



**Official Rules & Regulations**  
**“Tag Us to Win” Holiday 2014 Campaign**

1. Participants will receive one entry for each time they post a photograph of themselves shopping in Park Lane to Facebook, Twitter, Instagram, flickr, Google+, and/or Vine, with the appropriate hashtag #ShopParkLane.
2. Prizes shall be accepted as awarded & have no cash value.
3. Draws will take place once weekly from November 24, 2014 through December 12, 2014, with two draws during the week of December 15, 2014.
4. Each draw will be for one (1) gift certificate valued at \$100.00 (one hundred dollars) to be redeemed at participating businesses within Park Lane.
5. Crombie REIT reserves the right to change or revoke this offer at any time without prior written notice.
6. Open to all Canadian residents over 19 years of age with the exception of employees of Crombie REIT, Scotia Square, Park Lane, and Barrington Place merchants, GDI & CleanMark, & their immediate families.
7. Participants agree to sign a release discharging Crombie REIT from all actions, suits, claims, & demands whatsoever.
8. By entering this contest, all participants abide by, agree to, and understand the rules of this contest.
9. All decisions relating to this contest shall be made by Crombie REIT and are non-negotiable.
10. The odds of winning depend on the total number of entries received.
11. Crombie REIT will not sell or distribute personal information obtained during the course of this contest.
12. The winner agrees that their winning post shall be shared via various social media platforms by Park Lane, including their name and the winning photograph.