

**TOYS“R”US (CANADA) LTD.
FEBRUARY HOT WHEELS PRIZE PACK CONTEST
CONTEST RULES & REGULATIONS**

1. For Toys“R”Us (Canada) Ltd, contest begins on Wednesday, February 1st, 2012 and ends on Wednesday, February 29th, 2012.
2. To enter, the entrant must be a Toys“R”Us Gift of Play Member and must enter the contest online at www.giftofplay.ca by submitting their email address in the entry space provided, during the contest period. Only one entry is allowed per person.
3. No purchase necessary to enter.
4. Must be 18 years of age or older to enter.
5. Participants are eligible to win a Hot Wheels Wall Tracks Booster Set and a Hot Wheels 10-Car Gift Pack. Total value of this prize pack is \$52.98.
6. The February Hot Wheels Prize Pack Contest is sponsored by Toys“R”Us (Canada) Ltd. and Mattel Canada, Inc. (the “Sponsors”). By participating in this promotion, all participants and prize winners agree that the “Sponsors”, its partnerships, subsidiaries and affiliates and each of such entities’ respective officers, directors, agents and employees are not responsible or liable for any injury, loss, illness, litigation or damage that may occur from participation in the promotion or acceptance, possession, use or misuse of prizes. In the event that any dispute arises regarding the meaning or interpretation of these official rules, participants agree that the dispute shall be resolved by applying the laws of the province they reside in and that it shall be resolved by and within the courts of that province.
7. Toys“R”Us will randomly select one (1) winner across Canada from all eligible entries received.
8. Chances of winning prizes are solely dependent upon the number of eligible entries received. In order to win the prize, selected entrants must first correctly answer a time limited, mathematical skill testing question and sign a written standard release form confirming compliance with the contest rules, acceptance of prize awarded and a publicity and liability release. Selected entrants will be notified by telephone and/or email during the week of March 5th, 2012. Should Toys“R”Us Canada not receive confirmation within seven (7) days of initial contact made, or should a selected entrant be unable to correctly answer the skill testing question or complete a declaration and release by the date specified, the select entrant will be deemed to have forfeited any rights to the prize and an alternate entrant will be selected from the same manner by random draw taken from the same pool of entries, in which event, the foregoing provisions of this sentence shall also apply to such other eligible entry.

All prizes will be received no later than March 30th, 2012. No communication with entrants will be entered into except with those selected. All entries become the property of Toys“R”Us (Canada) Ltd. and none will be returned. All decisions of the judges in relation to all aspects of this contest are final and without appeal.

Toys“R”Us (Canada) Ltd. retains all rights to publish any artwork or story submitted to Toys“R”Us (Canada) Ltd. without consent or remuneration. If Toys“R”Us (Canada) Ltd. chooses to publish any content submitted, only the first name of the entrant and their city will be posted in order to protect their privacy.

9. This contest is only open to residents of Canada. Employees of Toys“R”Us (Canada) Ltd. and Mattel Canada, Inc., their affiliates, agents, representatives, contest judges and any of their family members or relatives or persons with whom they are domiciled are not eligible to enter the Contest. This contest is subject to all Federal, Provincial and Municipal Laws and Regulations.
10. Prize must be accepted as awarded, and is not transferable or convertible to cash. Sponsors reserve the right to substitute prizes of equal or greater value if required.
11. Quebec residents: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Regie des alcohols, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Regie only for the purpose of helping the parties reach a settlement.