

Kobo's Going, Going, Gone Contest, September 5 – October 10, 2014

OFFICIAL RULES

NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE PRIZES. PURCHASE OR ACCEPTANCE OF A PRODUCT OFFER DOES NOT IMPROVE YOUR CHANCES OF WINNING.

SPONSORED BY

Rakuten Kobo Inc., 135 Liberty St. Suite 101, Toronto, Ontario, CANADA M6K 1A7 (the "Sponsor" or "Kobo"). No purchase necessary to participate in the Contest or receive prizes.

CONTEST PERIOD

Kobo's Going, Going, Gone Contest (the "Contest") submission begins on September 5, 2014, at 12:00:01 a.m. Eastern Standard Time ("EST") and ends on October 10, 2014, at 11:59:59 p.m. EST (the "Contest Period"). The Sponsor's servers are the official time keeping device for this Contest. The time that an Entry is received by the Sponsor will be the time at which it is received by the Sponsor's mail server or web server (as applicable) as determined in accordance with the applicable server's clock.

ELIGIBILITY

The Contest is open only to legal residents of the forty eight (48) contiguous United States, District of Columbia, Canada (excluding Quebec) and the United Kingdom, who have reached the age of majority in their respective jurisdiction at the time of entry (each entrant, an "Entrant"). Void in Guam, Puerto Rico, the U.S. Virgin Islands and where prohibited by law. Employees of Sponsor or any of its respective affiliates, subsidiaries, advertising agencies, representatives, agents, or any other company or individual involved with the design, production, execution or distribution of the Contest and their immediate family (spouse, parents and step-parents, siblings and step-siblings, and children and step-children) and household members (people who share the same residence at least three (3) months out of the year) of each such employee are not eligible. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and the Sponsor's decisions, which, subject to applicable law, are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER

NO PURCHASE NECESSARY. To enter:

- a.) Entrant must download all three (3) free eBooks listed on Kobo's Going, Going, Gone Contest landing page. These three free eBooks' releases are scattered (Sept 5th, 16th and 29th). Entrant must have all three books in his or her personal Kobo library (associated with his/her e-mail address) to qualify as a Winner.
- b.) Entrant must find clues in the text, search online to solve the riddles which reveal three distinct entry codes. Three correct entry codes constitutes an Entry. Sharing the contest on Facebook, Twitter or by Email constitutes an additional Entry.

All Entries must be received before 11:59 pm, EST October 10th, 2014. Limit is four Entries per Entrant for the Contest, regardless of email address provided. Entries that exceed this limit will invalidate all Entries previously made by that Entrant.

ENTRY VERIFICATION

If the identity of an Entrant is disputed, the Entrant will be deemed to be the name on the Entry. An Entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the winning Entry.

Entries are subject to verification and may be disqualified if they are late, misdirected, incomplete, illegible, irregular, submitted through illicit means, not original to the Entrant, or if they contain any false statements or do not conform to or satisfy any condition of these Official Rules. No mechanically reproduced, illegible, or incomplete Entries will be accepted. The use of any device to automate the entry process is prohibited; entries must be manually key-stroked. The Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest.

PRIZE DESCRIPTION

One (1) grand prize winner will be awarded \$5,000 CAD and a Kobo Aura H2O.

Prizes must be accepted as awarded. The Sponsor reserves the right to substitute the prize in whole or in part for any reason whatsoever. Taxes and fees, if any, are the sole responsibility of the Winner. Additional restrictions, conditions and limitations may apply. Sponsor is responsible only for prize delivery and is not responsible for prize utility or otherwise.

Kobo Aura eReader approximate value is CAD \$179.99. The \$5,000 portion of the Grand Prize will be awarded either as a prepaid Visa credit card with a value of CAD \$5,000 or wire transfer, depending on the location of the winner.

If a Canadian or American resident is selected, they will be awarded one (1) prepaid Visa credit card with a value of CAD \$5,000. If a UK resident is selected, they will be awarded an equivalent GBP amount via wire transfer.

The Prepaid Credit Card is subject to the terms and conditions imposed by the issuer including any payments in excess of the value or available balance of the gift card at the time of purchase. Value of card is listed in Canadian Dollars (CAD.) Exchange rates for foreign transactions are determined by Visa International independently of the Sponsor. Transactions in a foreign currency are subjected to a fee equal to 2.5% of the converted amount. Prize winner is subject to Terms and Conditions pertaining to use outlined by Berkeley Payment Solutions which will be provided along with contest prize.

PRIZE DRAW

Entrants must use clues from the three (3) free contest eBooks to solve the riddles and discover the three unique entry codes. Only Entrants with all three (3) free eBooks will be eligible for the grand prize. The grand prize Winner will be randomly chosen from all entrants.

Winners will be notified by phone or e-mail within 24 hours of submitting the contest's entry form. Winners must respond within two (2) business days of notification to the contact provided in the notification. If the Winner does not respond in accordance with the Official Rules or the Winner does not comply with the Official Rules, he/she will be disqualified and will not receive a prize.

Each Winner must complete and submit a Declaration and Release form ("Form") to receive his or her prize. Winners who complete this Form and answer the skill-testing question correctly will be sent their prize on or before October 31, 2014 to the address listed on the Form.

ENTRY CONDITIONS AND RELEASE

By entering, each Entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Sponsor and/or the Contest judges which are binding and final in all matters relating to this Contest; (b) release and hold harmless the Sponsor and its parent, subsidiary, and affiliated companies, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and all of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability.

PUBLICITY AND PERSONAL INFORMATION

Except where prohibited by law, by submitting personal information to the Sponsor, Entrants consent to the Sponsor's collection, use and disclosure of such personal information for the purposes: (1) of administering and publicizing the Contest; (2) of detecting and protecting the Sponsor, its affiliates, and

other third parties against error and fraud and other illegal activity; (3) as otherwise disclosed to the Entrant and for which the Sponsor obtains Entrant's consent; and (4) as permitted or required by law, all without payment or consideration. Information collected from Entrants is subject to the Sponsor's Privacy Policy, which is available at www.kobo.com/privacypolicy.

GENERAL CONDITIONS

The Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, including these Official Rules if any fraud, technical failures or any other factor beyond the Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by the Sponsor in its sole discretion. If for any reason the Sponsor is unable to fully operate the Contest as set out in these Official Rules, the Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

LIMITATIONS OF LIABILITY

The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Entrant, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries. If for any reason an Entrant's Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another Entry in the Contest, if possible. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed, the Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

DISPUTES

The Contest is governed by the laws of Ontario and the laws of Canada applicable therein, and is subject to all applicable federal, provincial, state and municipal laws and regulations and is void where prohibited by law. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and the Sponsor's decisions, which are final and binding in all matters related to the Contest. By entering the Contest, the courts of the Province of Ontario, Canada shall have jurisdiction to entertain any action or other legal proceedings based on any provision of these Official Rules or the running of this Contest.

CONTEST RESULTS

For a copy of these Official Rules, or for a list of winners (which will have only the winners' first name, first initial of their last name, city and province/state of residence) send a hand-printed, self-addressed, stamped envelope to Going, Going, Gone Contest, c/o Kobo Marketing, Sponsor and administrator: Rakuten Kobo, Inc., 135 Liberty St. Suite 101, Toronto, Ontario, CANADA M6K 1A7. Requests must be received by the latest October 31st, 2014.