

OFFICIAL CONTEST RULES AND TERMS & CONDITIONS FOR THE “KENO GAMES CONTEST” FROM THE ATLANTIC LOTTERY CORPORATION

The “KENO GAMES CONTEST” is sponsored by Atlantic Lottery Corporation (“ALC”) and provides alc.ca players with a chance to win one (1) of three (3) cash prizes of \$5,000.

From November 1st to November 13th, 2024, every \$10 wagered on select games, on alc.ca and/or the Atlantic Lottery app, on each day of the contest (see eligible games below) will earn the player one (1) automatic entry into the contest. To earn entries, players must have a valid, active and funded alc.ca account, be nineteen (19) years or older and be a resident of Nova Scotia, New Brunswick or Newfoundland and Labrador.

Note: Casino games are not offered in Prince Edward Island and residents of Prince Edward Island are not eligible to enter the Contest.

CONTEST PERIOD

The “KENO GAMES CONTEST” will take place from November 1st, 2024, at 00:00:00 AT to November 13th, 2024, at 23:59:59 AT (Contest Period).

HOW TO PARTICIPATE

During the Contest Period, every \$10 wagered on select games, on alc.ca and/or the Atlantic Lottery app, on each day of the contest (see eligible games) will earn the player one (1) automatic entry into the draw for a chance to win. Players can earn a maximum of one hundred (100) entries per day during the contest period.

Potential winners will have seven (7) days to provide their information once an ALC representative has contacted them via email. No purchase is necessary to enter this contest. See below for more details.

ELIGIBLE GAMES

The following Casino games on alc.ca and/or the Atlantic Lottery app can be played to earn entries into the contest:

- Lucky Stars Keno
- Lucky Bonus Draw Keno
- Keno Multiplay
- Coin Collector Keno
- Buy a Ball Keno

**Casino games are not available in Prince Edward Island.*

RANDOM DRAW AND ODDS

During the contest period, participants have a chance to win one (1) of three (3) cash prizes of \$5,000.

The odds of winning the prize will depend upon the total number of eligible entries received during the Contest Period. All draws adhere to the draw procedures established for the draw by Atlantic Lottery.

On Friday November 15, 2024 (or as soon as possible thereafter) a random draw will be conducted for the contest from all eligible entries received during the contest period (November 1st at 00:00:00AM AT to November 13th at 23:59:59PM AT.)

If the potential winner has not contacted ALC within seven (7) days of being contacted, ALC shall have the right to disqualify the potential winner and draw an alternate winner for the same prize. ALC shall be fully and completely released and discharged from any liability or responsibility in this regard.

Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of 19, they will be disqualified and an alternate winner for the same prize will be drawn.

Prize package is non-transferable.

An entrant can win only one (1) prize.

ELIGIBILITY

This contest is open to residents of New Brunswick, Newfoundland and Labrador and Nova Scotia**;
who are nineteen (19) years of age or older, with the exception of employees of ALC or any immediate family of the aforementioned. 'Immediate Family' means the spouse, sibling, parent and/or child of an employee referred to above who resides with that employee.

Please note: Any individual who has falsified their registration information will be ineligible to receive their prize upon winning.

By wagering \$10 on the Eligible Games during the Contest Period as per these official rules, players consent to entering the contest. If a player does not wish to enter the contest, they can choose not to wager \$10 on the Eligible Games during the Contest Period.

No purchase is necessary to enter. Eligible entrants can obtain a no purchase entry ("No Purchase Entry") by sending a request in writing, including: (a) the entrant's first and last name, and valid email address associated to the entrant's alc.ca account; (b) a 200-word unique essay describing why they would want to win a prize by mailing the request (in an envelope with sufficient Canadian postage) to: Atlantic Lottery Corporation – KENO GAMES CONTEST, P.O. Box 5500, 922 Main St., Moncton, N.B. E1C 0C6 (collectively, a "No Purchase Entry Request"). Limit of one (1) No Purchase Code Entry Request per envelope with sufficient postage (maximum of one (1) No Purchase Entry will be entered into the draw per No Purchase Entry Request). Unique essays that are photocopied or otherwise produced or reproduced by mechanical or electronic means and/or that are not reasonable, unique, and original are void. No Purchase Entry Requests must be received by ALC no later than November 14th at 4pm AT. ALC is not responsible for

delayed or no delivery of any No Purchase Entry Request. Players can earn a maximum of one hundred (100) No Purchase Entries per day during the Contest Period. Players must have an active alc.ca member account created prior to sending the request.

***Please Note: Casino games are not offered in Prince Edward Island and residents of Prince Edward Island are not eligible to enter the Contest.*

DELIVERY OF PRIZES

ALC will attempt to contact the potential winner within one (1) business day after the draw (or as soon as possible thereafter). If ALC is not able to contact the potential winner after seven (7) days after the initial attempt, ALC shall have the right to disqualify the potential winner, and the entry drawn immediately after the disqualified entry for the prize will be eligible to win the prize that otherwise would have been awarded for the previously selected entry.

Government issued photo identification must be provided for proof of identification and age. If the winner is under the age of nineteen (19), they will be disqualified, and the next potential winner will be contacted. Winners will be notified by phone or email.

Winner must provide the completed release form issued by ALC, proof of identification and payment option form in person or via scanner or fax machine within seven (7) days of being contacted; failure to do this will result in the winner waiving his/her right to the prize. The release form and prize form must be completed before any prize is issued by ALC.

PRIVACY

ALC is committed to respecting your right to privacy, for more information on our privacy policy, please visit www.alc.ca.

GENERAL RULES

1. In order to be declared a winner, the player whose entry is selected will be required to correctly answer, unaided, a mathematical skill-testing question.
2. The chance of winning is dependent on the total number of eligible entries received during the Contest Period.
3. Members who have registered through fraudulent means or have provided false or misleading information will be disqualified. ALC will not be responsible for failed entry attempts for any reason whatsoever.
4. By entering this contest, players agree to release and hold harmless ALC and retailers of ALC (collectively "Released Parties"), and the shareholders, directors, officers, employees and agents of the Released Parties from any claim, loss, expense or other liability arising from participation in this contest or the awarding, acceptance or use of any prize awarded under the contest.
5. Decisions of ALC with respect to this contest are final on all matters of fact, interpretation, eligibility and procedure.

6. ALC has the right, at its sole discretion, to make prize substitutions of equivalent kind and value in the event of unavailability of any specified prize for reasons beyond ALC's control. Unclaimed prizes will not be awarded.
7. Except as otherwise specified in these contest rules, winners must accept prizes as awarded.
8. By entering this contest, winners agree to allow ALC and its agents to publish, and/or broadcast their name, likeness, addresses, voices, statements and submitted photographs without compensation other than the prize awarded.
9. All entries become the property of ALC, who assumes no responsibility for garbled, illegible, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No contest entries will be entered into except with entries selected as potential winners. Requests for official contest rules and regulations or names of prize winner(s) can be mailed to: Atlantic Lottery Corporation, PO Box 5500, 922 Main St., Moncton, NB, E1C 8W6 (for which a self-addressed, postage paid envelope must be included). ALC does/do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. If for any reason, in the opinion of ALC, in its/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 its/their control, ALC reserves its/their right to cancel, terminate, modify, amend or suspend the contest including canceling any method of entry, and select a winner from previously received eligible entries. ALC reserves the right to modify the official rules and regulations of this contest without materially affecting the terms and conditions hereof. ALC reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the contest or to be acting in violation of these official rules and regulations or otherwise in a disruptive manner.
10. This contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by ALC for the purposes of implementing, administering and fulfilling this contest. ALC will not sell or transmit this information to third parties except for the purposes of administering this contest. ALC is committed to ensuring the privacy of its players and taking all of the necessary precautions to ensure player information is safeguarded. In all cases, information is retained in secure facilities and protected from unauthorized access. ALC will only use or disclose player information for the specific purposes for which it was collected, unless required by law, and will only retain the information long enough to fulfill these purposes, after which time it will be securely destroyed.
11. ALC is not responsible for commencing, continuing or completing the "KENO GAMES CONTEST" or awarding the prize in the event of circumstances beyond the control of ALC.
12. All draws will adhere to the draw procedures established for the draw by ALC.
13. These official rules govern the contest and must be followed. In the event of any discrepancy between these official rules and any other material, these rules prevail to the extent of the inconsistency.
14. ALC reserves the right to cancel this contest, in whole or in part, or to delay the contest for any reason whatsoever and without prior notice, including in cases of fortuitous events or *force majeure*.

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