



Explore Ancient Egypt

Assassin's Creed Origins

Contest Rules

NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE IN UBISOFT'S EXPLORE ANCIENT EGYPT CONTEST ("CONTEST"). A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

UBISOFT HAS PROVIDED PRIZES AND THE USE OF THEIR NAME AND TRADEMARKS, BUT IS NOT INVOLVED IN THE EXECUTION OR ADMINISTRATION OF THIS CONTEST. ANY QUESTIONS, COMMENTS OR COMPLAINTS REGARDING THIS CONTEST MUST BE DIRECTED TO THE ORGANIZER.

1. CONTEST DESCRIPTION: From October 16, 2017, at noon EST to October 26, 2017, at 11:59 p.m. EST ("Contest Period"), Ubisoft Entertainment Inc. ("Sponsor") will sponsor the "Explore Ancient Egypt" contest ("Contest") on the marketing microsite ExploreAncientEgypt.com, organized and managed by Bleublancrouge ("Organizer").

2. ELIGIBILITY: The Contest is open only to legal residents of Canada who have reached the age of majority in their province of residence at the time of entry. Employees, officers and directors of the Organizer, its parent companies, affiliates, subsidiaries, advertising agencies, collaborative agencies, Contest and fulfillment agencies, their immediate family members (brothers, sisters, children, father, mother), their legal or common-law spouse and persons living in the same household, are not eligible to participate in the Contest. You must have created an account on ExploreAncientEgypt.com to participate. You must also have a valid passport.

3. HOW TO ENTER:

Beginning on October 16, 2017, at noon EST until October 26, 2017, at 11:59 p.m. EST, these steps will grant Entrants chances to win the Contest:

- Creating an account on ExploreAncientEgypt.com will grant you one chance to win.
- Each story you share will grant you an additional chance to win.
- Clicking on the Xbox link will grant you an additional chance to win.

The maximum amount of chances an entrant has to win is 11 (1 account + 9 stories + 1 Xbox link).

Every entry is subject to verification by the Organizer or its representatives. Any attempted form of entry other than as described herein is void. The Organizer, in accordance with the Contest Rules, will determine, at its sole discretion, what constitutes a valid entry. Entry to this Contest does not constitute entry into any other Contest. By participating in the Contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Contest Rules and the decisions of the Organizer whose decisions shall be final and legally binding in all respects.

4. PROHIBITED PRACTICES

During the Contest, the Organizer may, at its sole discretion and without prejudice to such Entrant, reject a submission, warn, ban or disqualify any Entrant who, including but not limited to:

- o Joined forces with other Entrants to create a situation of unfair competition;
- o Performs any form of cheating or hacking;
- o Does not meet the entirety of these Contest Rules;
- o Demonstrates behaviour or submits content that is, in the opinion of the Organizer, promoting or depreciating products/services of third parties, depreciating the Organizer's products and services, unlawful, harmful, abusive, harassing, threatening, malicious, defamatory, libellous, deceptive, pornographic, pedophile, obscene, vulgar, racist, xenophobic, likely inciting hatred, sexually explicit, excessively violent, showing or promoting drug use, unethical or inappropriate in any way whatsoever.

5. PRIZES: There is one (1) Grand Prize awarded during this Contest, consisting of:

- An all-expenses-paid visit to the Ubisoft Montreal Studio to meet the Team behind the Assassin's Creed Origins game for you and one (1) of your friends. The trip will last a total of three (3) days. The total value of the trip is up to: \$2,360.
This trip includes:
 - o Plane tickets for two (2) people, valued at up to \$1,110
 - o Hotel for three (3) nights: valued at up to \$600
 - o Transportation: valued at up to \$200
 - o Per diem: valued at up to \$450
- An Xbox One X console valued at \$599.99.
- A Gold Edition of Assassin's Creed Origins for Xbox One X, valued at \$139.99.
- A UbiWorkshop Assassin's Creed Origins kit, which includes:
 - o A cowl neck hoodie valued at \$69.99
 - o A hooded scarf valued at \$39.99
 - o A canvas backpack valued at \$69.99
 - o A T-shirt valued at \$24.99

TOTAL APPROXIMATE VALUE FOR COMPLETE GRAND PRIZE (ALL PRIZES): CAN\$3,304.94.

The following conditions apply to the Grand Prize:

- The prizes will be awarded to the Winner during their trip to the Ubisoft Montreal Studio.
- The trip will be organized either the week of November 13 or 20, 2017.
- The prizes should be ready around the week of November 13. The winner will be informed of any delay.
- The Organizer will inform the winner of a range of potential dates for the trip to the Ubisoft Montreal Studio; the winner will be able to choose from one of these options.
- Should the winner not be able to accept the trip, the prize pack will be shipped to them and the trip will be cancelled without monetary compensation.
- The prizes include shipping and handling costs to the winner's residence.

6. AWARDING OF PRIZES:

At around noon EST on October 31, 2017, at the offices of the Organizer, located in Montreal, Quebec, one (1) Grand Prize will be awarded to one (1) entrant chosen by random draw.

The following conditions apply. The selected entrant must:

- Be reached by e-mail within five (5) days of the selection and he/she must reply in accordance with the instructions given in the e-mail. The selected Entrant will be notified by e-mail sent to the e-mail address provided on the Participation Form. It is the Entrant's responsibility to make sure his/her e-mail address is accurate and valid. In the case of the return of an e-mail prize notification as undeliverable, the Organizer may disqualify the Entrant's entry.
- Provide a valid shipping address.
- Confirm his/her acceptance of the Prize.
- Fill out and sign the Declaration Form to the effect that he/she has fulfilled all the requirements of these Contest Rules and return it to the Organizer within 72 hours of its receipt.
- Upon request and in a timely manner, provide an identification card with photograph.
- Upon request and in a timely manner, consent to a confidential background check to confirm that the use of his/her identity in any advertising or activity associated with the Contest would not discredit the Contest or the Organizer nor cause them any harm.

Failure to comply with one of the conditions mentioned in these Contest Rules or to accept the Prize will cause the selected Entrant to be disqualified. In such case, the Organizer may, at its sole discretion, cancel the Prize or select a new Entrant, if time permits, until an Entrant is selected and declared a winner for the Prize.

A person cannot win more than one (1) Prize.

7. ODDS OF WINNING.

Odds of winning the Grand Prize depend on the amount of actions done by the entrant for a total of 11 chances to win.

8. ACCEPTANCE OF PRIZE: The Prize must be accepted as described in these Contest Rules and may not, in any case, in whole or in part, be transferred to another person, replaced by another prize or exchanged for cash, except as provided in the Contest Rules and in the section below.

9. SUBSTITUTION OF PRIZE: In the event where it would be impossible, difficult and/or more costly for the Organizer to award a Prize (or a portion thereof) as described in these Contest Rules, it reserves the right to award a Prize (or portion thereof) of the same kind and of equivalent value or, at its sole discretion, the cash value of the Prize (or portion thereof) as indicated in the Contest Rules.

10. LIABILITY LIMIT—USE OF THE PRIZES: By entering the Contest, Entrants selected for the Prizes release and hold harmless the Organizer, any company, corporation, trust or other legal entity controlled by or affiliated with them, their advertising and promotional agencies, their employees, representatives and agents (the “Released Parties”) from and against any damage resulting from their acceptance or use of the Prizes.

11. LIABILITY LIMIT—PRIZE SUPPLIER: Entrants selected for the Prizes acknowledge that upon awarding of the Prizes, the obligations related to them become the responsibility of the providers of services and goods related to the Prizes.

12. PRIZE WARRANTY: Entrants selected for the Prizes acknowledge that the only warranty applicable to the various items included in the Prizes is the standard manufacturer warranty.

13. OPERATION OF THE ENTRY INTERFACE: The Organizer does not guarantee that the Contest Website, as well as any and all the platforms being used in relation with the Contest Website, whether they belong to Ubisoft Entertainment, any of its Contest affiliates/partners or a third party will be accessible or functional without interruption during the Contest Period, nor that they will be exempt of any errors.

14. LIMITATION OF LIABILITY—CONDUCT OF THE CONTEST: The Released Parties are not responsible for late, lost, delayed, damaged, postage-due, incomplete, illegible, or misdirected entries, responses, or other correspondence, either by e-mail or postal mail or otherwise, or for theft or destruction or unauthorized access or alterations of entry materials, phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties. The Released Parties are also not responsible for incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or used in the Contest, or by any technical or human error which may occur in the processing of the entries in the Contest.

15. TERMINATION OF PARTICIPATION IN THE CONTEST: In the event that the computer system cannot register all the Contest entries for whatever reason, or if participation in the Contest must be terminated in whole or in part before the closing date, the Organizer may, at its sole discretion, proceed with the selection among the entries duly registered and received or, as the case may be, up to the date of the event ending participation in the Contest. Unallocated prizes will be cancelled.

16. PRIZE LIMIT: In no event shall the Organizer be required to award more Prizes or a Prize other than in compliance with these Contest Rules.

17. TERMS OF SUBMISSION

17.1 ENTRANT REPRESENTATIONS, WARRANTIES AND INDEMNIFICATION:

The Entrant represents and warrants to the Organizer that his/her contest entry (i) is an entirely original work created solely by him/her, (ii) is not derived from any other existing source (iii) has not already been distributed or disseminated in any media or format, (iv) has not entered the public domain and (v) does not violate or conflict with the trademark, copyright, privacy rights, publicity rights and any other rights, of any kind or any nature of any other person or entity. ENTRANT AGREES TO INDEMNIFY, DEFEND AND HOLD HARMLESS THE ORGANIZER AND THE RELEASED PARTIES AND ALL OTHER PERSONS AFFILIATED OR RELATED TO THE DEVELOPMENT AND EXECUTION OF THIS CONTEST AGAINST ALL CLAIMS, DAMAGES AND LIABILITIES AGAINST THE CONTEST ORGANIZER, CONTEST ENTITIES AND THIRD PARTIES ARISING FROM THE ENTRANT'S PARTICIPATION IN THIS CONTEST, INCLUDING BUT NOT LIMITED TO (A) ANY VIOLATION OF THE ABOVE STATEMENTS, (B) ANY ACTION FOR DAMAGES OR LOSSES OF ANY KIND RESULTING FROM PARTICIPATION IN THIS CONTEST OR THE ACCEPTANCE, USE OR LOSS OF ANY PRIZE, AND (C) ANY ACTION BASED ON PRIVACY RIGHTS, PUBLICITY RIGHTS, REPUTATION, DEFAMATION, INFRINGEMENT OF COPYRIGHTS AND/OR TRADEMARKS ASSOCIATED WITH ENTRANTS' SUBMISSION.

Note: The above-mentioned representations, warranties and indemnification undertakings apply to any person that submits a Creation, whether or not that person is eligible to enter the Contest.

17.2. LICENCE TO USE/PUBLICITY RELEASE:

Licence to Use: All stories shared from the ExploreAncientEgypt.com website, as the case may be, shall become the sole property of the Organizer and will not be returned or acknowledged. Sharing a story grants the Organizer and its agents a licence to record, reproduce, publish, use, edit, exhibit, communicate to the public, represent in public, distribute, perform, merchandise, license, sublicense, adapt and/or modify the Creation submitted in any material form, in any and all media now existing or to be discovered, without territorial, time or any other limitation and without any compensation to the Entrant. Without limiting the generality of the foregoing, the stories could be featured in the promotional assets for Assassin's Creed Origins. It shall be

understood that the Entrant may under no circumstances directly or indirectly use the stories submitted in a way that may compete with the Organizer's use of it.

Note: The above-mentioned "Licence to Use" applies to any person who shares a story, whether or not that person is eligible to enter the Contest.

Publicity Release: Acceptance of a Prize constitutes the Prize-winner's permission for the Organizer and representatives to use the Prize-winner's name, video footage, photograph, likeness, voice, biographical information, statements and place of residence (collectively, the "Attributes"), for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter devised, in perpetuity, without further compensation or authorization, and releases the parties from all claims arising from the use of such Attributes.

18. ENTRANT IDENTIFICATION: For the purpose of these Contest Rules, the Entrant is the person whose name appears on the Participation Form and it is to this person to whom the Prize will be awarded if he/she is selected and declared a winner.

19. DISQUALIFICATION AND CANCELLATION: The Organizer reserves the right, at its sole discretion, to disqualify any individual who is found to be tampering with the operation of the Contest, or to be acting in violation of these Contest Rules. No forged entries will be accepted. The Organizer reserves the right to cancel or modify the Contest if fraud or technical failures destroy the integrity of the Contest as determined by the Organizer, in its sole discretion, and to award the Prizes based on eligible entries received prior to the cancellation. Subject to approval by Quebec's Régie des alcools, des courses et des jeux, if required.

20. CONTEST RULES: A copy of these Contest Rules will be featured on the ExploreAncientEgypt.com website for the duration of the Contest.

21. DISPUTES: Entrants agree that the Contest will be governed and interpreted in compliance with the laws of Quebec. The Entrants agree that any dispute arising out of or relating to this Agreement may be instituted and prosecuted in the courts of competent jurisdiction of Quebec located in Montreal, and the Entrants hereto irrevocably submit to the personal and exclusive jurisdiction of said courts and waive any rights to object to or challenge the appropriateness of said forums. The Entrants waive all rights to injunctive relief under this Agreement.

22. RESIDENTS OF QUEBEC: For residents of Quebec, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "RACJ") for a ruling. Any litigation respecting the awarding of a prize may be submitted to the RACJ only for the purpose of helping the parties reach a settlement.

23. QUESTIONS: If you have any questions about the Contest, please contact BleuBlancRouge, the agency in charge of the conduct of the Contest, at lleger@bleublancrouge.ca.

24. UNENFORCEABILITY: If a section of the Contest Rules is declared or deemed illegal, unenforceable or invalid by a competent court, that section shall be considered invalid, but all unaffected sections will be applied within the limits of the law.

25. LANGUAGE: In the case of any discrepancy between the French and English versions of these Contest Rules, the English version shall prevail.

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