OFFICIAL CONTEST RULES AND REGULATIONS

My Canada, My Inspiration **(the "Contest")**

THIS CONTEST IS OPEN TO CANADIAN RESIDENTS AND PERMANENT RESIDENTS OF CANADA AND IS GOVERNED BY CANADIAN LAW. NO PURCHASE NECESSARY.

BY PARTICIPATING IN THIS CONTEST, ALL ENTRANTS AGREE TO BE BOUND BY THESE CONTEST RULES (THE "**CONTEST RULES**")**.**

THE CONTEST:

The Contest starts at 6:00 a.m. Eastern Standard Time (EST) on Wednesday March 11, 2015 and closes on Thursday, April 30, 2015 at 11:00 p.m. EST (the "**Contest Period**"). The voting period for the Grand Prizes (as defined below) will be from 9:00 a.m. EST September 1, 2015 to 5:00 p.m. EST September 30 (the "**Voting Period**"). The draw of Participation Prizes (as defined below) will be held in the week following the closing of the Contest Period. The announcement of the Finalists (as defined below) will be made on September 1, 2015, and the announcement of the winners of the Grand Prize will be made by mid 2017 upon the Government of Canada's approval of the Winning Designs (as defined below). The announcement of the winners of Participation Prize will be made the week of May 11, 2015.

The Contest is sponsored by the Royal Canadian Mint (the "RCM").

ELIGIBILITY:

The Contest is open to all Canadian Residents and Permanent Residents of Canada. The Contest entries will be divided among 5 theme categories. There is one youth category, which is open to all residents aged 12 and younger at the time the Contest closes while the other 4 theme categories apply to those over the age of 12 on the closing date of the Contest. One person may win only in one theme category. Employees, agent and representatives of the RCM, with the exception of any independent artist currently or previously engaged by the RCM, its advertising and promotional agencies and any third parties engaged by the RCM to assist in it administering the Contest, and persons with whom any of the aforementioned are domiciled, and members of the immediate family of such persons are not eligible to enter the Contest. For the purposes of these Contest Rules, "immediate family" means a spouse ("legal" or "common law"/civil union), parent, child, grandparent, grandchild or sibling.

HOW TO ENTER:

No purchase necessary. To enter into Contest you must:

1) If you are over the age of 12, pick any one of the following four (4) themes to portray in your coin design artwork(s) (the "**Coin Design**"):

    Theme Category 1: **Our Wonders**;
    Theme Category 2: **Our Character**;
    Theme Category 3: **Our Achievements**;
    Theme Category 4: **Our passions**

1.1) If you are 12 years of age and under at the time the Contest closes your theme will be:
Theme Category 5: **Our Future**

During the Contest Period, you may submit as many entries as you wish as long as your entry/entries is/are:

i. submitted to a theme category or theme categories appropriate for your age group.
ii. compliant with sections 2, 3, and 4 below ("Eligible Entries").

2) During the Contest Period, submit your entry through the RCM's site: mint.ca/canada150, by fax at 613-949-1940, or by regular post to the following address:

My Canada, My Inspiration Design Contest Royal Canadian Mint
Caribou Room
320 Sussex Dr,
Ottawa, ON
K1A 0G8

3) Your entry must contain the following elements:
i. Your Coin Design
ii. Entry title (maximum of 60 characters)
iii. Paragraph of 500 characters or less providing description of the Coin Design.

4) Your Coin Design must comply with the following specifications:

i. Be your own original creation and must not contain a third-party content and/or material or trade-marked or copyrighted content and/or material. Reproducing, modifying, or altering a third party's pre-existing work does not qualify as your original creation;
ii. Not infringe any intellectual property rights of a third party, including, but not limited to copyright;
iii. Not contain recognizable likeness or other marks identifying any person, living or dead;
iv. Not include any 'signature'—name, initials, and the like;
v. Not be offensive or inappropriate, as determined by the RCM, in its sole and absolute discretion;
vi. Be created using any media except photography;
vii. Be created on any one of the three (3) RCM official templates, one of which can be downloaded from the RCM website: mint.ca/canada150, or alternatively, within a circle ranging from 4 inches to 8 inches in diameter. A digital image (photo or scan) of the Coin Design is acceptable as long as it fits on one of the official templates or the above described circle; and
viii. Be in JPG, PNG, GIF, TIF or BMP formats only.

For useful hints to create your Coin Design, visit mint.ca/canada150

BY SUBMITTING AN ENTRY YOU, OR IN CASE OF A PERSON BELOW THE AGE OF MAJORITY IN THEIR PROVINCE OF RESIDENCE, YOUR PARENT/LEGAL GUARDIAN: (A) AGREE THAT THE ENTRY BECOMES THE PROPERTY OF THE RCM AND NONE WILL BE RETURNED, AND ASSIGN ALL COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS IN

THE COIN DESIGN RELATED TO THE ENTRY TO THE RCM, REGARDLESS OF WHETHER IT IS SELECTED AS ONE OF THE WINNING DESIGNS (B) GRANT TO THE RCM A ROYALTY-FREE, IRREVOCABLE, PERPETUAL AND WORLDWIDE LICENSE AND RIGHT TO USE, REPRODUCE, MODIFY, ADAPT, PUBLISH YOUR COIN DESIGN IN ANY WAY, AND IN ANY AND ALL MEDIA IN ELECTRONIC AND PRINT MATERIALS RELATED TO THE CONTEST (C)WAIVE ANY AND ALL MORAL RIGHTS THAT YOU HAVE TO SUCH COIN DESIGN FOR THE BENEFIT OF THE RCM (D) AGREE THAT THE RCM HAS THE RIGHT TO MODIFY THE TITLE OF THE ENTRY AND THE COIN DESIGN'S BRIEF DESCRIPTION.

PRIZES

One (1) Coin Design per theme category will be selected as the winning design, for the total of five (5) winning designs that will be featured on the 2017 circulation coins ("**Winning Designs**", and referred to individually "**Winning Design**").

Finalist Prizes

There are 25 Finalist Prizes to be won. Artists of top 5 Favourite Designs in each of the 5 theme categories ("**Finalists**") will receive a numismatic coin package with approximate retail value of $500.

Grand Prizes

There are 5 Grand Prizes to be won. Individual artists of the 5 Winning Designs will each win a Grand Prize: $2000 in cash (Canadian Dollars) AND a trip for two to attend the unveiling of the circulation coins featuring the Winning Designs to be held in the first half of 2017 in Ottawa. The trip includes the following:

1. **Transportation:** depending on winner's residence, return airfare or train fare for two to Ottawa (for more details, see General Terms and Conditions);
2. **Accommodation:** two nights' hotel accommodation in Ottawa (based on double-occupancy, room and taxes only) at a hotel to be decided by the RCM;
3. **Meals and Beverages:** meal and beverage expenses during the two-day stay in Ottawa will be reimbursed by the RCM up to the allotted amount according to the RCM's Travel Policy;
4. **Incidentals:** incidental expenses during the two-day stay in Ottawa in accordance with the RCM's Travel Policy.

Approximate total retail value of each of the 5 Grand Prizes varies, depending on transportation costs, but could total up to $9000.

Participation Prizes

There are 16 Participation Prizes to be won. By submitting an Eligible Entry you automatically become eligible to win one of 16 Royal Canadian Mint gift certificates of $50.

JUDGING CRITERIA FOR SELECTING WINNING DESIGNS

The selection process consists of four (4) stages for the selection of Winning Design in each theme category:

In the **first stage,** the RCM will review all entries anonymously to determine which entries are Eligible Entries. The RCM will, in its sole discretion, judge Coin Designs of Eligible Entries on the basis of design effectiveness in order to select top 30 Coin Designs from each theme category.

In the **second stage**, a panel of RCM experts will judge top 30 Coin Designs from each theme category on the basis of the following criteria:

1. Aesthetic appeal
2. Clarity of the Coin Design
3. Likely to have broad appeal
4. Clarity of the message
5. Feasibility of transferring the Coin Design to a coin
6. Ability of the Coin Design to convey a message that is consistent with the respective theme category

All criteria will be weighed equally. Top 10 Coin Designs per theme category will be selected by the RCM experts in their sole discretion, and those Coin Designs will make it to the third stage of selection.

In the **third stage,** the selected Coin Designs will be evaluated by a panel of notable Canadians who will select 5 Coin Designs per theme category, with the total of 25 Coin Designs. Those top 25 Coin Designs will be selected as favourite designs (the "**Favourite Designs**", and referred to individually as "**Favourite Design**").

In the **fourth and last stage**, Canadians will be invited to take part and vote online during the Voting Period to choose their Favourite Design in each of the 5 theme categories.

Subject to the Contest Rules, the Favourite Design that receives the most public votes in its respective theme category at the close of the Voting Period will be selected as the Winning Design.

CHANCES TO WIN

The chances of winning depend on the total number of Eligible Entries received during the Contest Period.

WINNING DESIGN SELECTION AND NOTIFICATION

If you are a selected winner of the Grand Prize, Finalist Prize or Participation Prize, you will be contacted by the RCM by email on the following dates respectively:

Winners of the Participation Prize: Week of May 11, 2015
Winners of the Finalist Prize (or Finalists): August 7, 2015
Winners of the Grand Prize: early 2016.

Reasonable attempts will be made to contact your or your parent/legal guardian, if applicable, during a period of two weeks (the "**Contact Period**") at the email address provided in your Entry.

As a condition to being declared a winner of the Grand Prize, Finalist Prize or Participation Prize (as applicable): (i) you or your parent or legal custodian, if a minor, must correctly answer unaided a time-

limited mathematical skill-testing question; (ii) in case of a winner of the Grand Prize, the RCM must also obtain approval of your Winning Design from the Government of Canada, as per usual and regulated process for the approval of circulation coinage in Canada; and (iii) you will be required to sign and return a release and confidentiality agreement (the "**Release**") within ten (10) business days of receipt of the Release. If you are under the age of majority in your province of residence, your parent or legal guardian must sign the Release.

By signing the Release, you or the parent/ legal guardian, as applicable:

1. release RCM and its designated agencies from any liability resulting from the awarding of the Grand Prize, Finalist Prize, or Participation Prize, as applicable;
2. if applicable, grant permission to the RCM and its advertising agencies to use your or, where applicable, your child's name and likeness and to refer to you or, where applicable, your child as winner in any upcoming publicity in any form of media without further notice or compensation;
3. if applicable, undertake not to publish by any means or discussion with any information related to their Coin Design being selected as the Winning Design until such information becomes public; and
4. confirm compliance with the Contest Rules.

If you or your parent or legal guardian, if applicable: (i) cannot be contacted within the Contact Period (ii) do not correctly answer the mathematical skill-testing question, (iii) do not return the signed Release within ten (10) business days of receipt of the Release, or (iv) do not agree to comply with the Contest Rules, you will be disqualified and forfeit your, or where applicable, your child's opportunity to be a winner. For the Grand Prize, the RCM may, at its sole and absolute discretion, select the entrant associated with the Eligible Entry with the next highest number of public votes as a selected winner. For the Finalist Prize, the RCM may, at its sole and absolute discretion, select an entrant associated with another Eligible Entry that made it to the second stage of selection. For the Participation Prize, the RCM may, at its sole and absolute discretion, select by random draw another entrant.

The Participation Prize will be emailed to you within four (4) to six (6) weeks upon receipt of the signed Release by the RCM.

GENERAL TERMS AND CONDITIONS

The RCM assumes no responsibility for lost, delayed, destroyed, illegible, or incomplete entries. Proof of submitting an entry is not proof of receipt by the RCM. Entries generated by script, macro or other automated means will be disqualified.

The RCM reserves the right, in its sole discretion, to: (1) disqualify any entry that, in the RCM's sole and absolute opinion, is not in compliance with the Contest Rules; (2) require production of proof of compliance with the Contest Rules in a timely manner and (3) require the original copy of the Coin Design from any Finalist whose Eligible Entry included a digital image of their Coin Design for the purposes of ensuring that the judges are presented with the clearest possible image of the Coin Design for fair judgment. The decisions of the RCM with respect to all aspects of this Contest and decisions by the judges at every stage of selection are final and binding on all entrants without right of appeal.

Subject to the jurisdiction of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, the RCM reserves the right to cancel, withdraw, suspend and/or modify the Contest in whole or in part at any time and without notice, as the RCM determines in its sole discretion, for any reason, including, but not limited to, if events beyond the RCM's reasonable control make continuation not feasible, or if the

integrity of the Contest is impaired, including but not limited to for reasons such as the loss or destruction of entries, or if a virus, bug, or computer, electronic or system malfunction, human error or another cause beyond RCM's control, should corrupt the administration, security or proper and fair play of the Contest.

For the purposes of these Contest Rules, the entrant is the person whose name appears on the Eligible Entry and it is this person, or if a minor, this person's parent or legal guardian, to whom the Grand Prize, Finalist Prize or Participation Prize, as applicable, will be awarded if he/she is selected and declared a winner.

The Grand Prize includes only what is specifically described and no other allowance will be granted. The winner and guest will have to pay all other expenses including, but not limited to:

- if applicable, ground transportation costs, including round-trip transfers between the winner's residence and departure airport/train station; and between the destination airport/train station and hotel;
- travel insurance (cancellation, medical, and the like.);
- personal expenses above the allotted daily incidental expenses.

The Grand Prize shall be accepted as is and may not be exchanged or refunded for an amount of money, sold or transferred. No substitutions will be allowed. Any unused portion of the Grand Prize will be forfeited. The RCM reserves the right, acting reasonably, to determine winner's means of transportation to Ottawa. In case where winner needs to fly to Ottawa in order to attend the unveiling, winner will depart from the Canadian International airport closest to their residence.

This Contest is subject to all applicable federal, provincial and municipal laws and regulations. For residents of Quebec, 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 parties reach a settlement.

The RCM, its officers, directors, employees, agents, promotional agencies, venue owners, event or sponsorship partners and prize suppliers (the "**Released Parties**") are not responsible for any human or computer-generated or other technical error in the administration of the Contest; or for the unavailability or loss of entries, illegible or incomplete entries, erroneous potential winners or winner announcements; or if an event or an experience associated with all or part of the prize is delayed, rescheduled, cancelled or otherwise unavailable for any reason. The Released Parties make no warranty, guarantee or representation of any kind concerning the Contest prize(s) and disclaim any implied warranty. By entering the Contest, entrants agree to comply with these Contest Rules and forever release and discharge the Released Parties from any and all actions, causes of action, claims, costs and payments for damages, loss, injury, or death, however occurring, as a result of participating in this Contest or accepting and using or misusing the Contest prize(s).

PRIVACY

The RCM is a government institution subject to the Privacy Act, R.S. 1985, c. P-21. As such, all personal information, such as name and contact information, required to enter the Contest is collected by the RCM solely for the purposes of administering the Contest, including communicating with entrants. By providing this information, the entrant, or if a minor, their parent or legal guardian, consents to it being used for the stated purposes. Additionally, the RCM will use the e-mail address provided to send commercial electronic messages to promote products and services offered by the RCM only if the entrant has provided their express consent as requested on the entry form. Entrants have the ability to withdraw their consent at any time by contacting the RCM. Personal information will be used in accordance with the RCM's Privacy Policy found

at: http://www.mint.ca/store/mint/about-the-mint/policies-1300006#.U4yxNibD_jo.