

First Baby Born at Sunnybrook's New Women & Babies Facility

Promotion Rules

SPONSOR

The sponsor of this promotion is Sunnybrook Health Sciences Centre Foundation (the "*Sponsor*").

ELIGIBILITY

To be eligible, you must be a resident of Ontario over the age of majority, and give birth to a baby (or babies) in Sunnybrook's new Women & Babies Facility – M5-2075 Bayview Avenue, Toronto, Ontario (scheduled to be in operation on or about September 12, 2010). Scheduled cesarean births are excluded from the promotion. You are not eligible if, at any point during the pregnancy, you are or are domiciled with an employee, officer or director of the Sponsor or Sunnybrook Health Sciences Centre.

THE PRIZE

There will be one recipient awarded the prize package described in Schedule A to these rules ("*Prize*"). The Prize retail value is outlined in Schedule A.

The Prize must be accepted as awarded and no portion or component of the Prize is transferable or convertible to cash (except at the Sponsor's sole discretion).

WINNER DECLARATION

The mother of the first baby born (defined as: brought into life by birth) in Sunnybrook's new Women & Babies Facility – M5-2075 Bayview Avenue, Toronto, Ontario will, subject to eligibility and compliance with these rules, be awarded the Prize. The on-duty charge nurse will judge and declare the mother to be awarded the Prize (the "*winning mother*").

The winning mother will be notified in person. In order to be awarded the Prize, the winning mother must sign and return (so that it is received by the Sponsor within 5 days of the notification date) a Declaration of Compliance, Release and Publicity Consent, in the form provided by the Sponsor to the winning mother at the time of notification.

If the winning mother does not sign and return a Declaration of Compliance, Release and Publicity Consent within 5 days of the notification date or otherwise comply with the rules of this promotion, she will be declared by the Sponsor to be ineligible to be awarded the Prize and an alternative winning mother will be declared based on the next baby born at the new Sunnybrook Women & Babies Facility.

If the winning mother cannot use or chooses not to use any portion of the Prize, that portion of the Prize will be deemed to be forfeited and no substitution or other compensation will be awarded (except at the Sponsor's sole discretion).

PRIVACY NOTICE

Certain personal information of the winning mother (and her baby or babies) will be collected in connection with the promotion, including the winning mother's name, the fact that she has been awarded the Prize, her town/city of residence, her baby's name (or babies' names), and a photo and/or likeness of the winning mother and/or her baby or babies (collectively, the "*Personal Information*"). The Personal Information will be collected and used by the Sponsor (and may be used by Sunnybrook Health Sciences Centre and/or any of its third party service providers and

disclosed between any of them) for purposes of administering this promotion, and awarding and delivering the Prize. The Personal Information may also be used and publicly disclosed by the Sponsor to promote the Sponsor and/or Sunnybrook Health Sciences Centre, including, without limitation, in a media release, in the Sponsor's newsletters and on the Sponsor's website at www.sunnybrook.ca.

OTHER RULES

The decisions of the on-duty nurse and the Sponsor will be final and binding.

The Sponsor (including its affiliates and related entities), together with their respective agents, representatives, successors and assigns, and all of their respective employees, partners, directors and officers, (collectively, the "*Releasees*") shall not bear any liability for or in connection with (a) loss, theft, use or misuse of the Prize, (b) any property damage, personal injury, death, loss or misfortune in any way attributable to this promotion and/or the Prize or (c) any delay in the opening of the new Sunnybrook Women & Babies Facility.

The winning mother will be required to release the Releasees from and against any and all claims, liability and causes of action (including all costs and expenses related thereto) in any way relating to or arising in connection with the promotion and/or the Prize. The winning mother will also be required to agree not to make any claim against any of the Releasees, or any claim against any third party which may result in a claim against any of the Releasees, in respect of any matter in any way relating to or arising in connection with the promotion and/or the Prize.

No purchase or payment of consideration is required in order to participate in this promotion. The winning mother, in order to be eligible to be awarded the Prize, will be required to correctly answer a time limited mathematical skill-testing question to be administered by the Sponsor's representative prior to the awarding of the Prize.

The Sponsor may, at its sole discretion, cancel this promotion (with or without awarding the Prize), or change the rules at any time and from time to time, without notice.

Without limiting any other provision of these rules, the Sponsor reserves the right to substitute the Prize or any part of the Prize with one of equal or greater value, without notice.

Schedule A

The prize package includes:

- \$750 in President's Choice gift cards towards the purchase of PC Green diapers
- \$500 registry gift card to Babies "R" Us
- Baby outfits courtesy of Snugabye for a year (Valued at: \$1,000)
 - Snugabye will communicate with the mother every 3 months to verify sizing of the baby and will send a new package of clothing
 - Some Snugabye play clothes will be included as well as sleepwear
- Leap Frog Learning Toys for baby's first year (Valued at: \$250)
- Elizabeth Milan Spa package, located in the Royal York courtesy of Elizabeth Milan (Valued at: \$250) to include the following:
 - Comprised of multiple treatments that can be used over the course of a year
- Cleaning service package courtesy of Merry Maids of Canada (Valued at: \$1,500) to include the following:
 - Nine x 1.5 hour house cleaning services to be used as frequently as preferred.

Total retail value: \$4,250