

DUFRESNE FURNITURE & APPLIANCES

THIS OR THAT

OFFICIAL RULES AND REGULATIONS

October 6 to November 3, 2015

TO ENTER DUFRESNE FURNITURE & APPLIANCES “THIS OR THAT” contest (the “Contest”) and be eligible to win a Regular prize OR Grand Prize (described below), visit the DUFRESNE FURNITURE & APPLIANCES Facebook page located at <https://www.facebook.com/DufresneFurniture>.

1. All entries must include a response to the question in the weekly pinned post on our Facebook page. Limit of one (1) entry per individual per week. If it is discovered that you attempted to enter more than once each week during the Contest Period, all your entries will be void. In the event of a dispute, entries received online shall be deemed to be submitted by the "Authorized Account Holder" of the Facebook account at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to the Facebook account.
2. Contest starts on Tuesday, October 6, 2015 at 10 AM Central Standard Time (CST) and closes on Tuesday, November 3, 2015 at 12:00 PM CST (the “Contest Period”). The Contest Period consists of the following entry periods:
 - Grand Prize Entry Period commencing on October 6, 2015 at 10 AM Central Standard Time (CST) and ending on November 3, 2015 at 12:00 PM CST. There is one (1) Grand prize (the “Grand Prize”; no purchase necessary. Void where prohibited) with one winner drawn no later than Monday, November 9, 2015.
 - Regular Prize Entry Periods (5): October 6 – October 12, 2015, October 13– October 19, 2015, October 20 – October 26, 2015, October 27 – November 3 and 2015. There are four (4) Regular Prizes, with one (1) winner to be drawn at the close of each Regular Prize entry period.
3. The contest sponsor is TDG Furniture Inc. (hereinafter referred to as the “Contest Sponsor”).
4. To enter and to be eligible to win, the entrant must be a legal resident of Canada, and be age of majority. Employees and their parents, siblings and children, and persons domiciled with an employee of the Contest Sponsor, their respective agents, parents, affiliated or related companies, subsidiaries, divisions, prize sponsor, and promotional and advertising agencies and administrators, are ineligible to enter.

5. To be eligible to win the contest, you must comment on the pinned Facebook post and answer the question appropriately by answering which product you like better – either A or B.
6. Your entry must be submitted as per below, in adherence with the following stipulations:
 - I. Visit the Dufresne Furniture & Appliances Facebook page at <https://www.facebook.com/DufresneFurniture>. You will be taken to our Facebook page where there will be a post pinned at the top. At this point, you can enter the contest for one (1) entry by commenting on the post with an answer to the question. By commenting, you are agreeing to these Contest Rules.
 - II. You may use only one (1) Facebook account to participate in the Contest with a limit of one (1) entry per week. Any attempt by an entrant, or any other person, to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, logins, or any other methods may result in disqualification by Dufresne Furniture & Appliances, in its sole discretion.
 - III. Dufresne Furniture & Appliances reserves the right to deem ineligible, remove and exclude from the Contest, any entry that violates the Entry Rules or that Dufresne Furniture & Appliances determines, in its sole and absolute discretion, is inappropriate, unsuitable or offensive. Your right to submit an entry must not be restricted in any way. You must be able to provide legal releases for use of your entry by Dufresne Furniture & Appliances in any format and within materials related to the Contest.
 - IV. Dufresne Furniture & Appliances' right to use entries: You acknowledge that your entry may appear but is not guaranteed to appear in the contest on the Dufresne Furniture & Appliances Facebook wall and/or other electronic and print materials related to the Contest including promotional materials after it has been submitted. By submitting an entry, you irrevocably, perpetually, and without limitation, grant Dufresne Furniture & Appliances the right to use, publish, adapt, sub-license, edit, dispose of, and/or modify such entry in any way, including in commerce and in any and all media worldwide in electronic and print materials related to the Contest, and waive your rights, including moral rights, without notice or compensation, and agree that you may be required to sign a release to that effect.
 - V. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the contest, or any other methods not authorized by these Contest Rules, for example, but not limited to, creating multiple Facebook accounts, shall be deemed as tampering and may disqualify you from entering, participating, or winning the Regular Prize or Grand Prize (defined herein), and

preclude you from participating in future contests and promotions, at the sole discretion of Dufresne Furniture & Appliances. Registration Forms that contain false or incomplete information may be void. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions stated in these rules will be judged void. All entries become the property of Dufresne Furniture & Appliances upon receipt and none will be returned. Proof of transmission (screenshots or captures, etc.) does not constitute proof of receipt. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

7. Prize:

- There are four (4) Regular Prizes consisting of one (1) Two Hundred and Fifty Dollar (\$250) CDN gift certificates that can be redeemed at any of Dufresne Furniture & Appliances participating locations towards the purchase of furniture, appliances, mattresses and/or home accents. Gift certificates are to be redeemed before December 31, 2015. Regular prizes do not include delivery or installation charges. For a list of participating locations, please visit: <http://www.dufresne.ca/find-a-store>.
- There is one (1) Grand Prize consisting of one (1) Two Thousand, Five Hundred Dollar (\$2,500) CDN gift certificate that can be redeemed at any of the Dufresne Furniture & Appliances participating locations towards the purchase of furniture, appliances, and/or home accents. Gift certificate is to be redeemed before February 1, 2016. The Grand Prize does not include delivery or installation charges. For a list of participating locations, please visit: <http://www.dufresne.ca/find-a-store>.

Contest participants are only eligible to win one prize during the Contest Period.

8. Prizes must be accepted as awarded. The Prizes may not be sold or transferred and are not convertible to cash. The Contest Sponsor reserves the right to substitute the Prize in whole or in part in the event that all or any components of the Prize is unavailable. Prize winners are solely responsible for all costs not expressly described herein.
9. Prize Draws: (A) Regular Prize Draws – Five separate draws will take place with each draw being on October 13, 20, 27 & November 3, 2015 respectively at approximately 12:00 noon CST. Only one Regular Prize Draw winner will be selected per weekly drawing, selected via a random drawing from all eligible entries received during the applicable Regular Prize Entry Period at DUFRESNE FURNITURE & APPLIANCES (116 Nature Park Way, Winnipeg, MB, R3P 0X8). The first entry drawn will be eligible to win the Regular Prize. The odds of winning the Regular Prize will depend upon the total number of eligible entries received during the Regular Prize Entry Period.

(B) Grand Prize Draw – On Monday, November 9 at approximately 12:00 noon CST, the winner of the Grand Prize will be selected via a random drawing from all eligible entries received during the Contest Period at DUFRESNE FURNITURE & APPLIANCES (116 Nature Park Way, Winnipeg, MB, R3P 0X8). The first entry drawn will be eligible to win the Grand Prize. The odds of winning the Grand Prize will depend upon the total number of eligible entries received during the Contest Period. Contest participants are only eligible to win one prize during the Contest Period.

10. The Dufresne Group, acting reasonably, will attempt to contact the potential winner by email or phone within fifteen (15) business days after the draw. In the event the potential winner cannot be contacted within fifteen (15) business days after the draw, he or she will be disqualified and an alternate potential winner will be drawn. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by The Dufresne Group before being awarded a Prize. The potential winner will be required to sign and return within the time stipulated by the Contest Sponsor a full release and indemnity form stating:

- That he/she has read and understood these official rules and regulations (“Rules”)
- Grants all consents required
- Authorizes the Contest Sponsor to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize
- That the potential winner accepts the Prize as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the potential winner’s participation in this Contest and receipt and use of the Prize

In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, the Contest Sponsor shall have the right to disqualify the potential winner, and draw an alternate potential winner and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied, with the necessary amendments, until a qualified winner has been duly selected, but in any event, no later than December 1, 2015.

11. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor 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.

12. Contest is subject to all applicable federal, provincial and municipal laws and regulations. Personal information collected from entrants will be used by the Contest Sponsor for the purpose of administering this Contest and, if consent is given at the time of entry, to provide the entrants with marketing information relating to new and existing products and upcoming promotions by email. Entrants are able to opt-in with respect to receiving such marketing information online. The Contest Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in TDG Furniture Inc.'s privacy policy, which is available at <http://www.dufresne.ca/Privacy-Policy>. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to The Dufresne Group at 116 Nature Park Way, Winnipeg, MB R3P 0X8.
13. In the event of any discrepancy or inconsistency between the terms and conditions of the 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 the Contest Rules shall prevail, govern and control.
14. 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 Sponsor. 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.