

OFFICIAL RULES (long rules)

NO PURCHASE OR PAYMENT IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF AND PHYSICALLY LOCATED IN ONE (1) OF THE FIFTY (50) UNITED STATES OR THE DISTRICT OF COLUMBIA OR CANADA AND WHO HAVE REACHED THE LEGAL AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE AT THE TIME OF ENTRY. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. PARTICIPATION IN THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. BY PARTICIPATING IN THE SWEEPSTAKES, EACH PARTICIPANT REPRESENTS AND WARRANTS THAT HE OR SHE MEETS THESE ELIGIBILITY REQUIREMENTS AND HAS READ, ACCEPTS AND WILL COMPLY WITH THESE OFFICIAL RULES.

Standard data rates apply to participants who choose to participate in the Sweepstakes via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

1. SWEEPSTAKES PERIOD:

The Bernat® *Stitch 'n Win* Promotion (the “**Sweepstakes**”) begins on August 17, 2018 at 12:00:01 a.m. Eastern Time (“**ET**”) and ends on February 28, 2019 at 11:59:59 p.m. ET, or whenever PIN CODE (as defined below) supplies are officially exhausted and entered, whichever occurs first (the “**Sweepstakes Period**”). All PIN CODES must be entered through the Website (as defined below) as set forth in Rule 5 no later than February 28, 2019 at 11:59:59 p.m. ET in order to receive a Sweepstakes entry, however PIN CODES may be entered on the Website until March 30, 2019 at 11:59:59 p.m. ET (“**PIN CODE Deadline**”) for a chance to receive an Instant Discount (as defined below).

2. ELIGIBILITY:

THIS SWEEPSTAKES IS OPEN ONLY TO NATURAL PERSONS WHO ARE LEGAL RESIDENTS OF AND PHYSICALLY LOCATED IN ONE (1) OF THE FIFTY (50) UNITED STATES OR THE DISTRICT OF COLUMBIA OR CANADA AND WHO HAVE REACHED THE LEGAL AGE OF MAJORITY IN THEIR JURISDICTION OF RESIDENCE AT THE TIME OF ENTRY. Sweepstakes may only be entered from and within eligible jurisdictions. Employees, representatives and agents of Spinrite L.P. (the “**Sponsor**”), its affiliated and associated companies, Michaels Stores, Inc., and each of their respective parents and subsidiaries; prize suppliers, advertising/promotion agencies and any other individual or entity involved in the development, production, administration or fulfillment of the Sweepstakes (collectively, the “**Sweepstakes Parties**”) and the immediate family members (defined for the purposes of this Sweepstakes as spouse, partner, mother, father, legal guardian, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and/or those persons living in the same household of such individuals (whether related or not), are not eligible to participate or win a prize in this Sweepstakes.

3. AGREEMENT TO BE LEGALLY BOUND BY THESE OFFICIAL RULES:

By participating in the Sweepstakes, you are signifying your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules and Regulations (the “**Official Rules**”).

4. HOW TO OBTAIN A PIN CODE (WHILE SUPPLIES LAST):

No purchase necessary. At the start of the Sweepstakes, there will be One Million, Six Hundred Sixty Seven Thousand, Nine Hundred Thirty (1,667,930) unique nine (9) digit alphanumeric PIN CODES (each, a “**PIN CODE**” and collectively, the “**PIN CODES**”) available for distribution. There are two (2) ways to obtain a PIN CODE, while supplies last, as follows:

- **Eligible Purchase** : During the Sweepstakes Period, you will receive one (1) PIN CODE, while supplies last, with the purchase of a specially marked ball of: (i) Bernat Blanket 300 gram/10.5oz size yarn; OR (ii) Bernat Blanket Tweeds 300 gram/10.5oz size yarn; OR (iii) Bernat Blanket Big 300 gram/10.5oz size yarn; OR (iv) Bernat Blanket Pet 225 gram/8.0oz size yarn; OR (v) Bernat Velvet 300 gram/10.5oz size yarn (each, an “**Eligible Product**”) from a participating Michaels retail location in Canada or the United States (each, an “**Eligible Purchase**”). Note, the PIN CODE can be obtained by completely unrolling the Eligible Product.
- **No Purchase Necessary** : Alternatively, to obtain one (1) PIN CODE, while supplies last, without making an Eligible Purchase:

For Canadian residents, print your first name, last name, telephone number, complete mailing address (including postal code) and age on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a self-addressed pre-paid stamped envelope with sufficient return Canadian postage to the following address: *Stitch 'n Win PIN CODE Request, P.O. Box 31073, RPO Kingsway Village, Oshawa, ON, L1H 8N9* (each a “**Canadian Request**”).

For US residents, print your first name, last name, telephone number, complete mailing address (including zip code) and age on a plain white piece of paper and mail it (in an envelope with sufficient U.S. postage) along with a self-addressed pre-paid stamped envelope with sufficient return U.S. postage (Vermont residents may omit return postage) to the following address: *Stitch 'n Win PIN CODE Request, PMB #254, 3843 Union Rd. STE 15, Cheektowaga, NY, 14225* (each a “**US Request**”).

For the purposes of these Official Rules, a Canadian Request, a US Request, a Canadian Bonus Request (as defined below) and a US Bonus Request (as defined below) will collectively be referred to herein as a “**Request**”). Upon receipt of a Request in accordance with these Official Rules, Sponsor will mail you one (1) randomly selected PIN CODE, while supplies last, per unique and original Request per envelope with sufficient postage. To be eligible, each Request

must: (i) be received separately in a single envelope bearing sufficient postage (i.e. multiple Requests in the same envelope will be void); and (ii) be post-marked by February 28, 2019 and received by no later than March 8, 2019 to allow Sponsor time to mail back the PIN CODE via regular mail. For each valid Request, Sponsor will provide one (1) PIN CODE, while supplies last, which can be used to enter the Sweepstakes on the Website and to receive an Instant Discount as outlined in Rule 5 below, except with respect to valid Requests received by Sponsor between February 13, 2019 and March 8, 2019. Entrants that submit valid Requests which are received by Sponsor between February 13, 2019 and March 8, 2019 will automatically receive one (1) entry into the Sweepstakes and will also receive, by mail, a PIN CODE (while supplies last) which will be valid only to receive an Instant Discount on the Website, as detailed below. The Sweepstakes Parties, Instagram, Inc., and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the **“Released Parties”**) are not responsible for, and accept no liability whatsoever in relation to, any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Requests (all of which are void). No mechanically reproduced or computer-generated Requests allowed. The Released Parties are not responsible for any changes in a participant’s address or contact information.

5. HOW TO ENTER:

Once you have obtained a PIN CODE in accordance with Rule 4, visit www.stitchnwin.com (the **“Website”**) beginning August 17, 2018 at 12:00:01 a.m. ET and follow the on-screen instructions to obtain the Official Sweepstakes Entry Form (the **“Entry Form”**). All PIN CODES received through an Eligible Purchase must be entered through the Website no later than February 28, 2019 at 11:59:59 p.m. ET in order to receive a Sweepstakes entry. PIN CODES received through a Request must be entered through the Website no later than February 28, 2019 at 11:59:59 p.m. ET in order to receive a Sweepstakes entry, however, Requests received by Sponsor between February 13, 2019 and March 8, 2019 will receive an automatic entry into the Sweepstakes. When entering by PIN CODE, fully complete the Entry Form with all required information, which requires you to: (i) enter your first name, last name, complete mailing address (including postal/zip code), valid email address and telephone number; (ii) enter your PIN CODE; (iii) signify your agreement that you have read and agree to be legally bound by the terms and conditions of these Official Rules; and (iv) indicate whether or not you would like to sign up to receive a weekly promotional newsletter from the Sponsor offering free patterns and the latest product updates (optional). Once you have fully completed the Entry Form with all required information (including entering your PIN CODE in the space provided), follow the on-screen instructions to submit your completed Entry Form (the **“Entry”**). To be eligible, your Entry must be submitted and received in accordance with these Official Rules. Once your submission by PIN CODE is complete, you will automatically: (i) be notified on-screen as to the amount of your Instant Discount (See Rules 8 and 9); and (ii) earn one (1) Entry in the random draw for a chance to win the Grand Prize, a Secondary Prize or a Third Prize (See Rules 8 and 10). Between March 1, 2019 at 12:00:00 a.m. ET and March 30, 2019 at 11:59:59 p.m. ET, you may complete the foregoing steps to enter your PIN CODE to see the amount of your Instant

Discount, however, NO SWEEPSTAKES ENTRY IS AVAILABLE THROUGH THE WEBSITE FOLLOWING THE END OF THE SWEEPSTAKES PERIOD. PIN CODES must be obtained legitimately.

IMPORTANT NOTE: Each PIN CODE is unique and can only be used one (1) time in this Sweepstakes. **Each PIN CODE will automatically expire after its first use or on the PIN CODE Deadline (whichever occurs first).** Please retain the original PIN CODE for your records. All PIN CODES submitted are subject to verification in the sole and absolute discretion of the Sponsor. Any PIN CODE that cannot be verified to the complete satisfaction of the Sponsor within the timeline specified by the Sponsor, in its sole and absolute discretion, is subject to immediate disqualification (in which case the Entry associated with such PIN CODE will be declared null and void and any rights to any Prize/Instant Discount associated with such PIN CODE will be forfeited in their entirety).

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to: (i) use multiple names, multiple identities, multiple email addresses, any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor's interpretation of the letter and spirit of these Rules to enter or otherwise participate in or disrupt this Sweepstakes; (ii) falsely enter a PIN CODE without legitimately obtaining a PIN CODE in accordance with these Official Rules; (iii) re-enter a PIN CODE a subsequent time after its first use; and/or (iv) enter a PIN CODE that has been falsified, manipulated or otherwise altered in any way (all as determined by Sponsor in its sole and absolute discretion); then he/she may be disqualified from the Sweepstakes in the sole and absolute discretion of the Sponsor (in which case the Entry associated with such PIN CODE will be declared null and void and any rights to any Prize/Instant Discount associated with such PIN CODE will be forfeited in their entirety). Any Entry may be rejected if (in the sole and absolute discretion of the Sponsor) the Entry Form is not fully completed with all required information (including providing a unique and legitimately obtained PIN CODE in the space provided) and submitted and received in accordance with these Official Rules. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (all of which are void).

6. VERIFICATION:

All Entries, Bonus Entries (as defined below) Requests, Eligible Purchases, Eligible Products and PIN CODES are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Sweepstakes; (ii) for the purposes of verifying the eligibility and/or legitimacy of an Entry, Bonus Entry (as defined below), Request, Eligible Purchase, Eligible Product, PIN CODE and/or other information for the purposes of this Sweepstakes; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering

this Sweepstakes in accordance with the Sponsor's interpretation of the letter and spirit of these Official Rules. Further, the Sponsor reserves the right, in its sole and absolute discretion, to request any original PIN CODE for the purposes of verification. Failure to provide the proof requested by the Sponsor to the complete satisfaction of the Sponsor (including, if required, providing the original PIN CODE) within the timeline specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of this Sweepstakes will be the official time-keeping device(s) used by the Sponsor.

7. BONUS ENTRIES:

To be eligible to earn a Bonus Entry or Bonus Entries (each, a "**Bonus Entry**" and collectively, the "**Bonus Entries**") in the Sweepstakes, when completing Registration in accordance with Rule 5, follow the on-screen prompts to complete the following steps:

Step 1: Enter your Instagram (the "**Social Platform**") handle in the space provided;

Step 2: Visit Instagram and log-in to your Social Platform account; and

Step 3: Post content through your Instagram account that: (i) includes a photograph that depicts a completed Bernat Blanket creation that you have created (the "**Theme**"); and (ii) includes the Hashtag #stitchnwinsweepstakes. When all required steps of the entry process are complete, you will automatically be eligible to earn one (1) Bonus Entry in the Sweepstakes.

Alternatively, to obtain one (1) Bonus Entry without completing Steps 1 through 3 as outlined above:

For Canadian residents, print your first name, last name, telephone number, complete mailing address (including postal code) and age on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a self-addressed pre-paid stamped envelope with sufficient return Canadian postage to the following address: *Stitch 'n Win Bonus Request, P.O. Box 31073, RPO Kingsway Village, Oshawa, ON, L1H 8N9* (each a "**Canadian Bonus Request**").

For US residents, print your first name, last name, telephone number, complete mailing address (including zip code) and age on a plain white piece of paper and mail it (in an envelope with sufficient U.S. postage) along with a self-addressed pre-paid stamped envelope with sufficient return U.S. postage (Vermont residents may omit return postage) to the following address: *Stitch 'n Win Bonus Request, PMB #254, 3843 Union Rd. STE 15, Cheektowaga, NY, 14225* (each a "**US Bonus Request**").

The Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Instagram. Instagram is hereby completely released of all liability by each entrant in this

Sweepstakes. Any questions, comments or complaints regarding the Sweepstakes must be directed to the Sponsor and not to Instagram. You may only use one (1) Instagram account to participate in this Sweepstakes.

To be eligible to earn a Bonus Entry in this Sweepstakes, your Instagram account must be set to public. To be eligible to earn a Bonus Entry in this Sweepstakes the post must remain on Instagram until March 19, 2019.

To be eligible, all content and materials associated with your Bonus Entry (regardless of the method of entry) (collectively, the “**Bonus Entry Materials**”) must: (i) be submitted and received in accordance with these Official Rules during the Sweepstakes Period; (ii) include all required components and materials noted above; (iii) reflect the Theme; (iv) be in accordance with these Official Rules, including, but not limited to, the specific Submission Requirements listed below; and (v) be in accordance with the applicable terms, rules, policies and guidelines of Instagram (the “**Social Platform Rules**”) (all as determined by Sponsor in its sole and absolute discretion).

There is no limit to the amount of Bonus Entries per person (regardless of method of entry) but each Bonus Entry must relate to unique and original Bonus Entry Materials (as determined by the Sponsor in its sole and absolute discretion). For the avoidance of any doubt, this means that you cannot submit the same (or substantially the same) Bonus Entry Materials more than one (1) time in this Sweepstakes. If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, identities, email addresses, accounts from the same Social Platform, any automated, macro, script, robotic or other system(s) or program(s) and/or any automated, macro, script, robotic or other system(s) or program(s) and/or any other means not in keeping with the Sponsor’s interpretation of the letter and spirit of these Official Rules to enter or otherwise participate in or to disrupt this Sweepstakes; then he/she may be disqualified from the Sweepstakes in the sole and absolute discretion of the Sponsor. The Released Parties are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Bonus Entries and/or Bonus Entry Materials (all of which are void). A Bonus Entry may be rejected if, in the sole and absolute discretion of the Sponsor: (i) the Bonus Entry (including, but not limited to, any associated Bonus Entry Materials) is not submitted and received in accordance with these Official Rules during the Sweepstakes Period; and/or (ii) the Bonus Entry Materials accompanying the Bonus Entry are not in compliance with these Official Rules (including, but not limited to, the specific Submission Requirements listed below) and/or the Social Platform Rules (all as determined by Sponsor in its sole and absolute discretion).

SUBMISSION REQUIREMENTS:

BY SUBMITTING A BONUS ENTRY, YOU AGREE THAT THE BONUS ENTRY (AND EACH INDIVIDUAL COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, THE BONUS ENTRY MATERIALS) COMPLIES WITH ALL CONDITIONS STATED IN THESE OFFICIAL RULES. THE RELEASED PARTIES WILL BEAR NO LIABILITY WHATSOEVER REGARDING: (I) THE USE OF YOUR BONUS ENTRY (OR ANY COMPONENT THEREOF – INCLUDING, WITHOUT LIMITATION, THE BONUS ENTRY MATERIALS); (II) PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITIES; (III) ANY USE, COLLECTION, STORAGE AND DISCLOSURE OF ANY PERSONAL INFORMATION; AND/OR (IV) IF DECLARED A WINNER, ANY PRIZE (INCLUDING ANY USE OR MISUSE OF A PRIZE). THE RELEASED PARTIES SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT OTHERWISE FULLY COMPLIED WITH ANY OF THESE OFFICIAL RULES AND/OR THE SOCIAL PLATFORM RULES (AS APPLICABLE). THIS RELEASE AND INDEMNITY SHALL CONTINUE IN FORCE FOLLOWING THE TERMINATION OF THE SWEEPSTAKES AND/OR AWARDING OF ANY PRIZES.

By participating in the Sweepstakes, each entrant hereby warrants and represents that any Bonus Entry Materials he/she submits:

i. are original to him/her and that the entrant has obtained all necessary rights in and to the Bonus Entry Materials for the purposes of entering such Bonus Entry Materials in the Sweepstakes;

ii. does not violate any law, statute, ordinance or regulation;

iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence;

iv. will not give rise to any claims whatsoever, including, without limitation, claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party; and

v. is/are not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of Sponsor); that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of Sponsor (e.g. any clothing worn and/or products appearing in your Bonus Entry Materials must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been

obtained --- note: all identifiable third party products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Official Rules; and/or any other materials that are or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor in its sole and absolute discretion.

The Sponsor and/or its promotional agency or designated content moderator (the “**Reviewer**”) reserves the right to screen all Bonus Entry Materials. Any Bonus Entry Materials that the Reviewer deems, in its sole and absolute discretion, to violate the terms and conditions set forth in these Official Rules are subject to disqualification. The Reviewer reserves the right, in its sole and absolute discretion at any time and for any reason, to remove any Bonus Entry Materials (or any part thereof) and/or to request an entrant to modify, edit and/or re-submit his or her Bonus Entry Materials (or any part thereof) in order to ensure that the Bonus Entry Materials comply with these Official Rules, or for any other reason. If such an action is necessary at any point during or after the Sweepstakes, then the Sponsor reserves the right, in its sole discretion, to take whatever action it deems necessary based on the circumstances – including, without limitation, disqualifying the Bonus Entry Materials (and therefore the corresponding Bonus Entry and/or the associated entrant) – to help ensure that the Sweepstakes is being conducted in accordance with the Sponsor’s interpretation of the letter and spirit of these Official Rules.

By entering the Sweepstakes and submitting a Bonus Entry, each entrant: (i) without limiting the Social Platform Rules, as applicable, grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Bonus Entry Materials (and each component thereof), in whole or in part, for advertising or promoting the Sweepstakes or for any other reason; (ii) waives all moral rights in and to his/her Bonus Entry Materials (and each component thereof) in favour of the Sponsor (and anyone authorized by the Sponsor to use such Bonus Entry Materials); and (iii) agrees to release and hold harmless the Released Parties from and against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Bonus Entry Materials (or any component thereof), including, without limitation, any claim based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related or other cause of action whatsoever.

8. THE DISCOUNTS/PRIZES:

Instant Discounts (1,667,930) : There will be One Million Six Hundred Sixty Seven Thousand Nine Hundred Thirty (1,667,930) Instant Discounts (each, an “**Instant Discount**” and collectively, the “**Instant Discount**”) available to be received, each consisting of a discount (the “**Discount**”) that can be redeemed at participating Michaels retail locations in Canada or the United States when purchasing a single ball of (i) Bernat Blanket 300 gram/10.5oz size yarn; OR (ii) Bernat Blanket Tweeds 300 gram/10.5oz size yarn; OR (iii) Bernat Blanket Big 300 gram/10.5oz size yarn; OR (iv) Bernat Blanket Pet 225 gram/8.0oz size yarn; OR (v) Bernat

Velvet 300 gram/10.5oz size yarn. Discounts must be redeemed on or before July 31, 2019 (the “Redemption Deadline”) and are subject to the terms and conditions of the issuer. At the start of the Sweepstakes Period, the following Instant Discounts will be available to be won:

Discount	Number available at start of Sweepstakes Period	Approximate odds of obtaining at start of Sweepstakes Period
10% Off	1,417,740	1 in 1.18
25% Off	166,793	1 in 10
50% Off	83,397	1 in 20

Prizes (36): There will be Thirty-Six (36) Prizes (each, a “Prize” and collectively, the “Prizes”) available to be won, as follows:

Grand Prize (1): There will be one (1) Grand Prize (the “Grand Prize”) available to be won, consisting of a trip for two (2) on a five (5) day Iceland trip. All travel related to the Grand Prize trip must be completed by December 31, 2019 (or by such other date as may be specified by the Sponsor in its sole and absolute discretion) and includes: (i) round trip airfare (economy class) for the winner and one (1) travel companion (the “Guest”) to Reykjavik, Iceland from a major commercial airport near the confirmed winner's residence (as determined by Sponsor in its sole and absolute discretion); (ii) standard accommodation for two (2) (double occupancy) for four (4) nights, as determined by Sponsor in its sole and absolute discretion; (iii) Tour for the winner and Guest to Blue Lagoon including transfer and entrance fee; Tour for the winner and Guest to the Golden Circle Full Day Tour including transfer and entrance; and (v) \$500 CAD// \$500 USD spending money awarded in the form of a check made payable to Grand Prize winner; The total approximate retail value of the Grand Prize is \$7,500 CAD//\$6,010 USD— although the actual retail value may vary depending on the date and point of departure. Under no circumstances whatsoever will any difference between the actual and approximate retail values be awarded. Choice of flights, airline(s), accommodations (including, without limitation, room size and occupancy) and all other aspects of the Grand Prize are at the sole and absolute discretion of the Sponsor. Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded and is not transferable, assignable and/or or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions except at Sponsor’s option; (iii) all travel related to the Grand Prize must be completed on or before the specified date by the Sponsor (otherwise the Grand Prize may, in the sole and absolute discretion of the Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (iv) once Guest is selected, he/she may not be substituted, except in

Sponsor's discretion, and the confirmed winner and his/her Guest must: (a) travel on same itinerary; and (b) have all necessary documentation to permit travel (including government issued ID and/or valid passport); (v) the costs of everything not specifically and expressly stated above as included in the Grand Prize are the sole and absolute responsibility of the confirmed winner and his/her and Guest, including, without limitation: meals and drinks; gratuities; entertainment; health and travel insurance; transportation for the confirmed winner and his/her Guest to and from the airport selected by the Sponsor; transportation while in Iceland; excursions, baggage and other fees; and items of a personal nature (NOTE: confirmed winner and/or his/her Guest may be required to present a valid major credit card in his/her name at the time of hotel check-in to cover any incidental expenses); (vi) if the confirmed winner and/or his/her Guest do not utilize any part(s) of the Grand Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (vii) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor's sole discretion, a cash award; (viii) all travel arrangements relating to the Grand Prize must be made through the Sponsor or its designated agents; (ix) by accepting the Grand Prize, the confirmed winner agrees to waive all recourse against the Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; and (x) the winner's Guest must: (a) either be of the legal age of majority in his/her jurisdiction of residence or have the express written consent of the Guest's parent or legal guardian (in form and substance satisfactory to the Sponsor, in its sole and absolute discretion) to accompany the confirmed winner on the Grand Prize trip; and (b) sign (and have his/her parent/legal guardian if he/she is under the legal age of majority in his/her jurisdiction of residence) and return the Sponsor's release (by the date indicated on the release form) indicating that he/she waives all recourse against the Released Parties relating to his/her participation in the Grand Prize . The Released Parties will not be responsible for, and accept no liability whatsoever in relation to, any delay, cancellation or other factor(s) that in any way impact any portion of the Grand Prize (including, without limitation, any travel related thereto). Airline tickets are non-refundable/non-transferable and are not valid for upgrades and/or frequent flyer miles. All airline tickets are subject to flight variation, work stoppages, and schedule or route changes. Exact travel dates and arrangements are **subject to availability and blackout periods**. If winner is not able to complete travel by stated date then the Grand Prize will be forfeited and no other compensation will be provided.

Secondary Prizes (10): There will be Ten (10) Secondary Prizes (each, a "**Secondary Prize**" and collectively, the "**Secondary Prizes**") available to be won, each consisting of \$500 CAD//\$500 USD prepaid gift cards (subject to the terms and conditions of the issuer).

Third Prizes (25): There will be Twenty Five (25) Third Prizes (each, a "**Third Prize**" and collectively, the "**Third Prizes**") available to be won, each consisting of a \$100 CAD//\$100 USD Michaels Gift Card (subject to the terms and conditions of the issuer).

Total approximate retail value of all Sweepstakes Prizes: \$15,000 CAD// \$13,510 USD. Each Prize must be accepted as awarded and is not transferable, assignable or convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole discretion, to substitute any Prize with a prize of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award. As part of the Prize acceptance agreement, the winner agrees to accept the Prize "as is", and entrants hereby acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to a Prize, including, without limitation, to a Prize's quality, merchantability or fitness for a particular purpose or express warranties (if any) provided exclusively by a prize supplier that are sent along with a Prize. If winner does not accept or use the entire Prize (as awarded), the unaccepted or unused part of the Prize will be forfeited and Sponsor will have no further obligation with respect to that Prize or portion of the Prize. The Released Parties are not responsible for, and winner will not receive the difference between the actual value of the Prize at the time of award and the stated approximate retail value ("**ARV**") in these Official Rules or any Sweepstakes-related materials. In the case of a U.S. prize winner, the Prize winner will be solely responsible for all federal, state, and/or local taxes, and for any other fees or costs associated with the Prize he/she receives. If the Prize winner is a U.S. resident, he/she may be required to provide Sponsor with a valid taxpayer identification number or social security number before the Prize will be awarded for tax reporting purposes. If the Grand Prize winner is a U.S. resident, he/she will be issued an IRS 1099 form for the value of the prize. **There is no limit to the number of Instant Discounts per person. However, there is a limit of one (1) Grand/Secondary/Third Prize per person. For the avoidance of any doubt, the same person cannot win: (i) The Grand Prize and a Secondary Prize; (ii) both the Grand Prize and a Third Prize; or (iii) both a Secondary Prize and a Third Prize; or (iv) multiple Secondary or Third Prizes.**

If due to printing, production, online, internet, computer, technical or other error of any kind whatsoever, more Prizes and/or Instant Discounts (or more Prizes and/or Instant Discounts of a particular type) are claimed than intended to be distributed or awarded according to these Official Rules, then, in addition to having the right to terminate the Sweepstakes immediately, the Sponsor reserves the right, in its sole and absolute discretion, to rescind invalid Prize and/or Instant Discount claims and/or conduct a random draw from amongst all eligible claimants to award the correct number and type of Prizes and/or Instant Discounts as specified in these Official Rules. In no event whatsoever will the Released Parties be liable for more than the number and type of Prizes and Instant Discounts as stated in these Official Rules. The total number of Prizes and Instant Discounts available to be won will decrease as Prizes and Instant Discounts are claimed and/or forfeited throughout the Sweepstakes Period in accordance with these Official Rules.

9. ELIGIBLE INSTANT DISCOUNT RECIPIENT SELECTION AND CONFIRMATION PROCESSES:

Once you have completed your Entry in accordance with Rule 5, you will automatically be notified on-screen as to which Instant Discount you are eligible to receive. NO ONE IS A RECIPIENT OF AN INSTANT DISCOUNT UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A RECIPIENT OF THE INSTANT DISCOUNT IN ACCORDANCE WITH THESE OFFICIAL RULES.

FOR CANADIAN RESIDENTS ONLY: Once you have been notified as to which Instant Discount you are eligible to win, then prior to being confirmed as the winner of the applicable Instant Discount you will be required to correctly answer a mathematical skill-testing question without mechanical or other aid.

FOR ALL PARTICIPANTS: By participating in the Sweepstakes and accepting an Instant Discount, you hereby: (i) confirm compliance with these Official Rules; (ii) acknowledge acceptance of the applicable Instant Discount (as awarded); (iii) release the Released Parties from any and all liability in connection with this Sweepstakes, your participation therein and/or the awarding and use/misuse of the applicable Instant Discount or any portion thereof; and (iv) agree to the publication, reproduction and/or other use of your name, address, voice, statements about the Sweepstakes and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet, except where prohibited by law. If an eligible Instant Discount recipient: (a) cannot accept (or is unwilling to accept) the applicable Instant Discount (as provided) for any reason; and/or (b) is determined to be in violation of these Official Rules (including, but not limited to, a Canadian resident failing to correctly answer the skill-testing question) (all as determined by the Sponsor in its sole and absolute discretion); then he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Instant Discount). IMPORTANT NOTE: Any forfeited or unclaimed Instant Discount(s) in this Sweepstakes will NOT be awarded.

10. ELIGIBLE GRAND PRIZE, SECONDARY PRIZE AND THIRD PRIZE WINNER SELECTION, NOTIFICATION AND CONFIRMATION PROCESSES:

On March 19, 2019 (the “**Draw Date**”) in Toronto, Ontario at approximately 2:00 p.m. ET, one (1) eligible entrant for the Grand Prize, Ten (10) eligible entrants each for a Secondary Prize and Twenty (25) eligible entrants each for a Third Prize will be selected by random draw from among all eligible Entries and Bonus Entries (collectively, the “**Sweepstakes Entries**”) submitted and received in accordance with these Official Rules. The odds of winning depend on the number of eligible Sweepstakes Entries submitted and received in accordance with these Official Rules.

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact each eligible winner (using the information provided on the Entry Form) within five (5) business days of the Draw Date. If an eligible winner cannot be contacted within five (5) business days of the Draw Date, or if there is a return of any notification as undeliverable; then

he/she may, in the sole and absolute discretion of the Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Sweepstakes Entries submitted and received in accordance with these Official Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

NO ONE IS THE WINNER OF A PRIZE UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS THE WINNER OF THE APPLICABLE PRIZE IN ACCORDANCE WITH THESE OFFICIAL RULES. BEFORE BEING DECLARED AS THE CONFIRMED PRIZE WINNER, each eligible winner will be required to sign and return within seven (7) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the applicable Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Sweepstakes, his/her participation therein and/or the awarding and use/misuse of the applicable Prize or any portion thereof, including any travel related thereto; and (iv) agrees to the publication, reproduction and/or other use of his/her name, address, voice, statements about the Sweepstakes and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner or medium whatsoever, including print, broadcast or the internet, except where prohibited by law.

FOR CANADIAN RESIDENTS ONLY: Once you have been notified as to the Prize you are eligible to win, then prior to being confirmed as the winner of the applicable Prize you will be required to correctly answer a mathematical skill-testing question without mechanical or other aid.

If an eligible winner: (a) fails to return the properly executed Sweepstakes documents within the specified time; (b) cannot accept (or is unwilling to accept) the applicable Prize (as awarded) for any reason; and/or (c) is determined to be in violation of these Official Rules (including, but not limited to, a Canadian resident failing to correctly answer the skill-testing question) (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the applicable Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to randomly select an alternate eligible entrant from among the remaining eligible Sweepstakes Entries submitted and received in accordance with these Official Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

11. GENERAL CONDITIONS:

This Sweepstakes is subject to all applicable federal, state, provincial/territorial and municipal laws, rules and regulations. The decisions of the Sponsor with respect to all aspects of this Sweepstakes are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER

AND/OR SPIRIT OF THESE OFFICIAL RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of any Website or any platform (including, but not limited to, Social Platform) before, during or after the Sweepstakes; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Bonus Entry, Request, PIN CODE, Eligible Product, Eligible Purchase and/or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Sweepstakes; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

In the event of a dispute regarding who submitted an Entry, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Entry to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the Entry in question.

In the event of a dispute regarding who submitted a Bonus Entry, the Sponsor reserves the right, in its sole and absolute discretion, to deem the Bonus Entry to have been submitted by the authorized account holder of the Social Platform account submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by the Social Platform that is responsible for assigning accounts. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the Social Platform account associated with the Bonus Entry in question.

The Sponsor reserves the right, subject only to the approval of the Régie des alcools, des courses et des jeux (the "Régie") in Quebec, Canada, to withdraw, amend or suspend this Sweepstakes (or to amend these Official Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Sweepstakes as contemplated by these Official Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Sweepstakes in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to

seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, to cancel, amend or suspend this Sweepstakes, or to amend these Official Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. Without limiting the generality of the forgoing, the Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate based on the circumstances and/or to comply with applicable law.

For residents of Quebec, Canada: Any litigation respecting the conduct or organization of a publicity Sweepstakes 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 board only for the purpose of helping the parties reach a settlement.

By entering this Sweepstakes, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted only for the purpose of administering the Sweepstakes and in accordance with Sponsor's [privacy policy](#). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information. If you are selected as a winner, your information may also be included in a publicly-available winner's list.

The Sponsor reserves the right, subject only to the approval of the Régie in Quebec, Canada, to adjust any of the dates, timeframes and/or other Sweepstakes mechanics stipulated in these Official Rules, to the extent deemed necessary by the Sponsor, for purposes of verifying compliance by any entrant, Entry, Bonus Entry, Request, PIN CODE, Eligible Product, Eligible Purchase and/or other information with these Official Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Sweepstakes as contemplated in these Official Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these English Official Rules and disclosures or other statements contained in any Sweepstakes-related materials, including, but not limited to, point of sale, television, print or online advertising, the French version of these Official Rules and/or any instructions or interpretations of these Official Rules given by any representative of the Sponsor, the terms and conditions of these English Official Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Sweepstakes will be governed by and construed in accordance with the domestic laws of the Province of Ontario and the federal laws of Canada applicable therein, 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. The parties hereby consent to the exclusive jurisdiction and venue of the courts located in Ontario in any action to enforce (or otherwise relating to) these Official Rules or relating to this Sweepstakes.

Sponsor: Spinrite L.P., 320 Livingstone Avenue South, Box 40, Listowel, Ontario, Canada, N4W 3H3.

This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Instagram.