

**THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA
AND IS GOVERNED BY CANADIAN LAW**

1. **SPONSORS.** The Contest sponsors are Exodus Travels Ltd. (“**Exodus**”) located at 112 Merton St, Toronto, M4S 2Z8 ON, Canada and GoodLife Fitness (“**GoodLife**”) with its head office located at 710 Proudfoot Lane, London, N6H 5G5, ON, Canada
2. **ADMINISTRATOR.** The Contest administrator is InField Marketing Group Inc. d/b/a (Influence Marketing) (the “**Administrator**”).

3. KEY DATES

The “*Choose your own \$10,000 adventure*” Contest (the “**Contest**”) begins on April 26, 2018 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on October 15, 2018 at 11:59:59 p.m. ET (the “**Contest Period**”)

4. ELIGIBILITY TO ENTER:

The Contest is open only to residents of Canada (not including residents of Quebec) who have reached the legal age of majority in their province/territory of residence at the time of entry. Employees, officers, directors, representatives or agents (and those with whom such persons are living, whether related or not) of Exodus or GoodLife (the “**Sponsors**”), its parent companies, subsidiaries, associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively with the Sponsor, the “**Contest Parties**”) are not eligible to enter the Contest.

5. AGREEMENT TO BE LEGALLY BOUND BY RULES:

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

6. HOW TO ENTER:

NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. VOID IN QUEBEC AND WHERE PROHIBITED BY LAW. To be eligible to earn one (1) Entry (each, an “**Entry**” and collectively, the “**Entries**”) go to www.GLFitnessAdventure.ca (the “**Website**”) and follow the on-screen instructions to enter the contest (the “**Entry Form**”). Alternatively, entry to the contest may be completed through an iPad install available at select GoodLife sponsored event. By submitting your entry, you confirm your agreement that you have read and agree to be legally bound by the terms and conditions of these Rules. Once you have fully completed the Entry Form with all required information and agreed to the Rules, follow the on-screen instructions to submit your Entry Form to be eligible to earn one (1) Entry. **There is a limit of one (1) Entry per person.**

7. ENTRY CONDITIONS:

If it is discovered by the Sponsors (using any evidence or other information made available to or otherwise discovered by the Sponsors) that any person has attempted to: (i) obtain more than one (1) Entry and/or (ii) use multiple names, multiple identities, multiple email addresses, multiple accounts from the same Social Media Platform, 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 to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Sponsors. The Contest Parties and each of their respective agents, employees, officers, directors, successors, and assigns (collectively, the “**Released Parties**”) are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Entries (collectively, “**Contest Entries**”), all of which are void. A Contest Entry may be rejected if, in the sole and absolute discretion of the Sponsor it is not submitted and received in accordance with these Rules during the Contest Period (as determined by Sponsor in its sole and absolute discretion).

8. VERIFICATION:

All Contest Entries and entrants are subject to verification at any time and for any reason. The Sponsors reserve the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsors – including, without limitation, government-issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Contest Entry and/or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor’s interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor 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 Contest will be the official time-keeping device(s) of the Sponsor.

9. GRAND PRIZE:

There will be One (1) non-transferable Grand Prize, comprising of a \$10,000 CAD gift certificate to be used on the Exodus Travels small group or self-guided tour excluding Polar Cruises of one winner’s choice based upon availability (with potential guest) as selected by the Winner with the Sponsor’s sole discretion, Guided tours, hotel, transfers, internal flights, lunches, breakfasts and dinners are included as stated per each day as in the tour itinerary featuring double occupancy standard hotel room with an approximate retail value of up to \$10,000 CAD will be awarded..

TRAVEL INSURANCE, INTERNATIONAL AIRFARE AND VISAS ARE NOT INCLUDED AS PART OF THE PRIZE. Travel must be completed no later than Dec 15, 2019 and tour booked by March 15, 2019 (or on such other dates as may be specified by Exodus in its sole and absolute discretion). International Airfare, fees and all other items not stated herein are the sole responsibility of the winner. Prize cannot be

exchanged for cash. Winner and guest, as applicable, must have all necessary identification and/or travel documents (e.g., a valid Canadian or U.S. passport and visas when applicable) required for travel. Departure and airport taxes and customs/agriculture fees are not included and are also your responsibility.

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 convertible to cash (except as may be specifically permitted by Sponsor in its sole and absolute discretion); (ii) no substitutions are permitted, except at Sponsor's option; (iii) all travel related to the Grand Prize must occur within the dates specified 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) the confirmed winner must have all necessary documentation to permit international travel with such documentation being valid for a minimum of six (6) months beyond the travel dates; (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; including, without limitation: flights, meals and drinks (not included in package); gratuities; entertainment; health and travel insurance; transportation for confirmed winner and his/her Guest to and from the Canadian location selected by the Sponsor; additional transportation; 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 retail 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 confirmed winner's Guest must: (a) be of the legal age of majority in his/her jurisdiction of residence; and (b) sign and return the Sponsor's release (by the date indicated on the release form) indicating (among other things) that he/she waives all recourse against the Released Parties relating to his/her participation in the Grand Prize (including, without limitation, any travel related thereto).

The confirmed Grand Prize winner and his/her Guest (if applicable) must obtain sufficient personal travel and medical insurance prior to departure and may be required to provide proof of personal travel and medical insurance upon request (in a form acceptable to the Sponsor). Transportation is subject to availability, blackout periods, government restrictions and regulations and other transportation restrictions and regulations.

The Released Parties are not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of any aspect of the Grand Prize. Neither the confirmed Grand Prize winner nor his/her Guest nor any other person or entity will be compensated in the event of such delay, cancellation or other event contemplated herein. Changes to transportation and/or passenger names are not accepted once bookings have been confirmed.

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner and his/her Guest understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory. For greater certainty and the avoidance of any doubt, by accepting the Grand Prize, the confirmed winner agrees to waive all recourse against the Sponsor and all of the other Released Parties if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part.

10. IMAGE RELEASE

By entering into this Contest, each entrant agrees to release, discharge, and forever hold harmless the Released Parties and their shareholders, officers and directors from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with, the entrant's participation or attempted participation in this Contest, compliance or non-compliance with these Official Rules and the delivery, non-delivery, acceptance, use, misuse or non-use of the prize or any travel related thereto and, if selected as a potential winner, to sign and deliver the Request for Information and Waiver form or Affidavit before receiving his/her prize. Each entrant grants the Sponsor, and their respective designees a perpetual, worldwide, royalty-free license to use, broadcast, publish and otherwise use the entrant's name, statements regarding this Contest, image, photograph, video, voice and/or likeness for advertising, promotional and/or any other purpose in any and all media now or hereafter devised worldwide in perpetuity without additional compensation, notification or permission, unless prohibited by law.

11. ELIGIBLE WINNER SELECTION PROCESS:

On October 23, 2018 (the "**Selection Date**") in Toronto, ON at approximately 2:00 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Contest Entries submitted and received in accordance with these Rules. The odds of winning depend on the number of eligible Contest Entries submitted and received in accordance with these Rules.

12. ELIGIBLE WINNER NOTIFICATION PROCESS:

The Sponsor or its designated representative will make a minimum of three (3) attempts to contact the eligible winner within three (3) business days of the Selection Date. If the eligible winner cannot be contacted as outlined above, 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 Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant for the Grand Prize from among the remaining eligible Contest Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

13. ELIGIBLE WINNER CONFIRMATION PROCESS:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS A WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS THE CONFIRMED GRAND PRIZE WINNER, the eligible winner will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid (which may, in the sole and absolute discretion of the Sponsor, be administered online, by email or other electronic means, by telephone, or in the Sponsor's form of declaration and release); and (b) sign and return within two (2) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Grand Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Grand Prize or any portion thereof (including, but not limited to, any travel related thereto); and (iv) agrees to the publication, reproduction and/or other use of his/her name, city/province/territory, voice, statements about the Contest 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. If the eligible winner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; (c) cannot accept (or is unwilling to accept) the Grand Prize (as awarded) for any reason; and/or (d) is determined to be in violation of these Rules (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 Grand Prize) and the Sponsor reserves the right, in its sole and absolute discretion and time permitting, to select an alternate eligible entrant for the Grand Prize from among the remaining eligible Contest Entries submitted and received in accordance with these Rules (in which case the foregoing provisions of this section shall apply to such newly selected eligible winner).

14. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest 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 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 during the Contest; (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 Contest Entry 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 Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest in accordance with Sponsor's privacy policy (available at: <https://www.goodlifefitness.com/privacy-policy> and <https://www.exodustravels.com/ca/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.

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

The invalidity or unenforceability of any provision of these 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 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 Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest 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 Rules or relating to this Contest.

BY ACCEPTING THE GRAND PRIZE, WINNER ACCEPTS THE INHERENTLY DANGEROUS NATURE AND RISK OF THE SELECTED TOUR, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT HIS/HER PARTICIPATION IN THE PRIZE TRIP IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUMES THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT THE RELEASED PARTIES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH.