

**OFFICIAL RULES –
The McDonald's® “My McD's™ E-Mail Opt-In” Contest**

NO PURCHASE NECESSARY.

1. ELIGIBILITY: The McDonald's® “My McD's™ E-mail Opt-In” Contest is a series of nine (9) individual contests (each, a “**contest**” and collectively, the “**Contest**”). The Contest is scheduled to begin on or about June 1, 2016 at 12:00 A.M. Pacific Time (“**PT**”) and end on or about July 31, 2016 at 11:59:59 P.M. PT (the “**Promotion Period**”) and is open only to residents of Canada who have reached the age of thirteen at the beginning of the Promotion Period (each eligible person, an “**entrant**”) except for: (a) persons who, at the beginning of the Promotion Period, were or are directors, officers, employees, representatives or agents of Sponsor or the Contest Administrator (as those terms are defined below), or of any of Sponsor's or the Contest Administrator's respective parent companies, franchisees, subsidiaries, affiliates, local corporate or non-corporate advertising cooperatives, advertising, promotion and public relations agencies, service agencies or independent contractors; (b) individuals engaged in the development, production, distribution or supply of materials or prizes for the Contest; and (c) persons who are or purport to be an immediate family member (defined as spouse, dependent for federal income tax purposes, or step-, biological or adoptive mother, father, sister, brother, daughter or son) of any person in any of the preceding categories, regardless of where they live, and any persons who reside in the same household, whether related or not, as any person in any of the preceding categories.

If a prize winner is a minor in his/her Province/territory of residence, the applicable prize will be awarded in the name of that prize winner's parent/legal guardian, who must execute any required documents and must agree to all obligations and undertakings of a potential winner and, if applicable, of a verified prize winner, both on behalf of himself/herself and the minor, or the prize will be forfeited in its entirety and will not be awarded in the Contest.

NOTE: In order to win a prize, a potential prize winner must be an eligible person, must correctly answer a skill-testing question without any electronic, mechanical or other assistance, and must have complied and continue to comply in full and in all respects with these Official Rules. No prize will be awarded to an eligible entrant in respect of any entry which does not comply in full with the provisions of these Official Rules.

Each entrant who participates in the Contest (and his/her parent/legal guardian on his/her behalf if the entrant is a minor) fully and unconditionally agrees to comply with and abide by these Official Rules and the decisions of McDonald's Restaurants of Canada Limited (“**Sponsor**”) and Tribal DDB, a division of Omnicom Canada Corp. (the “**Contest Administrator**”), which shall be final and binding in all respects. Contest is subject to all applicable federal, provincial and local laws. Sponsor's computer servers shall serve as the official clock for all purposes of this Contest.

2. HOW TO ENTER:

To enter, an entrant must log onto www.mcdonalds.ca/acquisition (English) or www.mcdonalds.ca/inscrire (French) (collectively, the “**Website**”) during the Promotion Period and register for the My McD's e-mail program (the “**Program**”) by completing all required fields of the online registration form (first name, e-mail address and first 3 digits of entrant's postal code) (the “**entry**”) to be automatically entered into a random prize drawing, as described in Rule 3 below, for a chance to win a prize. Entrants will be given one (1) entry for registering for the Program. Limit one (1) registration per eligible entrant per e-mail account, and limit one (1) entry per eligible entrant per e-mail account during the Promotion Period. Entrants will be redirected to a landing page once they have completed their registration for the Program, which will include an invitation to complete a survey (the “**survey**”). Entrants who complete the survey within the Promotion Period will be given an additional ten (10) entries into the Contest.

3. CONTEST SCHEDULE, WINNER SELECTION AND WINNER NOTIFICATION:

A. Individual Contests: There are nine (9) individual contests during the Promotion Period, starting Wednesday, June 1, 2016 and ending Sunday, July 31, 2016. For contest one (1) through to eight (8), two (2) winners will be randomly selected; during the ninth contest, four (4) winners will be randomly selected in a random prize drawing from among all eligible entries received between 12:00 A.M. PT on June 1, 2016

and on or before 11:59:59 P.M. PT on the applicable entry deadline date (each, a “**Contest Period**”), as follows:

CONTEST	ENTRY START DATE	ENTRY DEADLINE DATE
First Contest	June 1, 2016	June 9, 2016
Second Contest	June 1, 2016	June 16, 2016
Third Contest	June 1, 2016	June 23, 2016
Fourth Contest	June 1, 2016	June 30, 2016
Fifth Contest	June 1, 2016	July 7, 2016
Sixth Contest	June 1, 2016	July 14, 2016
Seventh Contest	June 1, 2016	July 21, 2016
Eighth Contest	June 1, 2016	July 28, 2016
Ninth Contest	June 1, 2016	July 31, 2016

The random drawing for each contest will take place at approximately 10:00 A.M. ET on the day following the applicable entry deadline date at the office of the Contest Administrator located at 33 Bloor St. East, Suite 1700, Toronto, Ontario. After the applicable entry deadline date for each contest, all entries submitted by eligible entrants for each contest during each Contest Period will be automatically entered into a random prize drawing. Two (2) eligible prize winners will be selected at random from among all eligible entries received during the first (1) and eighth (8) applicable contest period. During the ninth (9) contest period, four (4) eligible prize winners will be selected at random from among all eligible entries received during the applicable Contest Period. Limit one (1) prize per person during the Promotion Period, i.e. once an eligible entrant has won a prize in an individual contest, the entrant will not be eligible to win another prize in a subsequent contest during the Promotion Period. All entries that are not selected during any one of the individual contests will automatically be eligible to win a prize in a subsequent contest during the Promotion Period, but all entries that are selected as winners will not be eligible to win a prize in a subsequent contest. See Rule 4 below for prize descriptions.

B. Skill-Testing Question: For an eligible entrant to be declared a winner of a prize, the entrant must correctly answer a skill-testing question, without electronic, mechanical or other assistance of any kind, to be administered by Sponsor and/or the Contest Administrator. If the potential winner does not provide the correct answer to the skill-testing question, that entry will be void and Sponsor and/or the Contest Administrator will draw a replacement entry from among all remaining eligible entries received for the applicable contest during the applicable Contest Period.

C. Other Drawing Information/Conditions:

Potential winners (subject to providing the correct answer to a skill-testing question as set out in this Rule 3 above) will be notified by e-mail by the Contest Administrator within approximately forty-eight (48) hours following the applicable drawing and may be required as a condition of winning a prize, at the sole discretion of Sponsor, to complete and accept the terms of an Affidavit of Eligibility/Liability Release and/or a Prize Claim Acceptance Form and other documents as may be required by Sponsor (collectively, the “**Prize Claim Documents**”). If the potential prize winner does not respond to the prize notification e-mail or fails or refuses to complete, accept the terms of, and return all Prize Claim Documents within forty-eight (48) hours following delivery, or in any other manner has not complied with these Official Rules, the Contest Administrator will declare the potential winner to be disqualified from the applicable contest and to be ineligible to receive the prize in the applicable contest for which he/she was eligible, and the disqualified potential prize winner then will have no claim against Sponsor or any of the Releasees (as defined in Rule 6) in respect of the applicable contest or the prize which he/she might otherwise have won. In such event, an alternate prize winner will be selected from among all remaining eligible entries received for the applicable contest during the applicable Contest Period until such time as the applicable prize is awarded.

4. PRIZE INFORMATION / APPROXIMATE RETAIL VALUE / ODDS OF WINNING

There are a total of twenty (20) prizes available to be won in the Contest, each prize consists of one (1) \$100 McDonald’s Card. Use of the McDonald’s Card is subject to terms and conditions on the back of the card and on www.mcdonalds.ca. Approximate Retail Value of each prize is CAD\$100.00. Limit one (1) prize per person during the Promotion Period, i.e. once an eligible entrant has won a prize in an individual contest, the entrant will not be eligible to win another prize in a subsequent contest during the Promotion Period.

Odds of winning a prize will depend on the number of eligible entries received in the applicable contest prior to the end of the applicable Contest Period.

5. PRIZE RESTRICTIONS / PRIZE CONDITIONS:

(a) Winner is solely responsible for all federal, provincial, and/or local income taxes, sales tax, gift taxes, surcharges, service charges, processing and handling fees, and all other costs or expenses incurred in claiming a prize. Prize transfers are not allowed, except with the express consent of Sponsor (which may be withheld for any reason). Prize must be accepted as awarded and no substitutions, exchange, or conversion to cash will be made (except that, if for any reason a prize is not available, Sponsor, at its sole option may substitute a prize having an approximate retail value of no less than the approximate retail value of the prize).

(b) Subject to the provisions of these Official Rules, only the number of prizes described in Rule 4 above will be available to be awarded in this Contest and in no event shall more than that number of each kind of prize be awarded. Any refusal by a prize winner to accept a prize, as awarded and in its entirety, hereby releases and forever discharges Sponsor and the Releasees (as defined in Rule 5) from all obligations to the prize winner related to the prize, including delivery of same, and the prize will not be awarded in the Contest.

(c) By participating in the Contest, each potential winner releases and agrees to indemnify and hold harmless Sponsor, the Contest Administrator, and each of those entities' respective parent companies, franchisees, subsidiaries, affiliates, successors, assigns, local corporate and non-corporate advertising cooperatives, advertising, promotion and public relations agencies, service agencies and independent contractors, and all of those entities' respective directors, officers, employees, representatives and agents (collectively, the "Releasees") from and against any and all liability for any and all costs, injuries, losses or damages of any kind, including, without limitation, death and injury and property loss or damage, due in whole or in part, directly or indirectly, to participation in the Contest, or arising out of participation in any Contest-related activity, or due or related to the acceptance, receipt, use or misuse of the whole or any part of any prize or prize-related activity, or the use by Sponsor or its designees of any entry or component thereof. The potential winner waives the right to assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize, and any claim respecting liability and publicity which might arise from redeeming or seeking to redeem that prize. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, ON THE PART OF SPONSOR, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

(d) By participating in the Contest, each potential winner agrees to the use (but not the obligation to use) by Sponsor of his/her name, photograph, voice, biographical information and image, along with (or without) his/her address (town/city and Province/territory) and to the use (but not the obligation to use) by Sponsor of any statements made by or attributed to him/her in or in connection with the Contest, or the prize, or both, in any and all media (including, without limitation, print, broadcast and Internet) now known or hereafter devised, worldwide, in perpetuity, in any language and throughout the universe for advertising, promotional, publicity or any other purposes as determined by Sponsor, in its sole discretion, in connection with the Contest and in other promotions conducted by Sponsor, or its parent, subsidiaries or affiliates, without further compensation, notice, approval or authorization, and hereby releases Sponsor and its parent company, franchisees, subsidiaries, affiliates, successors, assigns, local corporate and non-corporate advertising cooperatives, advertising, promotion and public relations agencies, service agencies and independent contractors, and all of those entities' respective directors, officers, employees, representatives and agents, from any claims or liability arising out of or with respect to such use, if any.

(e) The Contest Administrator is not obliged to engage in any individual contact, or correspondence, with any person, except with the potential winner of the prize.

6. GENERAL CONDITIONS:

(a) All decisions of Sponsor and the Contest Administrator concerning any matter involved in the Contest are final and binding in all respects, and all eligible persons who enter the Contest agree to abide by all of the instructions and decisions of Sponsor and the Contest Administrator. In the event of any dispute regarding

the interpretation of any provision of these Official Rules, the decision or interpretation of Sponsor in that regard shall be final and binding upon all persons who enter the Contest, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.

(b) All entries recorded in the Contest for any person are subject to verification by Sponsor and/or the Contest Administrator. Any entry or Declaration and Release (if required), which, for any reason, is incomplete, altered, or contains false or misleading information is invalid and the person who submits such entry or document will be disqualified for the applicable prize in the Contest. A potential winner must allow approximately 8-12 weeks for verification by the Contest Administrator of all matters relevant to that potential winner's entry and Declaration and Release (if required) and for delivery of the prize.

(c) Participation in the Contest is subject to Sponsor's Privacy Policy and to the Terms of Use of the Website. **IF YOU DO NOT AGREE TO THE PRIVACY POLICY AND TERMS OF USE OF THE WEBSITE, DO NOT ENTER THE CONTEST, PROVIDE ANY INFORMATION ON THE WEBSITE OR OTHERWISE USE THE WEBSITE AS IT RELATES TO THE CONTEST.**

(d) Releasees are not responsible for lost, late, incomplete, illegible, damaged, inaccurate, stolen, delayed, misdirected, failed or undelivered entries, e-mails, or other transmissions; or entries that contain an incorrect answer to the skill-testing question; or for lost, interrupted, failed, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, telephone or cable transmissions, lines or other connections; or hardware or software malfunctions on computers or other electronic devices, or other technical failures or difficulties; or for transactions processed late or incorrectly due to computer or electronic malfunction; for the failure, interruption or delay of any entry or e-mail or Declaration and Release or mail or courier delivery or other communication to be received, delivered or sent in connection with the Contest, for the security or privacy of information transmitted via computer/electronic device networks; or for any breaches of privacy due to interference by third party computer "hackers", or other errors, difficulties, interventions, malfunctions, incompatibility, misconnection or miscommunication of any kind, whether human, virus, bug, mechanical, electronic, computer, network, typographical, printing or otherwise, relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing of entries, or in any Contest-related materials. Except where prohibited by law, none of the Releasees are responsible for any incomplete, incorrect or inaccurate information, whether caused by Website users, any equipment or programming associated with or utilized in the Contest, or by tampering or hacking (including the Website). None of the Releasees are responsible for injury or damage to any person's computer or other electronic device related to or resulting from participating in this Contest or from use of the Website (including but not limited to the corruption/loss/destruction of any information/data stored therein).

7. GOVERNING LAW: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of the entrant or Sponsor in connection with the Contest shall be governed by and construed in accordance with the internal laws of the Province of Ontario 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 laws. All eligible persons, Sponsor, the Contest Administrator, and all other parties hereby attorn to the jurisdiction of the courts of the Province of Ontario, sitting in the City of Toronto, Ontario, in respect of the determination of any matter or dispute arising under or in respect of the Contest or these Official Rules and agree that any such determination shall be brought solely and exclusively before such courts in the Province of Ontario, subject to a ruling by the *Régie des alcools, des courses et des jeux du Québec* on any issue under its jurisdiction.

8. LANGUAGE DISCREPANCY: In the event there is a discrepancy or inconsistency between the English language version and any other language version of these Official Rules or any Contest materials, the English version shall prevail, govern and control. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail, govern and control.

9. DISQUALIFICATION/FORCE MAJEURE: It is the entrant's responsibility to ensure that he/she has complied with the conditions contained in these Official Rules. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or interfering with the operation of the Contest, or with the enforcement or functioning of these Official Rules; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt, undermine or corrupt the fair and proper administration, security or the legitimate operation of the

Contest, or to annoy, abuse, threaten or harass any other person. Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law, which may include banning or disqualifying persons from entering the Contest and any future contests conducted by Sponsor. A potential winner may be required to provide Sponsor and/or the Contest Administrator with proof that the potential winner is the authorized account holder of the email address associated with the submitted entry. An authorized account holder of an e-mail address is the individual assigned to the e-mail address for the domain by an Internet Service Provider, online service provider, wireless carrier or other organization (e.g. business, educational institute, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute regarding who submitted an entry, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. No illegible, incomplete, forged, software generated or other automated entries will be accepted. Entries made by any other individual or any entity, and/or originating at any other mechanism, including but not limited to commercial contest subscription notification and/or entering services, will be declared invalid and disqualified for this Contest. Subject to any governmental approval which may be required, Sponsor reserves the right, without prior notice and at any time, to terminate the Contest, in whole or in part, or cancel, modify, amend, suspend or reinstate the Contest in any way, with no obligation or liability, subject to applicable law, if it determines, in its sole discretion, that the Contest is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions, viruses, bugs or any other cause or any nature which is beyond the reasonable control of Sponsor have destroyed, severely undermined, or adversely affected the security, integrity, feasibility and/or proper administration of the Contest. In the event Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, or any federal, provincial or local government law, order, or regulation, or order of any court or jurisdiction, then Sponsor shall have the right to modify, amend, extend, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will select winners in a random drawing from all eligible, non-suspect entries received in the applicable contest as of the date of the event giving rise to the termination. Sponsor will have no liability whatsoever if, for any reason, the Contest is not capable of running as planned or for any loss or damage incurred by any person as a result of participation in the Contest or related to or resulting from any material related to this Contest, or any other matter, occurrence, act or omission arising in respect of the Contest.

10. ENTRANT'S PERSONAL INFORMATION: By subscribing to the My **McD's** e-mail program, an entrant is automatically entered into the Contest. By entering the Contest, the entrant consents to the fact that the personal information he/she provides will be collected, used and disclosed by Sponsor, the Contest Administrator and their respective designees for the purpose of administering the Contest in accordance with these Official Rules, which purpose includes the receipt of e-mail messages to his/her e-mail account from the Contest Administrator in connection with the administration of the Contest. By subscribing to the My **McD's** e-mail program, each entrant consents to the receipt of commercial e-mail messages from Sponsor. Any entrant can unsubscribe at any time from the My **McD's** e-mail program. For more information, see Sponsor's Privacy Policy posted at www.mcdonalds.ca.

11. QUEBEC RESIDENTS: Residents of the Province of Quebec may submit any litigation respecting the conduct of this publicity contest to the *Régie des alcools, des courses et des jeux* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

SPONSOR: McDonald's Restaurants of Canada Limited

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