

#WB2014 Chat Rules and Regulations

ELIGIBILITY

NO PURCHASE NECESSARY TO ENTER OR WIN THE CONTEST. OPEN TO LEGAL RESIDENTS OF CANADA WHO ARE 18 YEARS OF AGE AND OLDER AND WHO ARE PHYSICALLY LOCATED AND RESIDE IN CANADA. GOVERNED BY CANADIAN LAW. VOID IN QUEBEC AND WHERE PROHIBITED.

Employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Caroline Fernandez and Deborah Coombs (operating as @ParentClub and @Mom2Michael) (the "Sponsors"), or their subsidiaries, affiliates, distributors, prize suppliers, advertising or promotion agencies and the Contest judges (collectively, the "Contest Parties") are not eligible to participate.

This Contest is in no way sponsored, endorsed or administered by, or associated with Twitter. Twitter is completely released of all liability from each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Contest Parties and not Twitter.

The Winner Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions are permitted except at the Sponsor's option. This Contest is in no way sponsored, endorsed or administered by, or associated with any of the manufacturers (the "Brands") of the prizes. The Brands are completely released of all liability from each entrant of this Contest. Any questions, comments, or complaints regarding the Contest must be direct to the Sponsor and not the Brands.

ENTRY PERIOD The entry period begins on Thursday June 19 at 9:00PM Eastern Time (ET) and ends on Thursday June 19 at 10:00PM ET (the "Entry Period").

HOW TO ENTER Current Twitter users enter by answering questions during the entry period. You can only win one prize during the party. Answers can be posted on Twitter by posting a Tweet during the Entry Period with the hashtag #WB2014. The #WB2014 chat hashtag must be included in every valid entry. You can only use one (1) Twitter account to enter the Contest. The Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible entries. The Sponsor may disqualify an entrant for any reason, in its sole discretion. By entering the Contest and submitting an entry, each entrant: (i) grants to the Sponsor, in perpetuity, a non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his or her entry (and all individual components thereof), in whole or in part, for advertising or promoting the Contest or for any other reason without compensation; (ii) waives all moral rights in and to his or her entry in favour of the Sponsor; and (iii) agrees to release and hold harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "Releasees") from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action.

WINNER SELECTION PROCESS The Sponsor's designated representative @Mom2Michael will select the grand prize winner at random from among all eligible entries.

Odds of being chosen as the selected Winner could depend on the total number of entries and the speediness of replies.

The Sponsor's designated representative will Tweet the name of the selected entrant from the Twitter account @Mom2Michael within 24 hours following the Entry Period.

Before being declared a winner, the selected entrant must respond to @Mom2Michael via Twitter acknowledging the acceptance of the Winner Prize (see below) as awarded.

If the entrant does not acknowledge the acceptance of the Winner Prize within 24 hours of the Entry Period, the entrant will be forfeited (and will forfeit any right to his or her Winner Prize) and the Sponsor reserves the right, in its sole discretion, to deem the next eligible entrant to be a selected Winner.