

**MTV and U BY KOTEX®**  
**“SAVE THE UNDIES” Contest**  
**OFFICIAL RULES AND REGULATIONS**  
**Monday February 8<sup>th</sup>, 2016 – Sunday May 8<sup>th</sup>, 2016**

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No purchase necessary. Void where prohibited.

**NOTE: GRAND PRIZE ENTRY DEADLINE IS SUNDAY MARCH 27<sup>TH</sup>, 2016**

1. **CONTEST SPONSORS:** The sponsors of the MTV + U by Kotex® ‘Save The Undies’ contest (the “Contest”) are Bell Media Inc. (“BMI”) and U by Kotex® (hereinafter referred to as the “Contest Sponsors”).
2. **CONTEST PERIOD:** The Contest starts at 10:00 a.m. Eastern Time (“ET”) on Monday February 8<sup>th</sup>, 2016 and closes at 11:59 p.m. ET on Sunday May 8<sup>th</sup>, 2016 (the “Contest Period”). The grand prize entry period segment starts at 10:00 a.m. ET on Monday February 8<sup>th</sup>, 2016 and closes at 11:59 p.m. ET on Sunday March 27<sup>th</sup>, 2016 (the “Grand Prize Entry Segment”).
3. **ELIGIBILITY:** To enter and to be eligible to win, entrant must be a legal resident of Canada (excluding Quebec) and be of the age of majority in the province or territory in which he/she resides. Employees of the Contest Sponsors, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, and the parents, siblings, children of, or persons domiciled with, such employees are ineligible to enter. A winner of a previous BMI contest within the three (3) months preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) and persons domiciled with a winner are not eligible to enter.
4. **HOW TO ENTER:** Visit the website located at [www.mtv.ca/savetheundies](http://www.mtv.ca/savetheundies), click on the Contest page and complete all sections of the entry form by providing your contact details, voting for your favourite pair of undies and for your favourite U by Kotex® product, and click on the submit button for one (1) entry into the Contest. All entries must include your name, address, age, ten digit telephone number, e-mail address, and votes for favourite undies and U by Kotex® product. Limit of one (1) entry per individual, per day (where a “Day” begins at 12:00:01 a.m. ET - except on February 8<sup>th</sup> where “Day” begins at 10:00:01 am ET - and ends at 11:59:59 p.m. ET) of the Contest Period. Entries shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.

5. **PRIZES:** There is/are one (1) grand prize, one (1) secondary prize and thirteen (13) weekly prizes (hereinafter be referred to collectively as the “Prizes”) available to be won.

**Grand Prize: NOTE: THE GRAND PRIZE IS NOT AVAILABLE FOR WINNING AFTER THE ENTRY DEADLINE OF SUNDAY MARCH 27<sup>TH</sup>, 2016.** There is one (1) grand prize trip to Los Angeles,

California U.S.A. for a winner and one guest (the “**Travelling Companion**”) to attend the 2016 MTV Movie Awards and consists of:

- (i) Round trip economy air fare, selected at the sole discretion of the Contest Sponsors, for two (2) from the major Canadian airport closest to the Grand Prize winner's place of residence in Canada (hereinafter referred to as the "**Departure Point**") to Los Angeles, California U.S.A.;
- (ii) Roundtrip Ground Transportation between the Los Angeles International airport (LAX) and the grand prize hotel;
- (iii) Four (4) nights’ accommodation for two (2) people (based on one (1) room, double occupancy) at a hotel to be selected by the Contest Sponsors at their sole discretion;
- (iv) Two (2) tickets to the 2016 MTV Movie Awards;
- (v) Ground transportation to Grand Prize itinerary related publicity/promotion activities; and
- (vi) \$500 CAD spending money  
(collectively the “**Grand Prize**”)

Approximate retail value of the Grand Prize is Seven Thousand Dollars (\$7,000) CAD based on a Halifax, Nova Scotia departure. The approximate retail value of the Grand Prize as may be stated in advertising or other promotion materials, and/or these Contest rules, are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the respective approximate retail value is stated by the Contest Sponsors and the date the respective prize is awarded or redeemed. If, at the time the Grand Prize is redeemed or awarded, the actual prevailing retail purchase price for the Grand Prize is less than the approximate retail value stated in advertising and promotion materials, and/or in these Contest rules, the Grand Prize winner will not be entitled to any difference.

**TRAVEL COMPANION CONDITIONS:** In order to participate in the Grand Prize, the Travelling Companion must:

- be in full compliance with these Contest rules;
- be of the age of majority in his or her province or territory of residence as of April 7, 2016;
- sign and return (within the time stipulated by the Contest Sponsors) a full release and indemnity form stating the terms outlined in section 9 below.

**Secondary Prizes** – There is one (1) secondary prize, consisting of a five hundred dollar (\$500) giftcard to a lingerie store (the “**Secondary Prize**”). The approximate retail value of the Secondary Prize is five hundred dollars (\$500.00) CAD.

**Weekly Prizes** – There are thirteen (13) weekly prizes, each consisting of a one hundred dollar (\$100) giftcard to Shoppers Drug Mart and one(1) U by Kotex® product gift basket (approximate retail value: CAD\$50) (each a “**Weekly Prize**”). The total approximate retail value of each Weekly Prize is one hundred fifty dollars (\$150.00) CAD.

6. **WINNER DETERMINATION:**

PRIZE	DRAW POOLS (entries received during these dates/periods)	DRAW DATE
Grand Prize	Grand Prize Entry Segment (10:00 a.m. ET February 8, 2016 to 11:59 p.m. ET March 27, 2016)	March 28, 2016
Secondary Prize	Contest Period (10:00 a.m. ET February 8 <sup>th</sup> , 2016 to 11:59 p.m. ET May 8, 2016)	May 9, 2016
Weekly Prize 1	10:00 a.m. ET February 8, 2016 to 11:59 p.m. ET on February 14, 2016	February 15, 2016
Weekly Prize 2	12:01 a.m. ET February 15, 2016 to 11:59 p.m. ET on February 21, 2016	February 22, 2016
Weekly Prize 3	12:01 a.m. ET February 22, 2016 to 11:59 p.m. ET on February 28, 2016	February 29, 2016

Weekly Prize 4	12:01 a.m. ET February 29, 2016 to 11:59 p.m. ET on March 6, 2016	March 7, 2016
Weekly Prize 5	12:01 a.m. ET March 7, 2016 to 11:59 p.m. ET on March 13, 2016	March 14, 2016
Weekly Prize 6	12:01 a.m. ET March 14, 2016 to 11:59 p.m. ET on March 20, 2016	March 21, 2016
Weekly Prize 7	12:01 a.m. ET March 21, 2016 to 11:59 p.m. ET on March 27, 2016	March 28, 2016
Weekly Prize 8	12:01 a.m. ET March 28, 2016 to 11:59 p.m. ET on April 3, 2016	April 4, 2016
Weekly Prize 9	12:01 a.m. ET April 4, 2016 to 11:59 p.m. ET on April 10, 2016	April 11, 2016
Weekly Prize 10	12:01 a.m. ET April 11, 2016 to 11:59 p.m. ET on April 17, 2016	April 18, 2016
Weekly Prize 11	12:01 a.m. ET April 18, 2016 to 11:59 p.m. ET on April 24, 2016	April 25, 2016
Weekly Prize 12	12:01 a.m. ET April 25, 2016 to 11:59 p.m. ET on May 1, 2016	May 2, 2106
Weekly Prize 13	12:01 a.m. ET May 2, 2016 to 11:59 p.m. ET on May 8, 2016	May 9, 2016

Odds of winning any Prize will depend on the total number of eligible entries received during the corresponding draw pool dates. All random draws will take place at BMI in Toronto, Ontario at approximately 11:00 a.m. ET. On May 9, 2016, both a Weekly Prize and the Secondary Prize draw will take place, each from its respective draw pool. For clarity, the Weekly Prize draw will take place first, immediately followed by the Secondary Prize draw.

BMI, acting reasonably, will attempt to contact each potential Prize winner by telephone within one (1) day of the draw date for each applicable Prize (each initial attempt to contact a “**Notification**”). In the event that a potential Prize winner cannot be contacted within twenty-four (24) hours after the first attempt to contact by BMI (including failing to reply to the Notification) or, if contacted, does not meet all of the Contest conditions outlined in these Contest rules (including being able to travel on the Grand Prize dates, in the case of the Grand Prize winner), the potential Prize winner will be disqualified. In such case, and at the Contest Sponsors’ sole discretion, an alternate potential Prize winner may be drawn from among all remaining eligible entries from the applicable Prize pool whom BMI will attempt to contact and who will be subject to disqualification in the same manner. The provisions and procedures referred to above relating to selection and notification of the applicable potential Prize winner shall be applied, with the necessary amendments, until a verified Prize winner has been duly selected, but in any event, no later than Friday April 1st, 2016 in the case of the Grand Prize, Friday May 13<sup>th</sup>, 2016 in the case of the Secondary Prize, and Friday May 13<sup>th</sup> 2016 in the case of the Weekly Prizes. The Contest Sponsors reserve the right to request proof of identification which, if requested of any Prize winner, must be provided. **LIMIT OF ONE (1) WEEKLY PRIZE PER PERSON. THE WINNER OF THE GRAND PRIZE IS NOT ELIGIBLE TO WIN THE SECONDARY PRIZE.** The Grand Prize winner and the Secondary Prize winner are each eligible to win up to one (1) Weekly Prize.

7. **WINNER CONDITIONS:** In order to be declared a Prize winner, each potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by BMI. Before being awarded a Prize, each potential winner will be required to sign and return (within the time stipulated by the Contest Sponsors) a full release and indemnity form stating the terms outlined in section 9 below. In the event that a potential winner does not comply with all the provisions as contemplated in these Contest rules, Contest Sponsors shall have the right to disqualify the potential winner, and draw an alternate potential winner, and the Contest Sponsors shall be fully and completely released and discharged from any liability or responsibility in this regard.
8. **PRIZE CONDITIONS: ALL PRIZES:** Prizes and Prize portions must be accepted as awarded. The Prizes and Prize portions may not be sold, transferred and are not convertible to cash (except for the spending money portion of the Grand Prize). Contest Sponsors reserve the right to substitute a Prize, in whole or in part, in the event that all or any component of a Prize is unavailable. **GRAND PRIZE: TRAVEL DATES ARE APRIL 7, 2016 (DEPARTURE FROM DEPARTURE POINT) WITH RETURN ON**

APRIL 11, 2016 (DEPARTURE FROM LAX). Departure dates and accommodation are subject to availability and change without notice or compensation. Travel dates will be determined by the Contest Sponsors at their sole discretion. WINNER AND TRAVELLING COMPANION MUST BE ABLE TO TRAVEL ON THE DATES SPECIFIED TO THEM AND ON THE SAME ITINERARY (AS DETERMINED AT THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSORS) IN ORDER TO RECEIVE THE GRAND PRIZE. WINNER AND TRAVELLING COMPANION MUST AGREE TO BE AVAILABLE FOR, AND TO PARTICIPATE IN, VARIOUS PUBLICITY AND/OR PROMOTION RELATED ACTIVITIES WHILE ON THE GRAND PRIZE TRIP, AS INSTRUCTED BY THE CONTEST SPONSORS AND THEIR REPRESENTATIVES. Grand Prize winner and his/her Travelling Companion are solely responsible for all costs not expressly described herein, including, without limitation, as applicable, departure or other taxes, fuel/currency surcharges, meals and beverages, room service, gratuities, merchandise, telephone calls, insurance, any required travel documentation, all personal expenses of any kind or nature, and any overnight layover. The Grand Prize winner and his/her Travelling Companion are also solely responsible for all costs incurred to and from the Departure Point as the Prize originates and terminates there. It is the sole responsibility of the Grand Prize winner and his/her Travelling Companion to obtain all necessary travel documentation including passports and visas, and to comply with any customs and immigration requirements, as applicable. IT IS HIGHLY RECOMMENDED THAT THE GRAND PRIZE WINNER AND HIS/HER TRAVELLING COMPANION OBTAIN SUFFICIENT PERSONAL, TRAVEL, AND/OR MEDICAL INSURANCE PRIOR TO DEPARTURE. No change in travel arrangements can be made by the Grand Prize winner once his/her booking has been confirmed. The Grand Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.

9. **RELEASE AND PUBLICITY:** All Prize winners (and the Travelling Companion in the case of the Grand Prize) will be required to sign and return (within the time stipulated by the Contest Sponsors) a full release and indemnity form stating that, among other things, he/she has read and understood these Contest rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsors and/or similar matters, authorizes the Contest Sponsors to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation beyond the awarding of, or participation in, a Prize, accepts his/her Prize as offered (as a winner or Travelling Companion, as the case may be), and releases the Contest Sponsors from any and all liability of any kind arising out of the his/her participation in this Contest and receipt and use of his/her Prize (as a winner or Travelling Companion, as the case may be).
10. **TAMPERING:** Any attempt by any entrant to obtain more than the stated maximum number of entries by using multiple/different names, email addresses, identities, registrations, logins, robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) or any other methods will void that person's entries and eligibility to win a Grand Prize and that participant will be disqualified from the Contest and, at the sole discretion of the Contest Sponsors, any of the Contest Sponsors' other promotions. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules will be disqualified. The Contest Sponsors do not assume any responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions, incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors related to this Contest. Entry materials or data that have been tampered with or altered are void. The Contest Sponsors reserve the right, in their sole discretion, to disqualify any individual they find

to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site 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 Sponsors reserves their right to seek remedies and damages to the fullest extent of the law. The Contest Sponsors assume no responsibility for failure of the internet or any Contest website during the Contest, for any problems or technical malfunction of any telephone network or lines, computer line or network systems, servers, access providers, computer equipment, software, failure of any email 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 using, accessing, playing or downloading any material in relation to the Contest.

11. **TERMINATION/MODIFICATION:** If for any reason, in the opinion of the Contest Sponsors, in their sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsors reserve the right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from among all eligible entries received up until the time of cancelation, termination, modification, amendment, extension or suspension. Contest Sponsors reserve the right to modify these Contest rules without materially affecting the terms and conditions hereof.
12. **CONSTRUCTION:** Contest is subject to all applicable federal, provincial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest rules, or the rights and obligations of entrants and the Contest Sponsors in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to its conflict of law rules and provisions. All entrants consent to the jurisdiction and venue of the Province of Ontario. All entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario.

In the event of any discrepancy or inconsistency between the terms and conditions of these Contest rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of these Contest rules shall prevail, govern and control.

13. **PRIVACY:**
  - A) **COLLECTION AND USE OF PERSONAL INFORMATION:** By entering this Contest each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsors for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsors will not sell or transmit this information to third parties except for the purposes of administering this Contest. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Bell Media Inc.'s Privacy Policy, which is available at [bellmedia.ca/about/Media\\_Privacy.page](http://bellmedia.ca/about/Media_Privacy.page). Any inquiry concerning the personal information held by BMI should be addressed to Bell Media Inc. at 299 Queen St. W., Toronto, ON, M5V 2Z5.

B) RECEIVE UPDATES FROM U BY KOTEX®: If an entrant so elects via the opt-in check-box in the Contest entry form, his/her personal information will be provided to U by Kotex® in order for the consenting entrant to receive the latest U by Kotex® deals and product news, in accordance with the U by Kotex® Privacy Policy which is available at <https://www.ubykotex.com/en-us/privacy>.

14. **COPYRIGHT:** All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsors and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

**Short Form Rules for us in all promo spots/ads for the MTV + U BY KOTEX® “SAVE THE UNDIES”  
CONTEST BEFORE MARCH 28:**

No purchase necessary. For full contest rules and to enter, visit [www.mtv.ca/savetheundies](http://www.mtv.ca/savetheundies). Contest starts at 10:00 a.m. ET on Feb 8, 2016 and closes on May 8, 2016 at 11:59:59 p.m. ET. **MTV AWARDS GRAND PRIZE ENTRY DEADLINE IS 11:59 P.M. ET ON MAR 27, 2016.** Open to legal residents of Canada (excluding Quebec) who are of the age of the majority. 1 MTV Awards Grand Prize trip for 2 to the 2016 MTV Awards in LA (approx. retail value\$7,000 CAD), 1 Secondary Prize (\$500 lingerie store gift card), and 13 Weekly Prizes (each a \$100 drug mart gift card and gift basket (approx. retail value CAD\$50)) available. Odds of winning a prize will depend on the total number of eligible entries received during the entry period applicable to the prize. Skill-testing question required.

**Short Form Rules for us in all promo spots/ads for the MTV + U BY KOTEX® “SAVE THE UNDIES”  
CONTEST ON AND AFTER MARCH 28:**

No purchase necessary. For full contest rules and to enter, visit [www.mtv.ca/savetheundies](http://www.mtv.ca/savetheundies). Contest starts at 10:00 a.m. ET on Feb 8, 2016 and closes on May 8, 2016 at 11:59:59 p.m. ET. Open to legal residents of Canada (excluding Quebec) who are of the age of the majority. 1 Secondary Prize (\$500 lingerie store gift card), and 13 Weekly Prizes (each a \$100 drug mart gift card and gift basket (approx. retail value CAD\$50)) available. Odds of winning a prize will depend on the total number of eligible entries received during the entry period applicable to the prize. Skill-testing question required.