

GLOW UP SWEEPSTAKES

OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN.

The “Glow Up Sweepstakes” (the “Contest”) is not sponsored, endorsed or administered by, or associated with Facebook, Instagram or Pinterest, and is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsors.

ENTRY PERIOD:

The Contest entry period begins at 12:01 a.m. Central Time (“CT”) on Monday, July 8, 2024, and closes at 11:59 p.m. CT on Monday, September 30, 2024 (the “Entry Period”).

ELIGIBILITY:

The Contest is open to all legal residents who have reached the age of majority at the time of entry (18 years of age or older). Employees, officers, directors and agents of Dufresne Spencer Group L.L.C. dba Ashley having retail locations in Alberta, British Columbia, Manitoba, Saskatchewan, and Ontario respectively operating as Ashley (together, the “Sponsor”), or their respective parents, subsidiaries, affiliates, or advertising and promotion agencies, and their immediate family members and persons living in the households of each of these individuals, whether related or not, are ineligible to enter or win. The Contest is void in Quebec and where prohibited by law.

HOW TO ENTER:

During the entry period, Participants must enter the Contest via: <https://woobox.com/jrougz> and submit their name, email, phone, and postal code. If these actions are successfully completed and the duties are completed during the Entry Period in accordance with these Rules, participants will be eligible to receive one (1) entry. In addition, participants will be provided a unique link after entering the contest, if they share this unique link and entries are completed by new participants via that link the original participant will receive (1) bonus entry per referred entry.

CONDITIONS OF ENTRY:

Notwithstanding anything else contained in these Official Rules: An entry to win the Prize must be received by 11:59 p.m. Central Time on the final date of the Entry Period in order for an eligible participant to be entered to win such Prize.

There is the possibility of a maximum one (1) entry per household if conditions are followed as noted in the ‘How to Enter’ section.

All related expenses incurred in connection with entering the Contest shall be borne solely by the participant (computer usage fees and internet usage / data fees).

By entering this Contest, participants agree to be bound by the terms of these Official Rules and to the decisions of the Sponsor, which are final and binding.

Participants consent to the collection, use and disclosure by the Sponsor, its affiliates and their respective officers, agents and employees, of their personal information for the purposes of administering the Contest for compiling statistical and consumer habits and market information and, if consented to on the ballot, for contacting the participant with promotional and/or marketing materials. Although participants may be given the option to receive commercial communications from the Sponsor, participation in the Contest is not dependent upon the participating agreeing to receive communications, and such agreement will not impact a participant's chance of winning the Prize.

CONTEST PRIZE:

There is one (1) prize to be won consisting of an Ashley Shopping Spree valued at \$5,000 CAD valid at the nearest participating Ashley Location.

SELECTION OF WINNER:

The Sponsor will declare the potential winner of the Contest. Acting reasonably, the Sponsor will attempt to contact the potential winner by e-mail within five (5) business days after the Selection Date. In the event that a potential winner cannot be contacted within five (5) business days after the Selection Date, such potential winner will be disqualified, the Prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected based on the next-ranking eligible entry for such Prize.

In order to be declared the winner, it will be required to (a) execute and return a declaration of eligibility and waiver within five (5) business days of the date they are contacted by the Sponsor (or within such longer period as the Sponsor may in its sole discretion allow); and (b) correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question. If the selected winner does not return the properly executed documents within the specified time period, is ineligible, fails to correctly answer the skill-testing question within the time provided, or fails to comply with these Official Rules, he/she will be disqualified, the prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected from the other participants for such Prize.

The winner will be announced in October 2024.

GENERAL PRIZE RESTRICTIONS:

The Prize must be accepted as awarded and cannot be transferred, exchanged, substituted, or redeemed for cash. If for any reason the Prize is unavailable, the Sponsor reserves the right to substitute a prize or prize component for one of equal or greater value. Sponsor will not be responsible, however, and cash or other substitutions will not be provided, if any factor beyond Sponsor's reasonable control prevents any part(s) of the Prize from being fulfilled. The Participant will be awarded one prize, totaling \$5,000 CAD. Prize cannot be used for clearance, outdoor, online only.

GENERAL CONDITIONS AND DISCLAIMERS:

Acceptance of the Prize constitutes permission for the Sponsor and its designees to use the Prize winner's name, city of residence and likeness for advertising and promotional purposes in any and all media now or hereafter known without any compensation, notification or further permission.

The Sponsor is not responsible or liable for: (i) unclear, incorrect, outdated, late or inaccurate entry or entry information which may affect a participant's eligibility or entry for the Prize; (ii) human errors, technical malfunctions, lost/delayed/corrupted data transmissions, omissions, interruptions, deletions, defects, line failures of any communications network, computer equipment, software, or any combination thereof, including postal system failures or delays; (iii) any inability of a participant to access the Sponsor's website, any behaviors of websites or mobile device applications, including but not limited to deficiencies, errors and unavailability, which impact a participant's entry or ability to participate in the Contest, or damage to a user's systems occasioned by participating in the Contest; (iv) entries which fail to fully comply with these Official Rules; or (v) errors or problems which may occur in connection with the administration of the Contest, the processing of entries, the announcement of the prizes, contacting the selected finalists or otherwise appearing in any Contest-related materials. The Sponsor reserves the right to terminate the Contest or amend these Official Rules (or any portion thereof) at any time in whole or in part without notice and for any (or no) reason and, if terminated, the Sponsor may (but shall not be obligated to), at its discretion, award the Prize to a participant drawn from among all eligible, non-suspect entries received for such Prize during the Entry Period prior to such date of termination, subject to the conditions herein as to the declaration of eligibility and waiver and the correct answering of the skill testing question.

OFFICIAL RULES REQUEST:

For a copy of these Official Rules, please mail a self-addressed legal size, stamped envelope to: Ashley "Glow Up Sweepstakes" Official Rules, 147 Commerce Drive Winnipeg MB R3P 1A2.