is not responsible for (a) any problems or technical malfunctions of any telephone network or line(s), computer on-line systems, servers or providers, computer equipment or software; (b) the failure of any email or entry to be received by the Sponsor due to technical problems or traffic congestion on the Internet or at any website; or (c) any combination thereof, including any injury or related damage to participants or other persons, whether computer-related or resulting from participation in, or downloading any materials in connection with, this Contest. The Sponsor reserves the right to modify, suspend and/or cancel this Contest if fraud or technical failures negatively affect the integrity of all or any part of this Contest or should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of all or any part of this Contest. Any deliberate attempt to damage any website or undermine the legitimate administration of this Contest is a violation of criminal and civil laws, and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

14. By accepting the Prize, the winner releases and discharges the Sponsor from and against any and all liability of whatever nature in connection with the winner's, or any other party's, use of the Prize. The Sponsor is in no way responsible for any damages or liabilities arising from the use of the Prize.
15. By participating in the Contest, each participant and the winner agrees: (a) to be bound by these rules and the decisions of the Sponsor; (b) to release and hold harmless the Sponsor and the Sponsor-related Parties from any and all liability for claims/damages, including but not limited to claims/damages for personal injury or for property damage in connection with the Contest or the Prize; (c) to permit the Sponsor to use his/her name, address (city and province only), photograph, video and/or any likeness for advertising or publicity purposes without any compensation.
16. The Sponsor respects your privacy. All personal information collected by the Sponsor on the Contest entry form will be used solely for the administration of this Contest, including the delivery of the Prize. For further information, please refer to the Sponsor's Privacy Policy, which is available through the Sponsor's Site, at [www.thedancecurrent.com](http://www.thedancecurrent.com).
17. The Sponsor reserves the right to modify and amend these Contest rules and regulations as they appear on-line for clarification purposes and without materially affecting the Contest.