

## PURA VIDA CONTEST RULES

THE PURA VIDA CONTEST (THE “**CONTEST**”) WILL BE CONDUCTED IN CANADA (EXCLUDING QUÉBEC) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “**CONTEST RULES**”).

### 1. ELIGIBILITY.

1.1 To be eligible for this Contest, an individual must:

- (a) be a legal resident of Canada (excluding the province of Québec);
- (b) be of the age of majority in their province or territory of residence or older at the time of entry; and
- (c) be legally able to travel to San Jose, Costa Rica (the “**Destination**”) and have any and all necessary documentation that may be required for presentation to Canadian and/or International customs and airport personnel.

1.2 The following people are not eligible to enter the Contest:

- (a) Employees of Corus Sales Inc., its parent, affiliates, subsidiaries, related companies, successors and assigns (collectively “**Corus**”);
- (b) Employees of Visit Costa Rica (The Costa Rica Tourism Board - ICT), its affiliates, subsidiaries, related companies, successors and assigns (collectively, “**Visit Costa Rica**”, together with Corus, the “**Sponsors**”);
- (c) Employees of Vox International, Air Canada and each of their affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (d) Any person who has been confirmed as a winner of two (2) Corus administered contests within six (6) months preceding the Contest start date indicated below; and
- (e) The household members of any of the parties listed in Section (a) to (d) above.

1.3 The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply information that does not meet these requirements.

2. **CONTEST PERIOD.** The Contest begins at 12:00 a.m. Eastern Time (“ET”) on March 18, 2024 and ends at 11:59 p.m. ET on April 14, 2024 (the "**Contest Period**") after which time the Contest will be closed and no further entries shall be accepted.

3. **HOW TO ENTER.**

3.1 There is no purchase necessary to enter the Contest. To enter, complete and submit the entry form located at <https://wnetwork.com/puravida> (the “**Contest Microsite**”). No entries will be accepted by any other means.

3.2 Limit of one (1) entry per person during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

3.3 All entries become the sole property of the Sponsors and will not be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.

3.4 Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, “authorized account holder” of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of the e-mail address associated with their entry.

4. **PRIZE.**

4.1 There is one (1) prize (the “**Prize**”) available to be won by the Prize winner (the “**Winner**”) consisting of a trip for two (2) to the Destination which shall include:

- (a) Round-trip economy airfare for the Winner and their guest (the “**Guest**”) leaving together from the same gateway, on the same itinerary, from a major Canadian airport located near the Winner’s home, as determined by the Sponsors in their sole discretion, to the Destination;
- (b) Ground transportation for the Winner and Guest between the airport and hotel at the Destination;
- (c) four (4) nights hotel accommodation at a hotel or other such venue to be selected by the Sponsors in their sole discretion for the Winner and Guest based on double occupancy unless otherwise indicated;
- (d) Complimentary breakfast for the Winner and Guest for the duration of the hotel stay; and
- (e) One (1) off hotel excursion for the Winner and Guest as selected by Winner from a list to be provided by Visit Costa Rica.

4.2 The Prize has an approximate retail value of eight thousand Canadian dollars (CDN \$8,000.00). Actual value of Prize will depend on departure city.

- 4.3 Winner is not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
- 4.4 The Sponsors and/or the Sponsors' representatives will contact the Winner to coordinate the provision of the Prize within two (2) days once such Winner has been successfully contacted and notified of their Prize and fulfilled the requirements set out herein.

## 5. PRIZE CONDITIONS.

- 5.1 All bookings and/or reservations are subject to availability at time of booking. Blackout dates apply, including but not limited to: March 27, 2024 through April 3, 2024 and December 20, 2024 through January 6, 2025. Winner and their Guest must be available to participate in the Prize from May 1, 2024 through March 30, 2025 (the "**Travel Period**"). Should Winner and/or Guest be unable to participate on the dates and times designated by the Sponsors, the Prize will be forfeited and awarded to an alternate winner.
- 5.2 Winner and Guest will be responsible for any other expense not explicitly included in the Prize including but not limited to transportation to and from originating airport, any meals, beverages, snacks or food of any kind outside of breakfast, travel and medical insurance (including COVID-19 insurance for unvaccinated or individuals whose vaccines are not accepted by the *Ministry of Health of Costa Rica*, any other activities, such as excursions or lodging not mentioned in the Prize, COVID-19 testing for Canadian return (if required), travel documentation, airport improvement fees, security charges, bag check fees, taxes, gratuities, telephone calls, and in-room charges. Winners may be required to present a valid major credit card upon check-in at the hotel to cover any expenses over and above the standard room charge.
- 5.3 Once an airline ticket has been issued, the origin and destination cannot be changed. Should Winner and/or Guest decide to cancel their booking for whatever reason, Air Canada cannot issue a replacement promotional code.
- 5.4 Extensions for the Travel Period are not permitted under any circumstances and stopovers or multi-city itineraries are not permitted.
- 5.5 Travel does not qualify for Aeroplan points accumulation or for mileage/points accumulation in any other frequent flyer program and the use of eUpgrade credits is not permitted. Upgrading to Business Class or Premium Economy is not permitted unless you opt to purchase a last-minute upgrade at your own expense through the Last Minute Upgrade Purchase as further described at [https://www.aircanada.com/ca/en/aco/home/book/upgrades/last-minute-upgrade-purchase.html#/.](https://www.aircanada.com/ca/en/aco/home/book/upgrades/last-minute-upgrade-purchase.html#/) Air Canada Signature Class may not be available on all flights.
- 5.6 Airline tickets are:
- (a) subject to Air Canada's general conditions of carriage publicly available at [https://www.aircanada.com/ca/en/aco/home/legal/conditions-carriage-tariffs.html#/;](https://www.aircanada.com/ca/en/aco/home/legal/conditions-carriage-tariffs.html#/)
  - (b) valid for travel on Air Canada, Air Canada Express and Air Canada Rouge scheduled flights only; and
  - (c) not valid on Air Canada vacations packages.

- 5.7 Promotional pass recipients for the airline tickets may be held liable to Air Canada for failure to adhere to the restrictions and conditions of travel applicable to their tickets or for the fraudulent use of those tickets.
- 5.8 In the case of event tickets, gift cards or gift certificates, the terms by which the event tickets, gift cards or gift certificates may be redeemed are governed by the applicable retailer or service provider. Corus is not responsible for administering or ensuring compliance with the terms and conditions of the event tickets, gift cards or gift certificates.
- 5.9 Guest must: (i) be of the age of majority or older in their province or territory of residence; (ii) be legally able to travel to the Destination and have any and all necessary documentation as may be required for presentation to Canadian and/or International customs and airport personnel; and (iii) comply with the Contest Rules and sign and return the Release (described in Section 7 below).
- 5.10 Prize must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed or declined portion of a Prize will be forfeited, have no cash value and the Sponsors shall have no obligation to provide either an alternative or value-in-kind. The Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason.
- 5.11 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## **6. WINNER SELECTION.**

6.1 One (1) Winner shall be selected as follows:

- (a) On or about April 16, 2024 in Toronto, Ontario, one (1) entrant will be selected by a random draw from all eligible entries received during the Contest Period. The odds of being selected as a potential winner are dependent upon the number of eligible entries received by the Sponsors. Before being declared a Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail to comply with the Contest Rules and to sign and return the Release.
- (b) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE AND/OR E-MAIL NO LATER THAN APRIL 17, 2024 AT 4:00 P.M. ET AND MUST RESPOND WITHIN TWO (2) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected entrant does not respond accordingly, they will be disqualified and will not receive the Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.
- (c) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there

will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes.

7. **RELEASE.** Potential Winner and Guest will be required to execute a legal agreement and release (“**Release**”) that confirms potential Winner’s and Guest’s: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of each of the Sponsors and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the “**Releasees**”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right, in the Sponsors’ collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use the Winner’s and Guest’s name, statements, image, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.
8. **INDEMNIFICATION BY ENTRANT.** By entering the Contest, each entrant releases, indemnifies and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, exposure to the COVID-19 virus, death, or property damage, resulting in whole or in part, directly or indirectly, from (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify the Releasees from any and all claims made by third parties relating to the entrant’s participation in the Contest, without limitation.
9. **LIMITATION OF LIABILITY.** The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsors, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest and/or the Contest Microsite.
10. **CONDUCT.** By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at the Contest Microsite throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsors, which shall be final and binding in all respects. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest and/or the Contest Microsite or any related promotional website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Corus property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsors or any other person. CAUTION: ANY

ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST MICROSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION. Winner and Guest must at all times behave appropriately when taking part in the Prize and comply with the Contest Rules and any other rules or regulations in force at any other Prize-related locations. The Sponsors reserve the right to remove from any other Prize-related locations, any Winner and/or Guest who breaks such rules and/or fails to behave appropriately and to disqualify such Winner and/or Guest. Any disqualified Winner and/or Guest will forfeit any un-awarded elements of the Prize.

## **11. PRIVACY / USE OF PERSONAL INFORMATION.**

11.1 By entering the Contest, each entrant expressly consents to Corus and its third-party agents and service providers, to collect, use, store, and share any personal information submitted by entrant to enter the Contest, such as name, age of majority confirmation, and contact information, as applicable, only for the purpose of implementing, administering, and fulfilling the Contest as described in these Contest Rules, and in accordance with Corus' Privacy Policy, available at <http://www.corusent.com/privacy-policy>.

11.2 Each Winner further consents that: (a) any personal information they have provided in connection with this Contest may be shared with Visit Costa Rica for the purpose of facilitating the delivery or fulfillment of a Prize; and (b) Corus may broadcast, publish, disseminate and otherwise use a Winner's name, city/town/village and province/territory of residence, image and/or voice in connection with any promotion and/or publicity purposes without further compensation to Winner.

11.3 No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant unless the entrant otherwise expressly agrees to receive further communications from Sponsors.

11.4 By opting-in online you consent to Corus' disclosure of your Personal Information to Visit Costa Rica so that you may be contacted to: (i) promote draws and contests similar to the Contest; (ii) promote opportunities to subscribe to Visit Costa Rica's newsletters or promotional clubs; and (iii) notify entrant about its products or services. Visit Costa Rica will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with Visit Costa Rica's Privacy Policy at: <https://www.visitcostarica.com/en/privacy-policy>.

11.5 By opting-in online you consent to Corus using your Personal Information to contact you to: (i) promote draws and contests similar to Contest; (ii) promote opportunities to subscribe to newsletters or promotional clubs; and (iii) notify you about related products or services.

**12. INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations is owned by the Sponsors and/or their affiliates. 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.

13. **TERMINATION.** The Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
14. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.
15. **DISCREPANCY.** 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.
16. **SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized. Any questions, comments or complaints regarding the Contest must be directed to Corus.