

**OFFICIAL CONTEST RULES AND REGULATIONS for the
SHAW BRICK AT GLOW INSTAGRAM DRAW
(December 19, 2019- January 2, 2020)**

The Shaw Brick at Glow Instagram Draw (the "**Contest**") is sponsored by the Shaw Brick division of The Shaw Group Limited ("**Shaw Brick**"). This Contest provides participants a chance to win a \$50 gift card to any Shaw Retail Centre, valued at \$50.00. (excluding taxes) (the "**Prize**") in accordance with these official Contest rules and regulations (the "**Rules and Regulations**"). The Contest will be executed via Instagram.

CONTEST PERIOD:

The Contest begins at 9:00:00 a.m. Atlantic Daylight Time (ADT) on December 19, 2019 and closes at 8:59:59 a.m. (ADT) on January 2, 2020 (the "**Contest Period**").

HOW TO ENTER:

To enter this Contest, individuals nineteen (19) years of age or older, will be invited to participate in the Contest via using the hashtag #shawbrick in an Instagram post. Upon accessing the Contest page via Instagram, entrants will upload a picture of Shaw Brick product at the Glow Halifax event, using hashtag #shawbrick, to successfully participate in the Contest. After submitting the required information, the entrant will receive one (1) Entry ("**Entry**") into the draw. You may enter the draw only once.

CONTEST ELIGIBILITY:

This Contest is sponsored by Shaw Brick. and is open to: (i) residents of New Brunswick, Nova Scotia and Prince Edward Island, (ii) who are nineteen (19) years of age or older, and (iii) who have complied with these Rules and Regulations ("**Eligible Participants**").

Employees, officers, directors, representatives or agents of Shaw Brick, or The Shaw Group Limited, or any immediate family members of the aforementioned shall not be eligible to participate. "Immediate family member" means the spouse, sibling, parent, step-parent, child and/or step-child of any of the foregoing.

No purchase or consideration is necessary to enter the draw. Entry is available via using the hashtag #shawbrick on Instagram.

DRAW AND PRIZE:

Prize: \$50.00 gift card to any Shaw Retail Centre.
There is no cash option. Prize is valued at \$50.00. (excluding taxes). No substitutions as to make, model, or features will be made other than in accordance with these Rules and Regulations. The winner must accept the Prize as awarded.

DRAW DATE AND DRAW TIME:

January 2, 2020 ("**Draw Date**") at 9:00:00 a.m. (ADT), or as soon as possible thereafter, as determined in the sole discretion of Shaw Brick ("**Draw Time**").

ODDS OF WINNING:

The odds of winning the Prize will depend upon the total number of eligible Ballots received during the Contest Period.

SELECTION OF WINNER:

The winner will be selected by a random draw from all of the eligible Ballots received from Eligible Participants during the Contest Period conducted by an authorized representative of Shaw Brick on the Draw Date at the Draw Time.

CLAIMING OF PRIZE

On behalf of Shaw Brick, a representative from Shaw Brick will attempt to contact the selected winner within one (1) business day after the draw (or as soon as possible thereafter). The winner will be notified by direct message on Instagram in accordance with the information provided. If Shaw Brick is not able to contact the selected winner after three (3) attempts in ten (10) business days after the initial attempt, Shaw Brick shall have the right to disqualify the selected winner and to draw a new Entry from among the eligible Entries and the process above will be repeated until a winner is contacted successfully.

The winner MUST pick-up the Prize at their nearest retailer, during regular business hours, with their own mode of transportation. Delivery will be an extra charge, if required.

Failure to pick-up the Prize within ten (10) days of being contacted will result in the winner forfeiting his/her right to the Prize. An unclaimed Prize will not lead to a further selection of an Entry and the Prize will not be awarded.

At the time of pick-up, the winner must attend in person and must provide government issued identification (picture ID, proof of age and proof of residency). Failure to do this will result in the winner forfeiting his/her right to the Prize.

GENERAL RULES

1. The Shaw Brick at Glow Instagram Draw is sponsored by Shaw Brick. This promotion is in no way sponsored, endorsed, or administered by, or associated with Instagram. Any questions, comments, or complaints regarding the promotion will be directed to Shaw Brick, not Instagram.
2. By entering the Contest, a participant accepts and agrees to abide by these Rules and Regulations and the decisions of Shaw Brick with respect to all aspects of the Contest, including but not limited to fact, interpretation, eligibility and procedure, which are final, binding and conclusive on all matters relative to the Contest.
3. In order to claim the Prize, the winner shall be required to sign and return to the representative of Shaw Brick, a release in the form prescribed by Shaw Brick, confirming compliance with these Rules and Regulations, acceptance of the Prize, as awarded and without substitution, and releasing Shaw Brick, and its respective shareholders, directors, officers, employees, agents, dealers, representatives, successors and assigns from any claim, loss, expense or other liability arising from participation in this Contest or the awarding, acceptance or use of the Prize awarded under the Contest.
4. In order to be declared a winner, the participant, whose entry is selected, must have correctly answered a mathematical skill-testing question (without assistance of any kind, whether mechanical or otherwise) to establish that he or she is an Eligible Participant.
5. Shaw Brick has the right, at their sole discretion, to make Prize substitutions of equivalent kind and value in the event of unavailability of the specified Prize for reasons beyond Shaw Brick's control.
6. By entering the Contest, the entrants agrees to allow Shaw Brick and its agents to publish, and/or broadcast his or her name, address, statements, and photograph in any medium that Shaw Brick may select without any compensation whatsoever.
7. All Entries become the property of Shaw Brick who assume no responsibility for illegible, lost, or late Entries.
8. If for any reason, in the collective opinion Shaw Brick, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected for causes beyond its control, Shaw Brick reserves its right to cancel, terminate, modify, amend or suspend the Contest including rejecting any Entry and selecting a winner from among other eligible Entries received during the Contest Period. Shaw Brick reserves its right to modify the Rules and Regulations reserves its right in its sole discretion to disqualify any individual they find to be tampering with the Entry process or the operation of the Contest or to be acting in violation of these Rules and Regulations or otherwise in a disruptive manner.
9. This Contest is subject to all applicable federal, provincial and municipal laws and regulations.
10. By entering this Contest, each entrant consents to the collection, use and distribution of his/her personal information (information that identifies an entrant as an individual, such as home telephone number and home address) by Shaw Brick for the purposes of implementing, administering and fulfilling this Contest. Shaw Brick will not sell or transmit this information to third parties except for the purposes of administering this Contest. Shaw Brick is committed to ensuring the privacy of those partaking in this Contest and taking all of the necessary precautions to ensure participant Shaw Brick will only use or disclose participant information for the specific purposes for which it was collected, unless required by law, and will only retain the information long enough to fulfill these purposes, after which time it will be securely destroyed.
11. Shaw Brick is not responsible for commencing, continuing or completing the Contest or awarding the Prize in the event of circumstances beyond the control of Shaw Brick.
12. These Rules and Regulations govern the Contest and must be followed. In the event of any discrepancy between these Rules and Regulations and any other material, these Rules and Regulations shall prevail to the extent of the inconsistency.