

THE GLOBE AND MAIL

The Globe and Mail's Young Lions Competition OFFICIAL RULES AND REGULATIONS

1. To enter The Globe and Mail Young Lions Competition (the “Competition”), create a team of two eligible entrants and visit the website located at www.globelink.ca/younglions, download, complete and submit your registration form by following the instructions found on the site. Registration commences at 9 a.m. Eastern Time (“ET”) on Monday, January 16, 2012 and registration deadline is 11:59:59 PM Eastern Time (“ET”) on March 4, 2012 (the “Registration Period”). There are four categories in which to compete: Cyber, Print, Media and Film. You must indicate the one category in which you would like to compete. Further instructions on the categories and the Competition will be contained in the brief, which will be made available for download online to all registered entrants at 9:00:00 am ET on March 17, 2012. Entries must be submitted no later than 9:00:00 a.m. ET on March 18, 2012 for Print, Cyber and Media entries, and no later than 9:00:00 a.m. ET on March 19, 2012 for Film entries (the “Submission Deadlines”). Each individual may only be registered on one team, and each team can only compete in one category. Limit of one entry per team. Only registered teams may enter the Competition. Registrants can change their selected category provided an email request is sent to cannes@globeandmail.com specifying such change is received no later than Friday March 9, 2012 at 5:00 p.m. ET. Changes to a team’s entry category must be approved by both team members. No changes to team membership can be made once a team has been registered. There are four (4) prizes (each a “Prize”) to be won, consisting of one (1) Prize available to be won from among all of the eligible entries received prior to the Submission Deadline in each entry category (as described in section 3 below). No purchase necessary. Void where prohibited.
2. The Sponsor is The Globe and Mail Inc. (hereinafter referred to as the “Sponsor”).
3. To enter and to be eligible to participate in the Competition, each entrant must (a) be a member of a team of two eligible participants, (b) be a Canadian Citizen or Permanent Resident of Canada with interest or experience in advertising and creative media, (c) be over the age of majority in their province/territory of residence, (d) be born on or after June 24, 1983, (e) pay a \$50 entry fee prior to the Registration Deadline to cover the costs of administering the contest; and (f) be in compliance with these official Competition rules and regulations (“Rules”). Full-time students are not eligible to participate in the Competition. Each team must have submitted a properly completed registration form prior to the Registration Deadline in order to be eligible to participate in the Competition. Employees and their parents, siblings and children, and persons domiciled with an employee of the Sponsor, its agents, parent, affiliated or related companies, subsidiaries, divisions, and promotional and advertising agencies are ineligible to enter the Competition.
4. Briefing and Submission Schedule:

Briefs released to Registered Entrants	March 17 at 9:00:00 A.M. ET
Print, Cyber and Media Entry Deadline	March 18 at 9:00:00 A.M. ET
Film Entry Deadline	March 19 at 9:00:00 A.M. ET
5. Submission Guidelines:
 - The briefs will provide all registered entrants with the information required to submit their entries
 - All entries must include the Creative File and entrant information
 - Creative File Size Limits: Film 25MB, Cyber: 10MB, Print: 10MB, Media: 25MB

- Creative File Format: Film .MOV or .WMV, Cyber: ZIP, Print: PDF, Media: PDF
 - Files must be uploaded to the entry site outlined in the briefs by the Submission Deadlines, or the entry will be disqualified.
 - Entries must comply with the requirements set out in the briefs
6. Prize: There are four (4) Prizes available to be won (one for each category), each consisting of a trip for the two members of a winning team to The Cannes Lions International Festival of Creativity (“the Festival”) in Cannes, France to compete (represent Canada) in the Festival Young Lions Competition. Trip includes: round trip economy airfare for two (2) from the international airport closest to the prize winners’ residence in Canada (hereinafter referred to as the “Departure Point”) to Cannes, France; seven (7) nights accommodation as chosen by the Sponsor (based on one room, double occupancy); two (2) full one week Young Creative passes to the Festival; and a spot to compete in the Festival Young Lions Competition. The Sponsor has no obligation to satisfy requests from Prize winners for changing accommodations or travel itineraries. To the extent possible, each two-member team must travel on an identical itinerary. Prize winners are solely responsible for all costs not expressly described herein including, without limitation, applicable taxes, fuel/currency surcharges, ground transportation, meals, beverages, room services, gratuities, merchandise, telephone calls, insurance together with any required travel documentation, and all personal expenses of any kind or nature, together with any applicable overnight layover. Flight dates and hotel accommodation are subject to change without notice or compensation. Prize winners are also solely responsible for all costs incurred to and from the Departure Point as the Prize originates and terminates there. It is the sole responsibility of the Prize winners to obtain all necessary travel documentation including passports and visas if applicable and to comply with any customs and immigration requirements. Prize winners must be able to travel at the times and dates as determined by the Sponsor in its sole discretion failing which the Prize will be forfeited. It is recommended that Prize winners obtain sufficient personal insurance prior to departure. Prize winners must be prepared to depart between the dates of June 16, 2012 and return on June 24, 2012. Sponsor is not responsible for changes in scheduling of any element of the Prize, and the Sponsor is not liable for any expenses incurred as a consequence of flight cancellation or delay, lost or stolen baggage, extended stays beyond the scheduled travel times or any changes to a Prize winner’s travel itinerary. Approximate retail value of each Prize is Seven Thousand Five Hundred Dollars (\$7500.00), based on a Toronto departure example.
7. Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. Sponsor reserves the right to substitute a Prize in whole or in the event that all or any components of the Prize are unavailable. No change in travel arrangements can be made by the winner once the booking has been confirmed. The Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.
8. Between the dates of March 22, 2012 and March 30, 2012 an impartial panel of qualified judges (the “Judges”) as selected by the Sponsor will review all eligible entries received by the Submission Deadline and select one winning entry in each category: Cyber, Print, Media and Film. Entries will be judged based on the following criteria, weighted equally: (1) innovation and creative approach to delivering the brand message with impact; and (2) making best use of the medium. All decisions of the Judges are final.
9. The odds of winning a Prize will depend upon the total number and caliber of eligible entries received in each category. The Globe and Mail Inc., acting reasonably, will attempt to contact the winning team at the telephone number provided within two (2) business days after the judging is complete. In the event a potential winner cannot be contacted within 2 business days after the judging, that potential winning team may be disqualified and an alternate potential winning entry will be selected. Proof of identification must be provided upon request. Before being awarded a Prize, potential winners will be required to sign and return within the time frame stipulated by the Sponsor, a full release and indemnity form stating the he/she has read and understood these Rules, grants all consents required, authorizes the

Sponsor to broadcast, publish and disseminate his/her name, entry, name of advertising agency or advertising client (as applicable), 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 winners, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Sponsor from any and all liability of any kind arising out of the potential winners' participation in this Competition and receipt and use of the Prize. In the event that the potential winners do not comply with all the provisions as contemplated in these Rules or does not sign the required full release and indemnity form, Sponsor will have the right to disqualify that potential winning team, and choose an alternate potential winning team and the 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 potential winners shall be applied, with the necessary amendments, until qualified winners have been selected.

10. Prize winners are contractually bound to represent their Competition entries at the Festival; failure to do so could result in legal consequences for breach of contract.

Prize winners are solely responsible for their personal conduct in connection with use of the Prize, including without limitation compliance with all applicable laws, regulations, ordinances, travel requirements and immigration or customs requirements, and the Sponsor has no liability of any kind whatsoever with respect to Prize winners' personal conduct in connection with use of the Prize.

11. By entering this Competition, entrants automatically agree to accept and abide by these Rules. All decisions of the Sponsor with respect to any aspect of this Competition, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Competition. Entrants must ensure that their entry is original and does not include any third party's proprietary content, including trade-marks or copyrighted content (other than the marks of the client organization assigned in the brief). Sponsor, in its sole discretion, may disqualify any entrant who uses third party proprietary content (other than the marks of the client organization assigned in the brief). Sponsor further reserves the right, in its sole discretion, to edit any entry submission to blur out any trade-marks or to remove any copyrighted content, as applicable. Entries must not include any illegal, defamatory or in any way obscene content. Entries remain the property of the entrant. By entering this Competition each team and the individual members of each team jointly and severally (i) represents that their entry submission is their original work and does not infringe on any third party's copyright, trademark or other intellectual property rights, (ii) that the team has all necessary rights from any third party that appear, or is mentioned, in the entry, including those from the parent or legal guardian if third party is under the age of majority; (iii) grants the Sponsor, an unlimited, royalty free, sub-licensable, irrevocable, right and license to reproduce, post and/or broadcast the entry submission (as is or as may be edited) in any form of media now known or hereinafter developed as many times as the Sponsor so wishes; (iv) waives all moral rights in the entry submission in favour of the Sponsor, (v) covenants that he or she will not, without the prior written consent of the Sponsor, use the entry submission for any purpose whatsoever other than entry into this Competition, (vi) agrees to release, indemnify, discharge and hold harmless the Sponsor, its parent, subsidiary and affiliated companies, and their respective officers, directors, employees, agents and representatives from any claim or liability arising from or related to the submission, participation in this Competition, and/or acceptance and or use of any Prize awarded, (vii) consents to the publication and/or use, in any medium of the team's entry, the team members' names, team members' city (cities) of residence, and their photograph and/or image for publicity purposes carried out by the Sponsor or its advertising and promotional agencies without payment or compensation of any kind. Entry submissions may be showcased by Sponsor on a public viewing gallery, (viii) agrees to use reasonable efforts to assist the Sponsor in promoting the Young Lions Competition in the subsequent year, including by attending promotions for Cannes Lions and Young Lions held by the Sponsor where possible. Sponsor assumes no responsibility for any claims against infringement of the right of privacy with respect to any entry submission submitted.

12. Sponsor assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, registrations, mail, or any computer errors or malfunctions. Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunction, 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 the Sponsor, in its sole discretion, the Competition is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Competition 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 control, Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend the Competition, including canceling any method of entry, and select a winner from previously received entries. Sponsor reserves its right to modify the Rules without materially affecting the terms and conditions hereof. The Sponsor reserves its right in its sole discretion to disqualify any team or entrant it finds to be tampering with the entry process or the operation of the Competition or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage any website or to undermine the legitimate operation of this Competition is a violation of criminal and civil laws and should such an attempt be made the Sponsor reserves its right to seek remedies and damages to the fullest extent of the law. Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Competition including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Competition or from downloading any material from the Competition website, where applicable.
13. Competition is subject to all applicable federal, provincial and municipal laws and regulations. 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 Competition, entrants consent to the manner of collection, use and disclosure of personal information as set out in The Globe and Mail Inc.'s Privacy policy at <http://v1.theglobeandmail.com/help/privacy/>. Any inquiry concerning the personal information held by Sponsor should be addressed to Young Lions Competition Inquiry, 444 Front Street West, Toronto, ON M5V 2S9.
14. In the event of any discrepancy or inconsistency between the terms and conditions of the Competition Rules and disclosures or other statements contained in any Competition related materials, including but not limited to the Competition entry form, or point of sale, television, print or online advertising, the terms and conditions of the Competition Rules shall prevail, govern and control.
15. 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 Sponsors and/ or its 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.