

**OFFICIAL RULES OF
THE CALGARY STAMPEDE
“Stampede Passport” CONTEST**

1. The Calgary Stampede “Stampede Passport” contest (the "Contest") of the Calgary Exhibition and Stampede Limited ("CE&S") commences at 11:00 a.m.(Calgary time) on July 6, 2012 and, subject to these rules, concludes at 4 p.m. (Calgary time) on July 15, 2012 (the “Contest Period”). The Contest is brought to you by CE&S and certain other sponsors (collectively, the “Contest Sponsors”).
2. The Contest is open solely to the legal residents of Alberta, British Columbia, Saskatchewan, Manitoba or Ontario who have reached the age of majority in their respective province of residence. Notwithstanding the foregoing, the Contest is not open to individuals associated with the Contest, including without limitation, the employees, agents or representatives of the Contest Sponsors, CE&S and any independent judging organization employed in connection with the Contest (collectively, the "Excluded Individuals"). The Contest is also not open to the immediate family members of the Excluded Individuals.
3. NO PURCHASE IS NECESSARY TO ENTER THE CONTEST. To enter the Contest, an eligible participant must complete one of four Stampede Passports that can be picked up at Guest Services booths on Stampede Park or can be downloaded online at www.calgarystampede.com/planner, visit all locations, stamp the designated boxes on the Passport, then complete and submit the entry form and drop it off at the marked location in Bell Centennial Plaza. Alternatively an eligible participant must print such participant's full name, complete address and telephone number and mail it to:

Calgary Exhibition and Stampede Limited
Box 1060, Station M, Calgary, T2P 2K8

Attention: “Stampede Passport” Contest

before the expiry of the Contest Period. There is a limit of one entry per person per day. Incomplete entries or entries received after the expiry of the Contest Period will be considered null and void and ineligible to win the Grand Prize (as defined below). The Contest Sponsors, CE&S and their respective affiliates and subsidiaries, as well as the agents, officers, directors, employees and/or representatives of the foregoing shall not be responsible for lost, late, destroyed, incomplete, incomprehensible or misdirected entries, or any other errors, or bear any liability whatsoever in any way attributable to any prize awarded pursuant to the Contest.

4. CE&S assumes no responsibility for: entries lost, stolen, delayed, damaged or misdirected, or for the failure, interruption or delay of any email or other communication to be received, for any reason; problems with the function of any website or website

feature howsoever caused; the malfunction of, or damage caused to, any telephone network or lines, computer equipment, data or software, online systems, servers or access providers; any functionality lost due to not having cookies enabled; traffic congestion on the Internet; the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third parties, including (without limitation) computer "hackers".

5. Only one grand prize is available to be won pursuant to the Contest (the "Grand Prize"). Except as otherwise described herein, the Grand Prize is:

Stampede Passport Contest prize elements

- (a) WestJet flight for four (4) to any destination that WestJet flies to;
- (b) Four (4) tickets to the 2013 Stampede Rodeo;
- (c) Four (4) tickets to the 2013 Evening Show;
- (d) Four (4) Calgary Stampede Packs;
- (e) Roots Centennial merchandise (TBD);
- (f) Four (4) Calgary Stampede Centennial Cowboy Hats;
- (g) One (1) iPad.

Except as expressly contemplated herein, the Grand Prize does not include insurance, gratuities, expenses of a personal nature, or any other expenses not mentioned herein. The winner of the Grand Prize must accept the Grand Prize as offered and cannot substitute, sell or otherwise transfer all or any part of the Grand Prize for cash, credit or otherwise.

The approximate retail value of the Grand Prize is \$4,000.00 as determined by CE&S at the commencement of the Contest Period.

6. Notwithstanding any other provision in these rules, CE&S reserves the right, in its sole discretion, to substitute the Grand Prize or any part thereof for its cash value or a prize of approximately the same retail value, as determined by CE&S.

7. On July 15, 2012 at the CE&S headquarters on Stampede Park, CE&S shall randomly select one entry from all eligible entries as the potential Grand Prize winner. CE&S will attempt to contact the participant contemplated by the selected entry at the telephone number and/or address contemplated by such entry, at which time:

- a) CE&S will confirm the eligibility of such participant;

- b) the participant will be required to correctly answer (without assistance, or mechanical or electronic aid), a mathematical skill-testing question determined by CE&S; and
 - c) the participant will be required to execute and deliver a declaration and release on behalf of the participant and such participant's guests, in form and substance satisfactory to CE&S, acting reasonably, confirming compliance with these rules, acceptance of the Grand Prize as awarded and releasing CE&S and the Contest Sponsors from all liability in connection herewith, prior to such participant being declared the winner of the Contest. If such participant is not declared the winner of the Contest (for any reason) within two days of the random drawing, or the participant declines to accept the Grand Prize as awarded, then another random draw will be held from the remaining eligible entries and a new participant will be chosen in accordance with the foregoing. Under no circumstances shall more than one Grand Prize be awarded.
8. The odds of winning the Grand Prize will depend upon the total number of eligible entries received.
9. Each participant, by entering the Contest, agrees and consents to the use by CE&S and the Contest Sponsors' of such participant's name, photograph, voice, statement and image for any publicity or programming purposes in connection with the Contest, in all media, without remuneration, throughout the world in perpetuity.
10. Participants will not be individually contacted, except for participants that have been randomly selected to win the Grand Prize (who CE&S will attempt to contact as contemplated above).
11. The decisions of CE&S in connection with the Contest are final and, by entering the Contest, all participants agree to abide by all of the instructions and decisions of CE&S in connection with the Contest. In the event of any dispute regarding the interpretation of the rules of the Contest or any decision rendered by CE&S, the decision or interpretation of CE&S shall prevail.
12. All entries are, at all times, the sole property of, and are subject to verification by, CE&S. Any entry that is illegible, incomplete, altered, or contains false information, is invalid. The use of any automated equipment to deliver multiple entries to this Contest is prohibited.
13. Any attempt to tamper with the entry process, interfere with the rules of the Contest, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of law and CE&S reserves the right to seek damages and/or other relief from any and all persons responsible for such acts to the fullest extent permitted by law.

14. For greater clarity, neither CE&S, the Contest Sponsors, their respective affiliates or subsidiaries nor the employees, directors, officers, agents or representatives of the foregoing, shall be responsible in any way for the use of, or bear liability whatsoever in any way attributable to the Grand Prize awarded in this Contest or any portion or events forming part thereof and, by entering the Contest, the participant hereby irrevocably releases the foregoing in connection herewith.

15. Notwithstanding any other provision contained herein, CE&S reserves the right, in its sole discretion, to modify, amend, cancel, suspend, reinstate or close this Contest, at any time in whole or in part without prior notification, and for any reason whatsoever.

16. This Contest is void where prohibited by law and is subject to all applicable federal, provincial, municipal or other laws and regulations.

17. By entering the Contest, each participant agrees to abide by the rules of the Contest, as amended or modified as contemplated herein and, without limitation to any other provision contained herein, each participant releases CE&S and each of the Contest Sponsors, their respective parents, affiliates, subsidiaries, directors, officers, employees, representatives, agents and advertising and promotional agencies, from any damage, loss or liability suffered as a result of or arising from such participant's participation in the Contest or the use of any prize (or portion thereof).

18. The Contest and the rules of the Contest shall be exclusively governed by and construed in accordance with the laws of the Province of Alberta and the federal laws of Canada applicable therein, without regard to conflicts of laws principles. Any dispute not otherwise determined in accordance with the rules of the Contest shall be adjudicated in the courts sitting in Calgary, Alberta (or any appeals court therefrom).