

## RULES AND REGULATIONS

### THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA (OTHER THAN RESIDENTS OF QUEBEC) AND IS GOVERNED BY CANADIAN LAW

1. **SPONSOR.** The Contest sponsor is GoodLife Fitness (“**GoodLife**” or the “**Sponsor**”) 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 “Canadian Strong” Contest (the “**Contest**”) begins on January 1, 2020 at 12:00:00 a.m. Eastern Time (“**ET**”) and ends on December 31, 2020 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 GoodLife 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**”) in the draw for the Grand Prize go to [www.GLCanadianStrong.ca](http://www.GLCanadianStrong.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 events, set out in Schedule A (the “**Contest Events**”). 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, 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.**

The instant win portion of the Contest is also available to those who enter at the Contest Events. Following completion of the Entry Form on the iPad, entrants will have the opportunity to scratch a digital ticket to reveal a prize.

#### 7. ENTRY CONDITIONS:

If it is discovered by the Administrator (using any evidence or other information made available to or otherwise discovered by the Administrator) 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 Administrator’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 Administrator. 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 Administrator it is not submitted and received in accordance with these Rules during the Contest Period (as determined by Administrator 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 Administrator reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Administrator – 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 Administrator deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Administrator’s interpretation of the letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Administrator within the timeline specified may result in disqualification in the sole and absolute discretion of the Administrator. The sole determinant of the time for the purposes of this Contest will be the official time-keeping device(s) of the Administrator.

#### 9. PRIZES:

## **GRAND PRIZE**

There will be one (1) non-transferable Grand Prize, comprising of Personal Training sessions with a retail value of \$10,000 CAD to be used at any GoodLife Fitness location in Canada. Also, included in the Grand Prize are two (2), one-year GoodLife Fitness memberships (retail value of \$1,000 CAD each).

ADDITIONAL GYM FEES FOR SPECIFIC CLASSES OR SERVICES ARE NOT INCLUDED AS PART OF THE PRIZE. Membership must be claimed no later than March 15, 2021 (or on such other dates as may be specified by GoodLife Fitness in its sole and absolute discretion). Prize cannot be exchanged for cash, is not assignable or transferable.

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 Administrator in its sole and absolute discretion); (ii) no substitutions are permitted, except at Administrator's option; (iii) 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 Administrator, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (iv) Administrator 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 Administrator's sole discretion, a cash award; (v) 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 (vi) 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 Administrator'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.

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.

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.

## **INSTANT WIN PRIZES**

There are 80,000 instant win prizes available to be won, as below:

- 20,000 Totes (ARV \$1.30)
- 20,000 Mint Cards (ARV \$0.99)
- 20,000 Towels (ARV \$1.75)
- 10,000 Buffs (ARV \$1.45)
- 10,000 Sunglasses (ARV \$2.10)

'ARV' stands for approximate retail value.

The instant win prizes are distributed across the regions, as approximately indicated below:

WEST (BC) – 12,000  
CENTRAL (AB, SK, MB) – 14,000  
GTA (Southern ON) – 32,000  
OTTAWA – 11,000  
EAST (NS, NB, PEI, NL) – 11,000

The following conditions apply to the instant win prizes:

The number of instant win prizes offered will diminish as they are awarded. The instant win prizes that are not awarded during the Contest Period will be cancelled. The Administrator reserves the right to increase the total number of instant win prizes offered or substitute different prizes.

The odds of winning another instant win prize vary depending on the number of eligible entrants at each Contest Event. The actual instant win prize awarded will be randomly selected via the computer program. Winners cannot exchange the instant win prize awarded for another prize. Each instant win prize must be accepted as awarded, cannot be exchanged and is not transferable, assignable or convertible to cash. The Administrator reserves the right, in its sole and absolute discretion, to substitute a prize or a component thereof with an item or items of equal or greater retail value, including, without limitation, but at the Administrator's sole and absolute discretion, a cash award.

To be confirmed as an instant prize winner, entrants must: (i) be onsite at one of the GoodLife Fitness activations as per the event schedule in Schedule A; (ii) correctly answer, unaided, a mathematical skill-testing question; and (iii) if requested, confirm acceptance of the terms of the Declaration and Liability Release within ten (10) business days of receipt.

If: (i) the selected entrant fails to meet any condition set forth in the Rules or is otherwise found to be ineligible; (ii) there is a return of any notification as undeliverable; (iii) the selected entrant refuses the prize; (iv) the selected entrant incorrectly answers the mathematical skill-testing question; (v) the selected entrant fails to accept the terms of the Declaration and Liability Release within the allotted time, he/she will be disqualified

and forfeit the prize. In such a case, the Administrator may, at its sole discretion, cancel the Prize or select another eligible entrant via random draw, until an entrant is selected that meets all the conditions in these Rules and is declared a winner.

The prizes will be distributed to confirmed winners onsite at the Contest Event.

#### **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 Administrator, 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 GRAND PRIZE WINNER SELECTION PROCESS:**

On January 8, 2021 (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 as the potential Grand Prize winner. The odds of winning the Grand Prize depend on the number of eligible Contest Entries submitted and received in accordance with these Rules.

#### **12. ELIGIBLE WINNER NOTIFICATION PROCESS:**

The Administrator or its designated representative will make a minimum of three (3) attempts to contact the selected entrant within three (3) business days of the Selection Date. If the selected entrant 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 Administrator, be disqualified (and, if disqualified, will forfeit all rights to the Grand Prize) and the Administrator 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 ADMINISTRATOR 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 Administrator, be administered online, by email or other electronic means, by telephone, or in the Administrator's form of declaration and release); and (b) sign and return within two (2) business days of notification the Administrator'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 Administrator 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 Administrator in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Grand Prize) and the Administrator 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 Administrator with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE ADMINISTRATOR TO BE IN VIOLATION OF THE ADMINISTRATOR'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 ADMINISTRATOR 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 and Administrator, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest in accordance with Administrator's privacy policy, available at: <https://influencemarketing.ca/privacy-policy/> This section does not limit any other consent(s) that an individual may provide the Sponsor or Administrator 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 Administrator, 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, Administrator 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 RISK OF THE WORKING OUT, AND THEY ARE ADVISED TO CONSULT THEIR MEDICAL DOCTOR PRIOR TO ENGAGING IN SUCH ACTIVITY. RISK INCLUDES PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT HIS/HER PARTICIPATION IN THE PRIZE IS VOLUNTARY.**

**SPONSOR IS IN NO WAY RESPONSIBLE FOR THE ADMINISTRATION OF THIS CONTEST. ALL INQUIRIES, COMMENTS OR COMPLAINTS REGARDING THE CONTEST MUST BE DIRECTED TO THE ADMINISTRATOR, INFEILD MARKETING GROUP INC.**

SCHEDULE A  
CONTEST EVENTS\*

Start Date	End Date	Event Name	City
10-Jan	12-Jan	CANADA'S BRIDAL SHOW	Toronto
18-Jan	19-Jan	Wonderful Wedding	Winnipeg
19-Jan	19-Jan	The Wedding Fair	Calgary
25-Jan	26-Jan	Victoria Health Show	Victoria
31-Jan	02-Feb	Winterlude	Ottawa
14-Jan	17-Jan	Winterlude	Ottawa
01-Feb	02-Feb	Wellness Show	Vancouver
21-Feb	23-Feb	Voyageur Festival	Winnipeg
29-Feb	01-Mar	Vancouver Outdoor Travel & Adventure Show	Vancouver
02-Apr	05-Apr	Yoga Show	Toronto
04-Apr	05-Apr	Vancouver Women's show	Vancouver
17-Apr	18-Apr	Vancouver Sun Run	Vancouver
18-Apr	19-Apr	National Women's Show	Ottawa
01-May	03-May	Toronto Marathon	Toronto
10-May	10-May	Vegfest	Vancouver
15-May	17-May	BlueNose Marathon	Halifax
22-May	24-May	Barrie Waterfront Festival	Barrie
22-May	24-May	Carassauga	Mississauga
29-May	31-May	Calgary Marathon	Calgary
30-May	30-May	Foam Fest Vancouver	Vancouver
30-May	30-May	Rugged Maniac Kitchener	Kitchener
30-May	30-May	Mud Hero Ottawa	Ottawa
31-May	31-May	Sask Marathon	Saskatoon
02-Jun	02-Jun	Aurora Chamber Street Festival	Aurora
06-Jun	07-Jun	Mud Girl Hamilton	Hamilton
06-Jun	06-Jun	Foam Fest Nanaimo	Nanaimo
13-Jun	14-Jun	Gravenhurst Triathlon	Gravenhurst
19-Jun	21-Jun	Pickering Village Jam	Pickering
19-Jun	21-Jun	Mississauga Waterfront Festival	Mississauga
19-Jun	21-Jun	Redpath Waterfront Festival	Toronto
19-Jun	20-Jun	CP Dragon Boat	Vancouver
20-Jun	20-Jun	Mud Girl London	London
25-Jun	28-Jun	Ottawa Dragon Boat	Ottawa
27-Jun	27-Jun	Foam Fest Calgary	Calgary
27-Jun	28-Jun	Mud Girl Oshawa	Oshawa
28-Jun	28-Jun	Scotiabanck Vancouver Half Marathon	Vancouver
June	June	Car Free Day	Victoria
June	June	Toronto Pride 5K	Toronto
01-Jul	01-Jul	Canada Day At Canada Place	Vanoucvr
01-Jul	01-Jul	Ottawa Canada Day	Ottawa
01-Jul	01-Jul	Halifax Canada Day	Halifax
01-Jul	01-Jul	Canada Day Picnic	Toronto
04-Jul	04-Jul	Foam Fest Edmonton	Edmonton
09-Jul	12-Jul	TD Sun Fest	London
09-Jul	12-Jul	Taste of Lawrence	Scarborough
11-Jul	11-Jul	Foam Fest Regina	Regina
11-Jul	11-Jul	Rugged Maniac Vancouver	Vancouver
11-Jul	12-Jul	Salsa on St Clair	Toronto
11-Jul	11-Jul	Hope Volleyball	Ottawa
15-Jul	19-Jul	Westerner Days	Red Deer
18-Jul	18-Jul	Foam Fest Ottawa	Ottawa
25-Jul	25-Jul	Rugged Maniac Calgary	Calgary
25-Jul	25-Jul	Mud Hero Manitoba	Manitoba
25-Jul	26-Jul	Foam Fest Barrie	Barrie
25-Jul	27-Jul	Beaches Jazz Fest	Beaches
29-Jul	03-Aug	Halifax Buskerfest	Halifax
31-Jul	03-Aug	Kempenfest	Barrie
31-Jul	04-Aug	International Buskerfest	Ottawa

01-Aug	01-Aug	Mud Girl Ottawa	Ottawa
02-Aug	05-Aug	Natal Day	Halifax/Dartmouth
07-Aug	09-Aug	Abbotsford Air Show	Abbotsford
07-Aug	09-Aug	Taste of the Danforth	toronto
08-Aug	08-Aug	Foam Fest KW	Kitchener/Waterloo
08-Aug	08-Aug	Mud Hero Alberta	Alberta
08-Aug	08-Aug	Foam Fest Toronto	Toronto
14-Aug	15-Aug	Can Fit Pro	Toronto
15-Aug	16-Aug	Toronto Islnd Triathlon	Toronto
15-Aug	16-Aug	Edmonton Marathon	Edmonton
22-Aug	22-Aug	Foam Fest St. Catharines	St. Catharines
22-Aug	22-Aug	Mud Hero Toronto	Toronto
29-Aug	29-Aug	Wasaga Beach Triathlon	Wasaga Beach
04-Sep	07-Sep	Toronto Buskerfest	Toronto
04-Sep	06-Sep	Supercrawl	Hamilton
04-Sep	06-Sep	Taste of the Kingsway	Toronto
11-Sep	13-Sep	Queen City Maraton	Regina
12-Sep	12-Sep	Foam Fest Ottawa	Cornwall
12-Sep	12-Sep	Mud Girl Toronto	Woodbridge
19-Sep	19-Sep	Under-Armour East Side 10k	Toronto
19-Sep	19-Sep	Foam Fest Moncton	Moncton
19-Sep	20-Sep	Tough Mudder	Hamilton
26-Sep	26-Sep	Oasis Zoo Run	Toronto
September	September	Ukraine Festival	Toronto
September	September	Polish Festival	Toronto
September	September	Ottawa Buskerfest	Ottawa
09-Oct	11-Oct	Victoria Marathon	Victoria
16-Oct	18-Oct	Scotiabank Toronto Waterfront Marathon	Toronto

\*Events, dates and locations are subject to change