

**CONTINENTAL TIRE 7 WEEKS OF VIKING CONTACT 7 SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

1. SWEEPSTAKES PERIOD: The Continental Tire 7 Weeks of Viking Contact 7 Sweepstakes (the "Sweepstakes") begins at 7:00:01 am Eastern Time ("ET") on October 5, 2020 and ends at 6:59:59 pm ET on November 20, 2020 ("Sweepstakes Period").

2. ELIGIBILITY: The Sweepstakes is open only to residents of Canada, who as of October 5, 2020 have internet access and have reached the age of majority in their province/territory of residence. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses, regardless of where they reside), their respective household members and those with whom they are domiciled, whether or not related, of Continental Tire Canada, Inc. ("Sponsor") are not eligible to enter or win.

3. HOW TO ENTER: Limit one (1) entry per person per Daily Sweepstakes Period (see Rule 6 below). Two steps to enter: each week during the Daily Sweepstakes Period **(1)** either **(a)** visit <https://www.facebook.com/ContinentalTireCanada> and "Like" the Continental Tire Canada Facebook Page or **(b)** visit <https://www.instagram.com/conticanada/> and "Follow" the Continental Tire Canada, **and (2)** in the comment section of any Sponsor Sweepstakes post made during a Daily Sweepstakes Period, provide the correct answer to the trivia question posed and include the hashtags #Sweepstakes and #VC7 within the comment. Entrants must set their Facebook or Instagram account (as applicable) to permit public viewing in order for their Sweepstakes entries to be received by the Sponsor.

To be eligible to enter and win a Prize in the Sweepstakes, any comment submitted must provide the correct answer (as determined by the Sponsor in its sole discretion) to the applicable Daily Sweepstakes Period question posed in Sponsor's Sweepstakes post, comply with all applicable Facebook and Instagram Terms and Policies, copies of which are available at facebook.com and Instagram.com., and contain the hashtags described above. In the event that, during any Daily Sweepstakes Period, no entries containing the answer or the correct answer to the Sponsor's trivia question are received, the Sponsor reserves the right to not conduct the random drawing for that Daily Sweepstakes Period and to not award the associated Prize. Entries must not infringe, misappropriate or violate any third party's rights, including, without limitation, copyright, trademark, right of publicity, right of privacy or trade secret and not contain any content that is offensive, illegal, obscene or that is otherwise objectionable to Sponsor, in its sole discretion. Entrants do not have to continue to "Like" the Continental Tire Canada Facebook Page or "follow" the Continental Tire Canada Instagram account after the random drawing is completed. Entry through multiple Facebook or Instagram accounts is prohibited. Entries must be submitted and received by the Sponsor within a Daily Sweepstakes Period in order to be eligible to win a Prize. Use of any automated system to participate is prohibited and may result in disqualification. There is no charge for entering as free Internet access is available at many public libraries.

4. PRIZES: Seven prizes will be awarded, each consisting of one (1) set of Continental Viking Contact 7 passenger or light truck tires (four (4) tires in total) ("Prize"). The total approximate retail value ("ARV") of each Prize is CAD\$300-1,800. Limit one (1) Prize per person during the Sweepstakes Period.

5. PRIZES, GENERAL: The Prizes are non-transferable and must be accepted as awarded. No cash or other substitution may be made. Each winner is solely responsible for the following in relation to the Prize awarded: (a) any and all applicable taxes, and (b) any and all applicable fees and expenses that are not specifically set forth herein as included with the Prize. Sponsor is awarding each Prize on an "AS-IS" basis without warranty, guaranty or representation of any kind express or implied, including without limitation any implied warranty of merchantability, fitness for a particular purpose and usability by each winner.

6. RANDOM DRAWINGS: On each of the dates specified below at approximately 2:00 p.m. ET at the offices of the Sponsor, 6110 Cantay Rd, Mississauga, ON L5R 3W5, one (1) Prize winner will be selected by random drawing from all eligible entries received during each Daily Sweepstakes Period. Eligible entries received during one Daily Sweepstakes Period will not carry over to the next Daily Sweepstakes Period. Each drawing will be conducted by a representative of the Sponsor, whose decisions on all matters related to the Sweepstakes shall be final and binding. A participant selected as a potential Sweepstakes winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon

fulfilling all such requirements. Each selected entrant will also be required to correctly answer, unaided, a time-limited mathematical skill-testing question posed by the Sponsor at a mutually convenient time in order to be declared a Prize winner.

Week	Daily Sweepstakes Period	Random Drawing
1	October 5, 2020: 7:00:01 am – 6:59:59 pm ET	October 6, 2020
2	October 12, 2020: 7:00:01 am – 6:59:59 pm ET	October 13, 2020
3	October 19, 2020: 7:00:01 am – 6:59:59 pm ET	October 20, 2020
4	October 26, 2020: 7:00:01 am – 6:59:59 pm ET	October 27, 2020
5	November 2, 2020: 7:00:01 am – 6:59:59 pm ET	November 3, 2020
6	November 9, 2020: 7:00:01 am – 6:59:59 pm ET	November 8, 2020
7	November 20, 2020: 7:00:01 am – 6:59:59 pm ET	November 21, 2020

7. ODDS OF WINNING: Odds of winning a Prize depend on the total number of eligible entries received during each Daily Sweepstakes Period.

8. NOTIFICATION: Each potential Sweepstakes winner will be notified (the "Notification") by a direct Facebook or Instagram message, email, or other method (at the discretion of Sponsor) within approximately seven (7) days of each above-mentioned random drawing. Within three (3) days of the send date, postmark or shipment date of the Notification, a potential winner must return as directed each of the below-listed documents (unless determined not to be applicable by the Sponsor): (a) A Waiver, Release and Indemnity Agreement, including where lawful a Publicity Release (prior to said return, to be correctly completed and executed by the potential winner); (b) shipment address for the Prize. Where lawful, all information requested of a potential winner by the Sponsor must be accurately and legibly provided. Please note that additional documents may be required at the discretion of Sponsor. Failure to comply with the requirements of this paragraph (or the return of the Prize or any Notification as non-deliverable) may result in disqualification and in the forfeiture of any right to the Prize, in which case such Prize will be awarded to an alternate eligible entrant by random drawing.

9. ENTRANT VERIFICATION: In the event of a dispute regarding which individual submitted any entry, such entry will be deemed submitted by the natural person in whose name the Facebook or Instagram account was made. Additional information and/or documentation may be requested by Sponsor to verify eligibility.

10. RELEASE: By participating in the Sweepstakes and/or accepting a Prize, each participant/winner agrees to defend, release, indemnify and hold harmless the Sponsor (and where applicable a supplier of a service or product included with the Prize), its parent, subsidiaries, affiliates, divisions, advertising and promotion agencies, and the foregoing companies' officers, directors, shareholders, members, managers, employees, representatives, agents and all others associated with the development and execution of the Sweepstakes (collectively the "Releasees") from and against any actions, claims and/or liability for injury, loss or damage of any kind (including any for the violation or infringement of any proprietary or personal right of any individual or entity, and any personal injury, death and/or property damage) resulting in whole or in part, directly or indirectly, from participation in the Sweepstakes, and/or the use, enjoyment, acceptance or possession of the Prize, and/or participation in a Prize-related activity. By participating in the

Sweepstakes and/or accepting a Prize, each participant/winner (as applicable) consents to and gives the Sponsor and its representatives, licensees, assignees, parents, subsidiaries, affiliates, divisions, advertising and promotion agencies (collectively the "Licensees"): (a) The right to photograph/video the winner (including the awarded Prize); and (b) The right in perpetuity to use, reuse, publish and display the participant's/winner's name, address, entry form information, statements, quotes, opinions, picture, portrait, likeness, voice, video, photograph(s), biographical information, Prize information, and winner-submitted entry form/photograph(s)/video/text/blog(s) (in whole or in part, as may be adapted, edited or modified, as solely determined by Licensees) for advertising, trade, publicity and promotional purposes in any media now known or hereafter discovered, worldwide, and on the World Wide Web, without review, notification or approval, all without limitation or additional consideration, unless prohibited by law. Entries will not be acknowledged or returned.

11. CONDITIONS: Participants agree that by participating in the Sweepstakes they release the Releasees from any liability in connection with: (a) Entries that are ineligible as a result of being lost, late, illegible, damaged, incomplete, stolen, or misdirected; (b) Any typographical or other human or technical errors in the offer or administration of the Sweepstakes, including but not limited to errors in advertising, these Official Rules, the selection and announcement of the winners, or the distribution/awarding of any Prize; and (c) Any omission, interruption, deletion, defect, delay, misdirection, damage, line failure, injury, technical malfunctions or traffic congestion on the Internet/telephone network, or at any website, or any combination thereof. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes. If, in the Sponsor's opinion, there is any suspected evidence of tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Sponsor reserves the right, with the consent of the Régie des alcools, des courses et des jeux, to modify or terminate the Sweepstakes in a manner deemed appropriate by the Sponsor, at the Sponsor's discretion. Failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

12. DISPUTES: You agree that: (i) you will be bound by these Official Rules and by the decisions of the Sponsor; (ii) the Sweepstakes is conducted in English (which will be given its everyday ordinary meaning); (iii) all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of you and or the Sponsor in connection with the Sweepstakes shall be governed by, and construed in accordance with, the laws of the Province of Ontario and the federal laws of Canada applicable therein; (iv) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any Prize awarded, shall be resolved exclusively by the courts of the Province of Ontario; (v) to the fullest extent permitted by law, by participating in the Sweepstakes, you agree to the personal jurisdiction of such courts and waive any right of change of venue, forum non-conveniens or like right; (vi) your recovery shall be limited to actual out-of-pocket costs incurred in participating in the Sweepstakes (if any) and waive any and all other damages (including but not limited to compensatory, punitive, consequential or incidental damages and any and all rights to have damages multiplied or otherwise increased) as well as any right to attorneys' fees. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE FINAL CLAUSE OF THE PRECEDING SENTENCE MAY NOT APPLY TO YOU.** Void where prohibited or restricted. **Quebec residents:** Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux 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.