

SILVER DRAGON'S HOARD: SNOWBALL'S CHANCE CONTEST

**THIS CONTEST IS OPEN ONLY TO RESIDENTS OF CANADA (EXCLUDING RESIDENTS OF QUEBEC)
AND IS GOVERNED BY CANADIAN LAW**

1. KEY DATES:

Silver Dragon's Hoard (the "Contest") begins on November 1, 2020 at 10:00 a.m. Mountain Standard Time ("MST") and ends when the winner is officially confirmed by Dragon's Hoard Entertainment LTD. (the "Sponsor") in accordance with these Official Rules and Regulations (the "Rules").

2. ELIGIBILITY:

The Contest is open only to residents of Canada (excluding residents of Quebec) who have reached the legal age of majority in their province/territory of residence at the time of participation, except employees, representatives or agents (and those with whom such persons are living, whether related or not) of the Sponsor, its associated and affiliated entities, prize suppliers, advertising/promotion agencies and any other individual(s), entity or entities involved in the development, production, implementation, administration or fulfillment of the Contest (collectively, the "Contest Parties").

3. AGREEMENT TO BE LEGALLY BOUND BY THESE RULES:

By participating in this Contest, you are signifying your agreement that you have read and agree to be legally bound by these Rules.

4. HOW TO OBTAIN A MAP:

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT INCREASE OR OTHERWISE IMPACT YOUR OPPORTUNITY TO WIN IN THIS CONTEST.

To participate in the Contest, you will require a treasure map (a "Map"). There are two (2) ways to obtain a Map, as follows:

PURCHASE: Visit www.silverdragonshoard.com (the "Website") and follow the on-screen prompts to purchase a Map from the Sponsor.

NO PURCHASE NECESSARY: Alternatively, to obtain one (1) Map without completing a purchase, print your first name, last name, telephone number, email address, age and signature on a plain white piece of paper and mail it (in an envelope with sufficient Canadian postage) along with a 50 word or more unique and original essay explaining why you would like to obtain a Map in this manner to: 10308 7th St SW, Calgary, Alberta, T2W 0G4 (collectively, the "Request"). Upon receipt of your Request in accordance with these Rules, Sponsor will email you one (1) Map for the purposes of participating in the Contest. To be eligible, your Request must be received separately in an envelope bearing sufficient Canadian postage (i.e. multiple Requests in the same envelope will be void).

Once you obtain the Map, you must visit the Website and follow the on-screen prompts to register the Map with your valid email address.

The Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the "Released Parties") are not responsible for, and accept no liability whatsoever in relation to, any late, lost, misdirected, delayed, incomplete or incompatible Requests and/or other information (all of which are/is void).

IMPORTANT NOTE: There is a need to have only one (1) Map to participate in the Contest. Obtaining multiple Maps will not increase or otherwise impact your opportunity to win in this Contest.

5. PARTICIPATION CONDITIONS:

If it is discovered by the Sponsor (using any evidence or other information made available to or otherwise discovered by the Sponsor) that any person has attempted to use multiple names, multiple identities, multiple e-mail addresses, any automated, macro, script, robotic or other system(s) or program(s), and/or any other means not in keeping with the Sponsor's interpretation of the letter and/or spirit of these Rules to enter or otherwise participate in or to disrupt the Contest; then he/she may be disqualified from this Contest in the sole and absolute discretion of the Sponsor. The sole determinant of the time for the purposes of a Contest will be the official time-keeping device(s) of the Sponsor.

6. VERIFICATION:

The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any information for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with the Sponsor's interpretation of letter and spirit of these Rules. Failure to provide such proof to the complete satisfaction of the Sponsor within the timeframe specified by the Sponsor may result in disqualification in the sole and absolute discretion of the Sponsor.

7. THE PRIZE:

There will be one (1) Prize (the "Prize") available to be won. The Prize will consist of: (i) \$10,000 CAD; plus (ii) an additional \$30 CAD for every Map legitimately purchased from the Sponsor in accordance with these Rules. The ultimate value of the Prize will be verified by Sponsor in accordance with its official records. The Prize will be issued to the confirmed winner in the form of a cheque payable in his/her name (subject to compliance with these Rules).

Prize must be accepted as awarded and is not transferable or assignable (except as may be specifically permitted by Sponsor in its sole and absolute discretion). No substitutions are permitted, except at Sponsor's option. Sponsor reserves the right, in its sole and absolute discretion, to substitute the Prize with a prize or prizes of equal or greater value.

SILVER DRAGON'S HOARD: SNOWBALL'S CHANCE CONTEST

None of the Released Parties makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Prize awarded in connection with the Contest. To the fullest extent permitted by applicable law, the confirmed winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from either the Sponsor or any of the other Released Parties should his/her Prize fail to be fit for its purpose or is in any way unsatisfactory.

8. HOW TO PARTICIPATE AND WINNER SELECTION:

Each Map will provide the eligible entrant with a total of ten (10) riddles (each, a "Riddle" and collectively the "Riddles"), as follows: (i) eight (8) Component Riddles; (ii) a Lock Riddle; and (iii) a Key Riddle.

To participate, an eligible entrant must submit his/her answers to the eight (8) Component Riddles, as well as a passphrase (the "Passphrase").

The online location to submit the answers to the eight (8) Component Riddles and the Passphrase can be derived by solving the Lock Riddle, applied to information determined by solving the Component Riddles.

The Passphrase can be determined by solving the Key Riddle, combined with information contained in the Component Riddles.

The first eligible entrant (as determined by the Sponsor in its sole and absolute discretion) to complete all of the aforementioned steps (a "Solved Map") will be eligible to win the Prize (subject to compliance with these Rules).

Neither the Sponsor, nor any of the other Released Parties, will intervene in any disputes as between eligible entrants who claim to have participated in completing a Solved Map.

9. WINNER CONFIRMATION:

NO ONE IS A WINNER UNLESS AND UNTIL THE SPONSOR OFFICIALLY CONFIRMS HIM/HER AS THE WINNER IN ACCORDANCE WITH THESE RULES, EVEN IF SUCH PERSON IS ANNOUNCED AS THE WINNER OR AN ELIGIBLE WINNER. BEFORE BEING DECLARED AS THE CONFIRMED PRIZE WINNER, the eligible winner will be required to sign and return within five (5) business days of notification, the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases the Released Parties from any and all liability in connection with this Contest, his/her participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of his/her name, city and province/territory of residence, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet.

If an eligible winner: (a) fails to return the properly executed Contest documents within the specified time; (b) cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (c) is determined to be in violation of these Rules (all as determined by the Sponsor in its sole and absolute discretion); then he/she will be disqualified (and will forfeit all rights to the Prize) and the Contest will continue.

10. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial/territorial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal. ANYONE DEEMED BY THE SPONSOR TO BE IN VIOLATION OF THE SPONSOR'S INTERPRETATION OF THE LETTER AND/OR SPIRIT OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE SPONSOR AT ANY TIME.

The Released Parties will not be liable for: (i) any failure of any website/platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Map, Request and/or other information to be received, captured, recorded or work properly for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating in the Contest; (v) anyone being incorrectly and/or mistakenly identified as a winner or eligible winner; and/or (vi) any combination of the above.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, problem, computer virus, bugs, tampering, unauthorized intervention, fraud or failure of any kind whatsoever. Any attempt to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) may be a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted for the purpose of administering the Contest and in accordance with the Sponsor's privacy policy (available at: <https://www.silverdragonshoard.com/privacy>). This section does not limit any other consent(s) that an individual may provide the Sponsor or others in relation to the collection, use and/or disclosure of their personal information.

SILVER DRAGON'S HOARD: SNOWBALL'S CHANCE CONTEST

The Sponsor reserves the right, in its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent deemed necessary by Sponsor, for purposes of verifying compliance by any entrant and/or other information with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, advertising and/or any instructions or interpretations of these Rules given by any representative of the Sponsor, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by law.

The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Rules shall otherwise remain in effect and shall be construed in accordance with the terms as if the invalid or illegal provision were not contained herein.

To the fullest extent permitted by applicable law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations of participants, Sponsor or any of the other the Released Parties in connection with the Contest will be governed by and construed in accordance with the domestic laws of the Province of Alberta and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws. The parties hereby consent to exclusive jurisdiction and venue of the courts located in Alberta in any action to enforce (or otherwise relating to) these Rules or relating to this Contest.