

‘PEI STAYCATION’ OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR TO WIN. VOID WHERE PROHIBITED. PARTICIPATION IN THE PROMOTION CONSTITUTES YOUR AGREEMENT TO BE BOUND BY THE OFFICIAL RULES & CONDITIONS CONTAINED HEREIN (“RULES”).

Individuals who participate in the ‘PEI Staycation’ contest (the “Contest”) are referred to herein as “Entrants.” The owner and facilitator of the Contest is Maritime Electric Company, Limited, referred to herein as the “Sponsor” or “Contest Administrator”. The Sponsor has partnered with a third party digital services company to manage various aspects of the Contest, and this third party will be referred to as the “Contest Administrator”.

1) ELIGIBILITY:

Prizes are open to individuals who are at least eighteen (18) years of age on the entry date, who are legal residents of Prince Edward Island (PEI), Canada, and are Maritime Electric year-round residential customers. Employees of the Sponsor, individuals living in their households, and their immediate family members (spouses, domestic partners, parents, legal guardians, grandparents, grandchildren, siblings, children and “step” of each), are not eligible to enter or win. Entrants also agree that this Contest, and all applicable written/verbal communication, will be provided in the English language only.

2) CONTEST PERIOD:

The Contest shall begin on October 1, 2018 at 12:00:00 a.m. Atlantic Standard Time (AST) and entries will not be accepted after October 26, 2018 at 11:59:59 p.m. AST (known as the “Contest Duration”). All claims to Prizes must be received by the Sponsor on or before 5:00 p.m. AST on December 28, 2018.

3) HOW TO ENTER:

Entrants may enter the Contest through three (3) entry methods: Method 1) Via the online Contest form; Method 2) Via calling the Sponsor’s provided phone number and entering through direct communication with the Sponsor’s Customer Service Representative; Method 3) Via mailing a ballot to the Sponsor’s mailing address set forth below.

- Method 1) **VIA ONLINE CONTEST FORM** The online Contest entry web page can be accessed via the following URL link: www.maritimeelectric.com, which can be accessed via entering this URL into an Entrant’s web browser, and by clicking on the digital banner promoting the Contest (located at the top of the Sponsor’s desktop and tablet-formatted site), or by clicking on the Contest’s mobile navigational link/button (located within the navigational menu and landing page on the Sponsor’s mobile-formatted site). The Contest entry component of the web page will be accessible only during the Contest Duration as stated within these Rules.

To participate in the Contest online, Entrants are to scroll their browser to the entry section of the web page, and provide the following information as indicated within the Contest fields:

- Entrant’s first name (no nicknames accepted);
- Entrant’s surname;
- Entrant’s address (residential address recommended);
- Entrant’s email address and phone number (to be used by Sponsor to contact Contest winner(s));
- Checking the box within the entry form which confirms that the Entrant has read the Rules and agrees to all terms and conditions listed.

All the above fields are required to be completed in order to be officially entered into the Contest; and official entry will occur when the Entrant clicks the button entitled 'submit' as positioned at the bottom of the entry form.

- Method 2) VIA SPONSOR'S CUSTOMER SERVICE REPRESENTATIVE

Entrants may call 1-800-670-1012 between 8 a.m. and 5 p.m. Monday to Friday and follow the itemized prompts until reaching a Sponsor's Customer Service Representative. Entrants must verbally advise the Sponsor's Customer Service Representative that they wish to take part in the Contest via that specific phone conversation. At that time, the Sponsor's Customer Service Representative will obtain from the Entrant the itemized information required for entering online, as outlined in Method (1), above.

Since the Entrant may not have read or have access to the full list of Rules, the Sponsor's Customer Service Representative will review an abbreviated outline of the Rules (or, at the Entrant's option, the full list of Rules), which the Entrant must verbally acknowledge that he or she understands, and that he or she agrees to accept all the conditions that fall within the full list of Rules. The Entrant will also be provided information on how to access the full list of Rules.

- Method 3) MAIL-IN BALLOT

Entrants may collect a mail-in ballot from a Sponsor's Customer Service Representative at the Sponsor's main office location (180 Kent St, Charlottetown, PE), or phone and speak with a Sponsor's Customer Service Representative and request that a mail-in ballot be mailed to the Entrant between October 1 and October 26, 2018. It is understood that this supplied mail-in ballot will be provided to the Entrant without pre-paid postage for the ballot to be returned to the Sponsor. Any entry submitted via a fax machine does not qualify for this Contest. It is also at the Entrant's own risk to submit a mail-in ballot towards the end of the Contest Duration due to the time it will take for Canada Post to have the ballot reach the Sponsor. All entries must be received by the Sponsor within the Contest Duration.

4) ALL CONTEST PRIZING ENTRY METHODS:

There is no limit of entries per day or per method of entry. However, the Sponsor and Contest Administrator reserve the right to remove all of an Entrant's entries if it felt that the Entrant may be using robotic, automatic, or programmed forms of entry.

5) PRIZES:

The Contest has three (3) prizes, referred to herein as 'Prizes', available to be won during the Contest Duration. Any unclaimed Prizes will remain the property of Sponsor.

Each Prize includes a PEI vacation planned by a third-party travel agent valued at four thousand dollars (\$4,000) Canadian, including the Harmonized Sales Tax (HST). The value of all Prizes is based on retailer prices, with the retailer and its pricing also being at the discretion of the Sponsor. Based on the values as assigned by a retailer, the actual Prize that equates the \$4,000 including tax value may vary.

The total value of each Prize must be allocated to PEI retailers and service providers as follows:

- Accommodation: approximately \$2,500
- Entertainment and attractions: approximately \$400
- Food: approximately \$1,000
- Gas: approximately \$100

All retailers must be registered business located in PEI. No part of the Prize can include alcohol, tobacco, cannabis or other drugs, gambling, or any form of illegal activity. The total value of the prize must be

used within one explicit, uninterrupted, agreed-upon timeframe between January 1, 2019 and December 31, 2019.

6) CONTEST SCHEDULE, WINNER SELECTION AND WINNER NOTIFICATION:

All Prizes will be randomly selected from any one of the previously stated entry methods. During prize draw dates (as outlined below), the Contest Administrator will combine all entries (including mail-in and phone call entries) and then export as a XLS file, with each individual XLS cell being assigned to an individual Entrant. From this file, a singular XLS cell number (using a random online number-generating platform) will be selected, and the Entrant assigned to that XLS cell will be initially tagged as the winner until the Sponsor internally determines that the name(s) meet all eligibility requirements.

6A) DRAW DATE

Three (3) Prize winners will be randomly selected from all eligible entries received during the Contest Duration (as previously stated) on October 29, 2018.

6B) WINNER NOTIFICATION

Potential Prize winners will be notified by the Sponsor approximately one (1) to two (2) days following the applicable drawing that he/she is the potential winner of a Prize, via the email or phone number the Entrant supplied in the entry method. In order to be declared the winner of a Prize, each selected Entrant will be required to correctly answer, unaided, a time-limited, mathematical skill-testing question by phone at a predetermined mutually convenient time. The Sponsor will communicate to each potential winner as to how the winner will receive his or her Prize, to be determined directly with Sponsor with the understanding that all Prizes will be awarded within one (1) year of the draw date.

If any potential Prize winners do not respond to the Sponsor's Prize notifications within seven (7) days of the Sponsor calling, emailing or leaving a voicemail message for the potential winner, the Sponsor will declare the potential winner(s) to be disqualified from the Contest and to be ineligible to receive the Prize(s) in the Contest for which he/she was eligible, and the disqualified potential Prize winner(s) then will have no claim against the Sponsor or the Contest Administrator in respect of the Contest or the Prize which he/she might otherwise have won. Final date to claim ownership of any drawn Prize to be permitted until 11:59 p.m. AST on December 28, 2018. In event of unclaimed prizes or ineligible winners, alternate Prize winners may be selected by the Contest Administrator or Sponsor from eligible entries until all remaining Prizes are claimed.

7) PRIZE INFORMATION / ODDS OF WINNING:

Limit one (1) Prize per person during the Contest Duration, i.e. once an eligible Entrant has won a Prize in one of the Draws, as outline above, the Entrant will not be eligible to win another prize during the Contest Duration.

Odds of winning a Prize will depend on the number of eligible entries received in the Contest prior to the end of the applicable Contest Duration, via the entry methods outlined above.

8) ADDITIONAL PRIZE RESTRICTIONS/CONDITIONS:

(a) Prize transfers are not allowed, except with the express consent of the Sponsor (which may be withheld for any reason). Prizes must be accepted as awarded as-is and no substitutions, exchange, or conversion to cash will be made.

(b) Subject to the provisions of these Rules, only the number of Prizes described above will be available to be awarded in this Contest and in no event shall more than that number of Prizes be awarded. Any

refusal by a Prize winner to accept a Prize, as awarded and in its entirety, hereby releases and forever discharges the Sponsor and the Contest Administrator from all obligations to the Prize winner, related to the Prize, including delivery of same and the Prize will not be awarded in the Contest.

c) By participating in the Contest, each potential winner releases and agrees to indemnify and hold harmless the Sponsor, the Contest Administrator, the third-party Travel Agency, all PEI businesses involved in the Prizes, plus parent companies, and each of those entities' respective parent companies, subsidiaries, affiliates, franchisees, successors, independent contractors, and all of those entities' respective directors, officers, employees, representatives and agents from and against any and all liability for any and all costs, injuries, losses or damages of any kind, including, without limitation, death and injury and property loss or damage, due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related activity, or due or related to the acceptance, receipt, use or misuse of the whole or any part of any Prize or Prize-related activity (including any activity related thereto), or the use by the Sponsor or its designees of any entry or component thereof. The potential winners waive the right to assert as a cost of winning the Prize any and all costs of verification and redemption or travel to redeem said Prize, and any claim respecting liability and publicity which might arise from redeeming or seeking to redeem that Prize. **WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, ON THE PART OF THE SPONSOR, AND THE SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.**

(d) By participating in the Contest, each potential winner, for good and valuable consideration, receipt of which is by them acknowledged by their participation, agrees to the use (but not the obligation to use) by the Sponsor of his/her name, photograph, voice, and image, along with (or without) his/her address (town/city and Province) and to the use (but not the obligation to use) by the Sponsor of any statements made by or attributed to him/her in or in connection with the Contest, or the Prize, or both, in any and all media (including, without limitation, print, broadcast and Internet) now known or hereafter devised, worldwide, in perpetuity, in any language and throughout the universe for advertising, promotional, publicity or any other purposes as determined by the Sponsor, in its sole discretion, in connection with the Contest and in other promotions conducted by the Sponsor, or its parent, subsidiaries or affiliates, without further compensation, notice, approval or authorization, and hereby releases the Sponsor and its parent company, subsidiaries, affiliates, franchisees, successors, assigns, local corporate and non-corporate advertising cooperatives, advertising, promotion and public relations agencies (i.e. Contest Administrator), service agencies and independent contractors, and all of those entities' respective directors, officers, employees, representatives and agents, from any claims or liability arising out of or with respect to such use, if any.

9. GENERAL CONDITIONS:

(a) All decisions of the Sponsor and the Contest Administrator concerning any matter involved in the Contest are final and binding in all respects, and all persons who enter the Contest agree to abide by all of the instructions and decisions of Sponsor and the Contest Administrator. In the event of any dispute regarding the interpretation of any provision of these Rules, the decision or interpretation of the Sponsor in that regard shall be final and binding upon all persons who enter the Contest.

(b) All entries recorded are subject to verification by the Contest Administrator as being authentic. Any entry or Declaration and Release (if required), which, for any reason, is incomplete, altered, or contains

false or misleading information is invalid and the person who submits such entry or document will be disqualified for the applicable Prize in the Contest.

(c) Participation in the Contest is subject to the Sponsor's Privacy Policy and to the Terms of Use. IF YOU DO NOT AGREE TO THE PRIVACY POLICY AND TERMS OF USE, DO NOT ENTER THE CONTEST, PROVIDE ANY INFORMATION ON THE WEBSITE(S) OR OTHERWISE USE THE WEBSITE(S) AS IT RELATES TO THE CONTEST.

(d) Neither the Sponsor nor the Contest Administrator are responsible for lost, late, incomplete, illegible, damaged, inaccurate, stolen, delayed, misdirected, mislabeled, failed or undelivered entries; or for lost, interrupted, failed, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, telephone or cable transmissions, lines or other connections, or Canada Post delivery method; or hardware or software malfunctions on computers or other electronic devices, or other technical failures or difficulties; or for transactions processed late or incorrectly due to computer or electronic malfunction; lost Prizes due to issues with Prize redemption arrangements; for the failure, interruption or delay of any entry or e-mail or mail or courier delivery or other communication to be received, delivered or sent in connection with the Contest, for the security or privacy of information transmitted via computer/electronic device networks; or for any breaches of privacy due to interference by third party computer "hackers", or other errors, difficulties, interventions, malfunctions, incompatibility, misconnection or miscommunication of any kind, whether human, virus, bug, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, or in any Contest-related materials.

10. GOVERNING LAW:

All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of the Entrant, potential winner or the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the Province of Prince Edward Island and the laws of Canada applicable therein. All eligible persons, the Sponsor, the Contest Administrator, and all other parties hereby attorn to the jurisdiction of the courts of the Province of Prince Edward Island, sitting in the City of Charlottetown, Prince Edward Island, Canada, in respect of the determination of any matter or dispute arising under or in respect of the Contest or these Rules and agree that any such determination shall be brought solely and exclusively before such courts in the Province of Prince Edward Island, Canada.

11. DISQUALIFICATION/FORCE MAJEURE:

It is the Entrant's responsibility to ensure that he/she has complied with the conditions contained in these Rules. The Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or interfering with the operation of the Contest, or with the enforcement or functioning of these Rules; to be acting in violation of these Rules; or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt, undermine or corrupt the fair and proper administration, security or legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law, which may include banning or disqualifying persons from entering the Contest and any future contests conducted by the Sponsor. A potential winner may be required to provide the Sponsor and/or the Contest Administrator with proof that the potential winner is the person identified within the Entrant entry method. No illegible, incomplete, forged, software generated or other automated entries will be accepted. Entries made by any other individual or any entity, and/or originating at any other mechanism, including but not limited to commercial contest subscription

notification and/or entering services, will be declared invalid and disqualified for this Contest. Subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or cancel, modify, amend, suspend or reinstate the Contest in any way, with no obligation or liability, subject to applicable law, if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions, viruses, bugs or any other cause or any nature which is beyond the reasonable control of the Sponsor have destroyed, severely undermined, or adversely affected the security, integrity, feasibility and/or proper administration of the Contest. In the event the Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, or any federal, provincial or local government law, order, or order of any court or jurisdiction, then the Sponsor shall have the right to modify, amend, extend, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, the Sponsor will select winners in a random drawing from all eligible, non-suspect entries received in the Contest as of the date of the event giving rise to the termination. The Sponsor will have no liability whatsoever if, for any reason, the Contest is not capable of running as planned or for any loss or damage incurred by any person as a result of participation in the Contest or related to or resulting from any material related to this Contest, or any other matter, occurrence, act or omission arising in respect of the Contest.

12. ENTRANT'S PERSONAL INFORMATION:

By entering the Contest, Entrants consent to the collection, use and disclosure of their personal information for the purposes set out herein. Entrants also consent to the Sponsor, the Contest Administrator and their respective designees using their personal information for the following purposes: (i) to contact Contest Entrants, (ii) for data analysis, (iii) for internal reporting, and (iv) for general purposes in association with the Contest. The Sponsor will treat all personal information provided to it under the Contest as confidential information and will act in accordance with privacy laws. For more information, see Sponsor's Privacy Policy/Terms.

13: CONTACT INFORMATION:

For additional clarity on any aspect of these Rules, please call 1-800-670-1012 between 8 a.m. and 5 p.m. Monday to Friday to speak to a Sponsor's Customer Service Representative.

