

JOLLY GEOFFREY'S™ GOLDEN REWARDS SCAVENGER HUNT OFFICIAL CONTEST RULES & REGULATIONS

The “Jolly Geoffrey’s™ Golden Rewards Scavenger Hunt” Contest (the “Contest”), is sponsored by Toys “R” Us (Canada) Ltd. (the “Sponsor”). The Contest is intended to be conducted in Canada only, excluding the province of Quebec and Babies R”Us standalone locations in Edmonton. Not all Sponsor store locations may participate in the Contest.

By entering the Contest, contestants agree to abide by these Official Contest Rules & Regulations (the “Contest Rules”) and the decisions of the Sponsor with respect to all aspects of the Contest, which are final and legally binding on the contestant. Please note that all references to time are made in respect to the local time in the jurisdiction of each participating Sponsor store.

HOW TO ENTER: No purchase necessary to enter or participate in the Contest. On weekend days between March 9, 2024 and March 30, 2024 (the “Contest Period”; for further specificity, March 9, March 10, March 16, March 17, March 23, March 24 and March 30), participating Sponsor stores will hide five (5) Jolly Geoffrey™ Golden Reward tickets (“Golden Tickets”) in the store during each game period, as described below. The reward for each Golden Ticket shall be a coupon (the “Prize”), as described below.

GAME PERIODS: On each designated day of the Contest Period, there will be one active game period at each participating Sponsor Store (“Game Period”). The Game Period will occur between store opening and store closing. Store opening and store closing times may vary among participating Sponsor stores and are subject to change without notice. Prior to the Game Period, five printed Golden Tickets, numbered between one through five will be hidden by the Sponsor throughout the store. Contestants will try to locate and retrieve a Golden Ticket during the Game Period to obtain a Prize. Any Golden Tickets from the Game Period that are not found will be removed by store associates.

A contestant who locates and retrieves a Golden Ticket will be eligible to be awarded a Prize, as described below. At or prior to each Game Period, the Sponsor will disclose clues regarding where Golden Tickets will be found in the store, via one or more of (i) signage placed near the entrance of each participating Sponsor store; (ii) posts on the Sponsor’s TikTok page; (iii) posts on the Sponsor’s Instagram page; and (iv) on the Sponsor’s website (www.toysrus.ca/events). The first contestant to locate and retrieve a Golden Ticket will be deemed a potential Prize recipient in relation to the corresponding Golden Ticket. They will then need to bring the Golden Ticket to Sponsor staff to be eligible to receive a Prize.

- 1. ELIGIBILITY:** To enter and be eligible to participate, a contestant must be: (i) either, an individual, or a family. If multiple members of a family attend a store together, all members are deemed to be a single contestant and are eligible for only

one Prize throughout the Contest; and (ii) residents of Canada over the age of 13 (who is accompanied by and participating in the Contest under the supervision of a parent or legal guardian if they are below the legal age of majority in the jurisdiction of the Sponsor store), and who is not an employee of the Sponsor, its subsidiaries, affiliates, related companies or agencies, or a member of their immediate families or any person with whom they are domiciled.

2. PRIZE: There is a limit of one Prize per eligible contestant for the duration of the Contest. In other words, no individual or family may claim more than one Prize during the Contest, even if they seek to participate in the Contest during different Game Periods or on different days, or if multiple Golden Tickets are found by different members of a family. The available Prizes on each designated day of the Contest Period are: a Sponsor reward coupon worth \$30, \$50, \$60, \$75, or \$100, redeemable solely at the Sponsor location in which the contestant received it. No Prize has any cash value. A Prize can be redeemed and applied against any purchase in the Sponsor store where it was received. At no time is a contestant entitled to a refund or money of any kind if their purchase is for less than the value of the Prize. If the contestant's purchase is for more than the value of the Prize, they must pay the difference. The Prize must be redeemed during the visit when the Golden Ticket was obtained by the contestant. If the contestant leaves the store without redeeming the Prize and seeks to revisit the store, the contestant will be unable to claim the Prize on their return. No more than five Prizes per Game Period per participating store location shall be awarded.

3. NAME AND IMAGE OF THE WINNER: By entering, each contestant, if they are selected as a potential winner of the Prize, consents to the use of their name, city of residence, voice, image, video, or photograph and any information they have provided for the Contest for any publicity, promotion or programming purpose, commercial, social media or otherwise, in all media used by the Sponsor or its respective promoters and its advertising and promotional agencies, without any payment or compensation.

4. GENERAL CONDITIONS:

- i. Decisions of the Sponsor are final and binding in relation to the Contest.
- ii. The contestant must not perpetrate any malicious or negligent behaviour, or misconduct in entering or participating in the Contest or in claiming any Prize that may be awarded to them.
- iii. The Sponsor's determination of the first eligible contestant to locate and retrieve each Golden Ticket during a Contest Period at each Sponsor location will be final.
- iv. All Golden Tickets and Contest materials (including images or representations of Geoffrey) are the property of the Sponsor and must be given to the Sponsor or

otherwise left in the store to the Sponsor by a contestant in order for them to be eligible for a Prize.

- v. If Golden Tickets are not found by the end of the Game Period on a Contest Period Day, the Sponsor reserves the right to not award any Prizes relating to such Golden Tickets.
 - vi. If there is a tie or a dispute regarding which contestant first located and retrieved a Golden Ticket, Sponsor staff are entitled to determine a winner on whatever grounds they deem appropriate, including by way of a coin toss.
 - vii. By entering the Contest, all contestants release the Sponsor from any loss, damage, or claims caused by or resulting from participation in the Contest, or the acceptance or use of the Prize, including but not limited to any injury or damage to a contestant or their personal property.
 - viii. The Sponsor is not responsible for typographical or other errors in the offer or administration of the Contest, including but not limited to, errors in advertising, the Contest Rules, or the awarding of Prizes.
 - ix. No responsibility is assumed by the Sponsor for any inability of any person to successfully enter the Contest for any reason, or any advantages or disadvantages in relation to other contestants, including transportation costs, accessibility or mobility issues, any problems or technical malfunction of any Internet network, social media platform, or broadcast transmission during or related to the Contest.
 - x. The Sponsor reserves the right at its sole discretion to disqualify any contestant from the Contest in the event it is determined that they have failed to comply with the Contest Rules or any other pertinent terms or conditions referenced in the Contest Rules.
 - xi. In the event of an attempt or violation of criminal or civil laws by a contestant or any other person, the Sponsor reserves the right to seek remedies and damages from any such person to the fullest extent permitted by law.
- 5. CHANGE OR TERMINATION:** The Sponsor reserves the right to terminate, suspend, or modify the Contest without liability, and without prior notice or publication. In the event of early termination of the Contest, a notice will be posted online.
- 6. PERSONAL INFORMATION:** The Sponsor respects your right to privacy. By entering this Contest, each contestant consents to the Sponsor collecting, storing, and using the personal information submitted with their entry in accordance with its privacy policy. The Sponsor shall deal with such personal information in keeping with the Sponsor's Privacy Policy, which can be found at [ToysRUs Privacy Policy | Toys R Us Canada](#).

7. **GOVERNING LAW:** all matters relating to the Contest including the Contest Rules are governed by the laws of Ontario and the federal laws of Canada applicable therein. Any related dispute shall be resolved in the courts in Ontario.
8. **QUESTIONS:** Questions in relation to the Contest can be directed to www.toysrus.ca/en/contactus