

Samsung Tailgate Video Contest
**OFFICIAL CONTEST RULES AND
REGULATIONS**
Open to Residents of Canada

By entering this Contest (defined below), entrants agree to abide by these Official Rules (defined below). The Contest is in no way sponsored, endorsed or administered by, or associated with, Facebook, Inc. Facebook, Inc. is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not Facebook, Inc.

1. **CONTEST PARTIES.** The Samsung Tailgate Video Contest (the “Contest”) is sponsored by Samsung Electronics Canada Inc. (the “Sponsor”), 55 Standish Court, 10th Floor, Mississauga, ON L5R 4B2. The Contest is administered by Promotion Solutions Inc. (the “Independent Contest Organization”), 2390 Bristol Circle, Oakville ON, L6H 6M5. The Sponsor and the Independent Contest Organization, and their respective employees, shareholders, officers, directors, agents and representatives are collectively referred to as the “Contest Parties”.

2. **READ CAREFULLY.** This Contest will run in accordance with these Official Contest Rules and Regulations (the “Official Rules”). The Sponsor reserves the right, subject to any required approval of any regulatory authorities, to cancel, amend, modify or terminate this Contest or these Official Rules at any time in its sole discretion and without further notice. You must comply with these Official Rules and you will be deemed to have received, understood and agreed to these Official Rules if you participate in this Contest.

3. **ELIGIBILITY: NO PURCHASE NECESSARY.** To enter and be eligible to win, a person must be a legal resident of Canada who has reached the age of majority at time of entry in the province or territory in which he/she resides. Specifically excluded from entering the Contest are: (i) employees, shareholders, officers, directors, agents, representatives, and advertising and promotional agencies of the Sponsor, the Independent Contest Organization, NFL Properties LLC, NFL Enterprises LLC, NFL

International LLC, NFL Productions LLC, NFL Ventures L.P., NFL Ventures Inc., The National Football League (“NFL”) and its member professional football clubs, and each of their respective subsidiaries and affiliates; and (ii) a member of any such person’s immediate family (regardless of where they live) or persons with whom they are domiciled (whether related to the person or not). In these Official Rules, “immediate family” includes mother, father, brothers, sisters, sons, daughters, partner or spouse.

- 4. CONTEST PERIOD.** The Contest begins at 5:00:00 PM (ET) on December 5, 2012 and ends at 12:00:00 PM (ET) on January 23, 2013 (the “**Contest Period**”). All times are Eastern Times. The Contest Period is divided into seven (7) Weekly Contest Periods (each a “**Weekly Contest Period**”), as set out below. The closing time on the last day of each Weekly Contest Period is referred to as the “**Cut-Off Time**”).

Weekly Contest Period 1	Contest begins 5:00:00 p.m. ET on December 5, 2012 and ends 12:00:00 p.m. ET on December 12, 2012.
Weekly Contest Period 2	Contest begins 12:00:01 p.m. ET on December 12, 2012 and ends 12:00:00 p.m. ET on December 19, 2012.
Weekly Contest Period 3	Contest begins 12:00:01 p.m. ET on December 19, 2012 and ends 12:00:00 p.m. ET on December 26, 2012.
Weekly Contest Period 4	Contest begins 12:00:01 p.m. ET on December 26, 2012 and ends 12:00:00 p.m. ET on January 2, 2012.
Weekly Contest Period 5	Contest begins 12:00:01 p.m. ET on January 2, 2012 and ends 12:00:00 p.m. ET on January 9, 2012.
Weekly Contest Period 6	Contest begins 12:00:01 p.m. ET on January 9, 2012 and ends 12:00:00 p.m. ET on January 16, 2012.
Weekly Contest Period 7	Contest begins 12:00:01 p.m. ET on January 16, 2012 and ends 12:00:00 p.m. ET on January 23, 2012.

- 5. HOW TO ENTER: NO PURCHASE NECESSARY.** During the Contest Period, visit www.facebook.com/samsungcanada (the “**Contest Website**”) and click the “Like” button on the “Samsung Canada” Fan page. Next, click on the “Virtual **Ultimate** Tailgate Party” tab and upon doing so click on the “Create my Video” button on the “Create your own Video Invite” page. Select the tabs that are listed on the left of the video screen on or off to indicate what information you would like to include in your video invitation; next, select “Get Started”. Follow the mandatory steps listed below to create your Ultimate Tailgate Party Video Invitation:

- (a) “Invite List” Tab: Select which Facebook friends are invited to your Ultimate Tailgate Party, for both a real party and a virtual party (collectively the “**Invitees**” and each an “**Invitee**”).

- (b) “Video Style” Tab: Confirm you name in the Default Facebook user name field; select if you are creating an invitation for a real party or just having fun (virtual party); select the background you would like to use for your video invitation.
- (c) “Date/Time” Tab: Select a date and time for your Ultimate Tailgate Party by selecting the month and date on the calendar and a time from the drop down menu. If you are hosting a real party, select a date and time which your game will be playing on.

Follow the steps listed below for each of your selected tabs to create your video invitation:

- (a) “Location” Tab: If you are hosting a real party, type in the full address of your party location in the Party Location field and select “Go”. If you are only hosting a virtual party, skip the first page by selecting “next”; next, select which location your virtual party will be held.
 - (b) “Who’s Playing” Tab: Choose which two (2) teams will be playing on the day of your Ultimate Tailgate Party from the applicable drop down menu.
 - (c) “Party Characters” Tab: Select and drag one of the Invitees into each applicable character (the Cheerleader, the Freeloader, the Know-it-all, the Wild Card)
 - (d) “The Big No Show” Tab: Select which of the Invitees is the one person you always invite, but never shows up.
 - (e) “The Food” Tab: Select if you will be providing the food for your Ultimate Tailgate Party (“I’ll provide the Grub” checkbox) or will the guests be bringing their own food (“B.Y.O.F” checkbox).
 - (f) Preview Tab: Preview your video invitation before sending it out; select “yes” or “no” if you would like to create a Facebook event; Send invite to submit your video and you will, subject to compliance with these Official Rules, receive one (1) entry in the Contest for the draw to be held with respect to the Weekly Contest Period in which your entry is submitted. See Rule 8 for detailed information with respect to the draws to be made for each Weekly Contest Period.
- 6.** To be eligible to participate in the draw to be held with respect to a Weekly Contest Period, an entry must be received on or before the Cut-off Time applicable to such Weekly Contest Period (as set out in section 4). Limit of one (1) entry per Facebook account per person per Weekly Contest Period, using one (1) email address only. Any person who is found to have entered in a fashion not sanctioned by these Official Rules

- and/or has submitted more than the number of entries permitted by these Official Rules will be disqualified. Proof of transmission (screenshots or captures, etc.) does not constitute proof of delivery. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. To the extent permitted by applicable law, the Contest Parties will not be responsible for late, lost, illegible, falsified, damaged, misdirected, delayed and not received (including failures due to transmission failures or technical failures of any kind, including malfunctioning of any network, servers, access providers, hardware or software, whether originating with sender or recipient) mutilated, garbled or incomplete entries, which will be void. All entries become the exclusive property of the Sponsor upon receipt and will not be acknowledged or returned. Entries submitted in accordance with these Official Rules, and not voided or disqualified in accordance with these Official Rules, shall be referred to as “**Eligible Entries**”. Subject to applicable law, the Sponsor reserves the right, in its sole discretion, to disqualify any individual who (i) tampers with, or attempts to tamper with, the entry process; or (ii) violates any of these Official Rules. This Contest is subject to all applicable federal, provincial, territorial and municipal laws and regulations.
7. **PRIZES:** There will be ninety (90) prizes (each a “**Prize**”) available to be won during the Contest Period. For each of the Weekly Contest Periods 1 through 6, there will be thirteen (13) prizes available to be won. For the Weekly Contest Period 7, there will be twelve (12) prizes available to be won. Each Prize consisting of one (1) NFL Prize Pack which includes one (1) jersey (available in either Men’s or Women’s as chosen by the Winner of the Prize) and one (1) football. The approximate retail value of the NFL Prize Pack including a men’s jersey and football is \$104.99 and the approximate retail value of the NFL Prize Pack including a women’s jersey and football is \$79.99. Prizes must be accepted as awarded without substitution, are not transferable, not for resale and have no cash surrender value. The Sponsor reserves the right, in the event that a Prize cannot be awarded as described for any reason, to substitute another prize of equal or greater value, without liability. Limit of one (1) Prize per person during the Contest Period. In the event that an entrant is awarded a Prize for a Weekly Contest Period, that entrant will not be eligible to win a Prize in any subsequent Weekly Contest Periods.
8. **WEEKLY DRAWS:** For each of the Weekly Contest Periods 1 through 6, thirteen (13) random draws will be held on the business day (each a “**Draw Date**”) following the day on which the Cut-Off Time for such Weekly Contest Period occurs commencing at

approximately 10:00 AM (ET) on each Draw Date. For the Weekly Contest Period 7, twelve (12) random draws will be held on the Draw Date. Each draw will be held at the office of the Independent Contest Organization from among all Eligible Entries received during the applicable Weekly Contest Period or Eligible Entries received during prior Weekly Contest Periods (excluding prior Winners and any ineligible entries as provide in these Official Rules). If a random draw cannot take place on the Draw Date for whatever reason, the random draw will take place on the next business day. Odds of being selected for a Prize depend on the total number of Eligible Entries received during the applicable Weekly Contest Period and the number of Eligible Entries carried forward from prior Weekly Contest Records. **PLEASE NOTE: For greater certainty, Eligible Entries that are not selected as winners for a Weekly Contest Period, will be carried forward and entered into the draw for subsequent Weekly Contest Periods.**

9. The selected entrants will be contacted by mail and/or email and/or telephone within five (5) business days of the applicable Draw Date. If a selected entrant (a) cannot be reached by mail and/or email and/or telephone within five (5) business days of the applicable Draw Date; (b) fails to correctly answer the skill testing question (see Rule 10); or (c) fails to return the properly executed Release Form within the specified time (see Rule 10), then he/she will be disqualified and another entrant will be randomly selected until such time as contact is made by mail and/or email and/or telephone with a selected entrant or there are no more Eligible Entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.
10. **AWARDING OF THE WEEKLY PRIZE:** To be declared a Prize winner (the “**Winner**”), the selected entrant must answer correctly, without assistance of any kind, whether mechanical or otherwise, a mathematical skill-testing question. The selected entrant must sign and return within five (5) business days of notification or prior to the date on which the Winner’s Ultimate Tailgate Party occurs, whichever is earlier, the Sponsor’s Declaration and Release Form (the “**Release Form**”), which, among other things: (i) confirms compliance with the Official Rules; (ii) acknowledges acceptance of the Prize as awarded, without substitution; (iii) releases the Contest Parties, NFL Properties LLC, NFL Enterprises LLC, NFL International LLC, NFL Productions LLC, NFL Ventures L.P., NFL Ventures Inc., The National Football League and its member professional football clubs, and each of their respective subsidiaries and affiliates, their

respective affiliates, and each of their respective representatives, agents, employees, directors and officers (collectively, the “**Releasees**”) from any liability in connection with the Prize (including the use and/or misuse), any portion thereof or this Contest or any event or party held in connection with the Contest (including the Ultimate Tailgate Party); (iv) agrees to the use of his/her name, address (city and province/territory) and/or photograph and confirms that each Invitee has consented to the use of their name, address (city and province/territory) and/or photograph, in all cases without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest; (v) indemnifies the Releasees from any claims made by third parties, including Invitees, related to the Prize, the Contest, any event or party held in connection with the Contest (including the Ultimate Tailgate Party), and/or the disclosure or use of personal information regarding the entrant or any Invitee to the Sponsor or the Independent Contest Organization; and (vi) an acknowledgement of and agreement to comply with the social host responsibility guidelines set out in Rule 11. The Release Form will be emailed or couriered to the selected entrant and must be returned within the time period specified on the Release Form or the Prize will be forfeited. The Prize will be coordinated by the sponsor with the winner upon receiving the fully completed Form.

11. SOCIAL HOST RESPONSIBILITY. BY ENTERING THE CONTEST, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT THE ENTRANT IS RESPONSIBLE FOR THE CONDUCT OF HIS/HER GUESTS AT THE ULTIMATE TAILGATE PARTY (WHETHER OR NOT THE GUESTS ARE INVITEES). WITHOUT LIMITING THE GENERALITY OF RULE 15, EACH ENTRANT HEREBY RELEASES EACH OF THE RELEASEES FROM ANY LIABILITY RELATED TO OR IN CONNECTION WITH THE ATTENDANCE OF SUCH GUESTS AT THE ULTIMATE TAILGATE PARTY (OR ANY OTHER EVENT OR PARTY HELD IN CONNECTION WITH THE CONTEST) OR SUCH GUESTS CONDUCT AT SUCH EVENT OR PARTY, AND AGREES TO HOLD HARMLESS THE RELEASEES FROM ANY CLAIM OR LOSS RELATED TO OR IN CONNECTION WITH THE ATTENDANCE OF SUCH GUESTS AT THE ULTIMATE TAILGATE PARTY (OR ANY OTHER EVENT OR PARTY HELD IN CONNECTION WITH THE CONTEST) OR SUCH GUESTS CONDUCT AT SUCH EVENT OR PARTY. IN ADDITION, IN HOSTING AN ULTIMATE TAILGATE PARTY (OR ANY OTHER EVENT OR PARTY HELD IN CONNECTION WITH THE

CONTEST), EACH ENTRANT AGREES TO COMPLY WITH THE FOLLOWING HOSTING GUIDELINES:

- (A) DON'T DRINK TOO MUCH YOURSELF.
- (B) PLAN AHEAD FOR THE PARTY SO THAT IT'S EASY TO FOLLOW THESE GUIDELINES.
- (C) DETERMINE HOW GUESTS WILL BE GETTING HOME FROM YOUR PARTY.
- (D) DEVELOP A PLAN TO DEAL WITH ANY GUEST WHO DRINKS TOO MUCH.
- (E) RECRUIT SOMEONE RELIABLE TO HELP YOU KEEP THE PARTY UNDER CONTROL.
- (F) PROMOTE THE USE OF DESIGNATED DRIVERS. HAVE AT LEAST ONE DESIGNATED DRIVER AVAILABLE.
- (G) KEEP CASH ON HAND TO PAY FOR THE USE OF TAXIS BY YOUR GUESTS. KEEP TELEPHONE NUMBERS ON HAND FOR TAXIS. PROVIDE CAB FARE, BUS TOKENS AND/OR SUBWAY TOKENS TO GUESTS.
- (H) ENCOURAGE YOUR GUESTS TO LEAVE THEIR CARS AT HOME AND TAKE PUBLIC TRANSPORTATION, CABS, OR WALK.
- (I) TAKE AWAY CAR KEYS FROM GUESTS IF GUESTS HAVE BEEN DRINKING.
- (J) NEVER EVER DRINK AND DRIVE OR RIDE WITH ANYONE WHO HAS BEEN DRINKING.
- (K) SERVE DRINKS YOURSELF OR DESIGNATE A BARTENDER
- (L) DO NOT HAVE AN OPEN BAR, AS GUESTS USUALLY DRINK MORE WHEN THEY SERVE THEMSELVES.
- (M) BE PREPARED TO ACCOMMODATE OVERNIGHT GUESTS.
- (N) STOP SERVING ALCOHOL BEVERAGES AT LEAST AN HOUR BEFORE THE PARTY IS OVER.
- (O) ALWAYS HAVE AND PROVIDE LOTS OF ALCOHOL-FREE DRINKS (BOTTLED WATER, JUICE, COFFEE AND TEA) AND FOOD AT THE PARTY.
- (P) SERVE SNACKS WITH DRINKS. ALWAYS HAVE FOOD AVAILABLE THROUGHOUT THE PARTY. SERVE HIGH-STARCH AND PROTEIN

FOODS SUCH AS MEATS, VEGGIES, CHEESES, LIGHT DIPS AND BREADS AND AVOID SERVING SALTY, SWEET OR GREASY SNACK FOODS.

(Q) DON'T PLAN PHYSICAL ACTIVITIES WHEN YOU SERVE ALCOHOL.

- 12. GENERAL:** By entering the Contest, entrants agree to abide by the Official Rules and the decisions of the Sponsor and/or the Independent Contest Organization with respect to all aspects of the Contest, which are final. No correspondence will be entered into except with the selected entrants. The Contest is subject to all applicable federal, provincial, territorial and municipal laws.
- 13.** By entering and/or accepting a prize, the entrant and/or winner consents to the use of his/her name, address (city and province/territory) and/or photograph and confirms that each Invitee has consented to the use of their name, address (city and province/territory) and/or photograph, in all cases without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.
- 14.** The Contest Parties will not be liable for any failure of the Contest Website, and do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The use of an invalid email address will disqualify all entries from those users/email addresses. Users spamming the same email address will disqualify the entry. In the event of a dispute, online entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. “**Authorized account holder**” is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The selected entrant(s) may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry name change. The sole determinant of the time for the purposes of a valid online entry in this Contest will be the Contest server machine(s). In the event it is determined that an entrant has entered in a fashion not sanctioned by these Official Rules and/or has

submitted more than the number of entries permitted by these Official Rules, the entrant will be disqualified and all of the entries submitted by the entrant will be disqualified. CAUTION: ANY ATTEMPT TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE TO THE FULLEST EXTENT PERMITTED BY LAW.

15. RELEASE AND INDEMNITY. BY ENTERING THIS CONTEST, EACH ENTRANT HEREBY RELEASES AND HOLDS HARMLESS EACH OF THE RELEASEES FROM ANY LIABILITY, CLAIM OR DAMAGE (INCLUDING BUT NOT LIMITED TO PERSONAL INJURY, BODILY INJURY, DISABILITY, DEATH, PROPERTY DAMAGE AND LOSS OR DAMAGE OF ANY OTHER KIND) BY ANY THIRD PARTY (INCLUDING ANY INVITEE) ARISING DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM OR IN CONNECTION WITH THIS CONTEST, PARTICIPATION IN THE CONTEST, ANY EVENT OR PARTY HELD BY THE ENTRANT IN CONNECTION WITH THE CONTEST (INCLUDING THE ULTIMATE TAILGATE PARTY) OR, IF DECLARED THE WINNER OF A PRIZE, THE PRIZE. EACH ENTRANT HEREBY HOLDS ALL OF THE RELEASEES HARMLESS IN THE EVENT THAT THE ENTRANT HAS DEPARTED FROM OR DID NOT FULLY COMPLY WITH ANY OF THE OFFICIAL RULES. THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE CONTEST AND/OR THE AWARDING OF A PRIZE.

16. The Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux (the “**Régie**”) in the Province of Québec, to terminate, suspend 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, the Sponsor reserves the right with the consent of the Régie, to cancel the Contest. The Contest Parties shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest or its termination, suspension or amendment, including, but not limited to, any damage to an entrant’s mobile phone, computer equipment, system, software or any combination thereof, as a result of the entrant’s participation in this Contest.

- 17. RESIDENTS OF QUEBEC:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie for a ruling. 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.
- 18.** In the event of any discrepancy or inconsistency between the terms and conditions of these Official Rules or other statements contained in any Contest-related materials, including, but not limited to: the Entry Form, the French version of these Rules, and/or point of sale, television, print or online advertising; the terms and conditions of these English Rules shall prevail, govern and control to the fullest extent permitted by law.
- 19. PERSONAL INFORMATION.** The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide the entrants with information regarding upcoming contests and/or events from the Sponsor. You are providing this information to the Sponsor and not to Facebook. By entering this Contest, you consent to the collection, use, storage, sharing and disclosure by the Sponsor (and its officers, directors, employees, agents and representatives) of the personal information provided by you in the Entry Form in accordance with these Official Rules and the Sponsor's privacy policy. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, and the Sponsor's privacy policy, please visit <http://www.samsung.com/ca/info/privacy.html>. By entering the Contest, each entrant confirms that he/she has received the consent of each of the Invitees to disclose personal information regarding such Invitee to the Sponsor and/or the Independent Contest Organization for use related to the administration of the Contest.

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