

OFFICIAL RULES - Beautyrest® Mattress Giveaway Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. THE PURCHASE OF ANY GOOD OR SERVICE WILL NOT INCREASE YOUR CHANCES OF WINNING.

THESE OFFICIAL RULES ("RULES") ARE A LEGALLY BINDING AGREEMENT BY AND BETWEEN YOU AND SPONSOR AND GOVERN YOUR ENTRY IN THE SWEEPSTAKES.

- **SPONSOR:** The sponsor of this sweepstakes ("Sweepstakes") is BEAUTYREST CANADA, a division of SSH Bedding Canada Co. 2550 Meadowvale Blvd. Unit #1 Mississauga, ON L5N 8C2 the maker of Beautyrest mattresses. ("Sponsor").
- **SWEEPSTAKES ENTRY PERIOD:** The Sweepstakes entry period begins on December 20, 2018 at 5:00pm Eastern Standard Time and ends on March 31, 2019 at 11:59 PM Eastern Standard Time ("Promotion Period"). At the end of the Promotion Period, there will be four (4) random draws for four (4) grand prizes as set forth in these Rules, with one winner selected for each prize.
- **ELIGIBILITY:** The Sweepstakes is open to legal residents of Canada (excluding Quebec) who are 18 years or older at the start of the Promotion Period. Void where prohibited. Current or former employees of Sponsor or its suppliers, representatives, and agents, their immediate families, and/or members of their households, are not eligible to enter.
- **HOW TO ENTER:** Participants must complete the contest entry form at www.beautyrest.ca. Limit one (1) entry per household. Do not create multiple accounts in order to enter multiple times. If, in the opinion and sole and absolute discretion of Sponsor, an entry violates any law or infringes upon the rights of any third party, is inaccurate, illegible, incomplete or irregular in any way, disparages Sponsor, its products, or any third party, contains any type of inappropriate language, or otherwise does not comply with these Rules, Sponsor may disqualify the entry. The Sponsor reserves the right to, and at its sole discretion may, reject any entry for failure to comply with these entry requirements.
- **SWEEPSTAKES DRAWING PERIOD:** Four (4) potential winners will be selected by random draw after the contest period from among all eligible entries received in the corresponding Drawing Period noted below. Each of these entrants will be deemed a potential winner pending verification of eligibility and compliance with these Rules; the winner has three (3) business days to respond with verification of eligibility.
- **Contest Start, End and Draw Dates:**
 - Start Date (at 5:00pm ET):** December 20, 2018
 - Draw #1 (at 12:00pm ET):** January 10, 2019
 - Draw #2 (at 12:00pm ET):** February 5, 2019
 - Draw #3 (at 12:00pm ET):** March 5, 2019
 - End Date (at 11:59pm ET):** March 31, 2019
 - Final Draw (at 12:00pm ET):** April 1, 2019
- **PRIZES, APPROXIMATE RETAIL VALUE, AND ODDS OF WINNING:**

Four (4) Grand Prizes consisting of one (1) Beautyrest® Mattress (queen size). The mattress type is dependent on the availability of product and will be determined upon draw. The approximate retail value of the Grand Prize ranges between \$400-\$3,499CAD.

One Grand Prize will be awarded during each Drawing Period, for a total of four (4) prizes.

Delivery of the mattresses will be at cost of the supplier, and at no charge to the winner.

The odds of winning a Grand Prize depend on the number of eligible entries received during each Drawing Period.

- **GENERAL PRIZE CONDITIONS:** Limit one (1) prize per household during the entire Promotion Period. The right to receive a prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will not be allowed, except by Sponsor who reserves the right to substitute a prize of equal or greater value in case of unavailability of a prize or force majeure. All other costs and expenses not expressly set forth herein shall be solely the winner's responsibility.
- **WINNER NOTIFICATION:** The Sponsor will notify the winner by emailing the winner up to five (5) working days after the Notification Date identified above. In order to win a Grand Prize each potential winner will be required to correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid, and sign a Declaration and Release Form confirming compliance with the Contest Rules and acceptance of the Grand Prize as awarded. The Grand Prize will be forfeited if the potential winner cannot be reached within three (3) business days of the first attempt to contact; the potential winner cannot accept or receive the Grand Prize for any reason; the potential winner fails to timely respond to the notification; or the potential winner has violated the Rules. Unclaimed Grand Prizes may not be awarded. If a potential winner does not meet the eligibility requirements and/or is ineligible for any other reason, he/she may be disqualified and an alternate winner selected. The selection of the winners is final and binding in all respects.
- **WARRANTIES AND CONSENTS:** By entering this Sweepstakes and/or accepting a prize, and in consideration thereof, all entrants and winners: (1) agree to be bound by these Rules; (2) agree to release, indemnify, and hold harmless Sponsor, Facebook, Twitter, Instagram and their affiliates and each of their respective officers, directors, employees and agents from any and all liability for any claim, loss, harm, damages, regulatory action, costs or expenses (including without limitation property damages, personal injury and/or death) arising out of participating in this Sweepstakes, the acceptance, possession, use or misuse of a prize, or claims based on publicity rights, defamation or invasion of privacy, copyright infringement, trademark infringement or infringement of any other intellectual property right; (3) consent to the use by Sponsor of their names, voices, photographs, likenesses and/or biographical information, testimonials, entry posts, and/or prize information for advertising, marketing, promotional and/or any other commercial purposes in connection with the Sweepstakes in any medium (whether now or hereafter known) throughout the world in perpetuity without further notice, additional permission or compensation unless prohibited by law; (4) agree to participate in any and all publicity and promotional activities (except where prohibited) in connection with this Sweepstakes as reasonably designated by Sponsor; (5) agree that Sponsor reserves the right to cancel, terminate, modify, or suspend the Sweepstakes, reject any entry, or make any revision to the Rules as it deems necessary; and (6) agree to be bound by the interpretations of these Rules and decisions of the Sponsor which are final in all matters relating to the Sweepstakes. Winners may be required to complete and return an Affidavit of Eligibility/Liability Release and Publicity Release.
- **GENERAL RULES:** The Sweepstakes is void where prohibited by law. The information provided will only be used as described in these Rules. The information provided in connection with the Sweepstakes may be used for Sponsor's internal purposes and to send information to entrants about Sponsor's products and special promotions but will not be provided to third parties, except as necessary for the administration of the Sweepstakes or as required by law or legal process. By entering, each entrant acknowledges that Sponsor has the right at all times to disclose information (including the identity of the entrant) as necessary to satisfy any law, regulation or valid governmental request. Additional information about Sponsor's privacy policy is available at <http://www.beautyrest.ca/privacy-and-terms-of-service/>.
- Any dispute relating to the Sweepstakes (including, without limitation, a dispute as to whether an entrant has complied with all of these Rules) shall be resolved by the Sponsor, in its sole and absolute discretion, and the decision of the Sponsor shall be final and binding.

If for any reason this Sweepstakes is not capable of running as planned due to an infection by a computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor, which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by the Sponsor due to technical problems, human error or traffic congestion on the Internet or at any web site, or any combination thereof, including any injury or damage to any entrant's or any other person's computer relating to or resulting from participating in this Sweepstakes or downloading any materials in this Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND, SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity or eligibility of any entry, the entry will be declared made by the authorized account holder of the email address or social media account used to submit the entry at time of entry.