

: 100,000 PLUM® POINTS AUDIOBOOKS CONTEST:

Short Contest Rules:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING. Limit One (1) Entry per person. Receive one (1) entry "Entry" when you start a free Audiobooks trial between May 13, 2019 and September 30, 2019. Open only to legal residents of Canada who are 18 years of age or older or who have reached the age of majority in their respective jurisdiction at the time of entry and who are a registered plum® member. Kobo will select one (1) winner per prize period (one winner per month from June 2019 to September 2019) out of all eligible entries. Four (4) prizes available to be won. Each prize consists of: 100,000 plum® points redeemable at any participating Indigo, Chapters, Coles and IndigoSpirit location in Canada and at indigo.ca (100,000 plum® points Approximate Retail Value is \$280.00 CAD). Odds of winning depend on the number of entries received. To enter the Contest without making a purchase: legibly hand-print (or mechanically print): (i) your full name, complete mailing address (including postal code), telephone number (including area code) and e-mail address on a single piece of paper; and (ii) an original essay of no fewer than two hundred (200) words describing "How would you use your 100,000 plum® points?" (each, a "Mail-In Entry"). Mail your Mail-In Entry to Kobo Head Office at 101-135 Liberty Street; Toronto, ON M6K 1A7 marked "Attention: 100,000 plum® Points Audiobooks Contest" within the Contest period. Each potential winner must correctly answer a skill-testing question to be declared a winner. Please see full Official Rules here [link].

Full Contest Rules:

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OR PAYMENT WILL NOT IMPROVE YOUR CHANCES OF WINNING.

SPONSORS: "100,000 plum® Points Audiobooks Contest" (the "Contest") is sponsored and administered by Rakuten Kobo Inc. ("Kobo") and the Prize (as described below) is courtesy of Indigo Books & Music Inc. (the "Prize Provider"). Prize Provider and its affiliates, and subsidiaries are not responsible for the promotion, administration, or execution of the Contest or the selection of winners.

ENTRY PERIOD: The Entry Period begins on May 13, 2019 at 12:00AM Eastern Daylight Time ("EDT") and ends at 11:59PM EDT on September 30, 2019. Set out below for each Draw Date (as defined below) are the Audiobooks Trial Start Period (as defined below) and the prize quantity. Sponsor's system is the official time-keeping device for the Contest.

AUDIOBOOKS TRIAL START PERIOD	DRAW DATE	PRIZE QUANTITY
May 13 – June 30, 2019 (incl. Quebec)	July 4, 2019	One (1)
July 1 – 31, 2019 (incl. Quebec)	August 7, 2019	One (1)
August 1 – 31, 2019 (incl. Quebec)	September 4, 2019	One (1)
September 1 – 30, 2019 (incl. Quebec)	October 4, 2019	One (1)

ELIGIBILITY

The Contest is open only to legal residents of Canada who are 18 years of age or older or have reached the age of majority in their respective jurisdiction at the time of entry (each entrant, an "Entrant"); and are a registered plum® member. Void where prohibited.

Employees of Kobo and the Prize Provider or any of their respective affiliates, subsidiaries, advertising agencies, representatives, agents, or any other company or individual involved with the design, production, execution or distribution of the Contest (collectively, the "Promotion Entities") 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. It is the responsibility of the Entrant to ensure that they are legally eligible to enter the Contest under any laws applicable in their jurisdiction of residence or otherwise. Participation constitutes Entrant's full and unconditional agreement to these Official Rules and Kobo's decisions, which, subject to applicable law, are final and binding in all matters related to the Contest. Winning prize is contingent upon fulfilling all requirements set forth herein.

HOW TO ENTER

NO PURCHASE NECESSARY. There are two (2) ways to enter the Contest:

1. **Receive one (1) automatic entry** (each an "Eligible Purchase Entry") when you start an Audiobooks trial between May 13, 2019 and September 30, 2019 (during the Entry Period); To start your free trial, visit: <https://www.kobo.com/indigoaudio>

or;

2. **No-Purchase Mail Entry:** To enter the Contest without starting an Audiobooks trial, legibly hand-print (or mechanically print): (i) your full name, complete mailing address (including postal code), telephone number (including area code) and e-mail address on a single piece of paper; and (ii) an original essay of no fewer than two hundred (200) words describing "How would you use your 100,000 plum® points?" (each, a "Mail-In Entry"). Mail your Mail-In Entry to Kobo Head Office at 101-135 Liberty Street; Toronto, ON M6K 1A7 marked "Attention: 100,000 plum® Points Audiobooks Contest". Mail-in Entries must be postmarked by the end of the Contest Period, and must be received no later than: (i) July 2, 2019 to be included in the July 3, 2019 draw; (ii) August 6, 2019 to be included in the August 7, 2019 draw; (iii) September 3, 2019 to be included in the September 4, 2019 draw; and (iv) October 3, 2019 to be included in the October 4, 2019 draw (as described below).

Limit one (1) Mail-In Entry per person during the Contest Period. Kobo is not responsible for late, lost, misdirected, delayed, incomplete or illegible Mail-in Entries (all of which are void).

Eligible Purchase Entries and Mail-In Entries are collectively referred to as "Entries".

LIMIT ONE (1) ENTRY PER PERSON. Should more than one (1) Entry per person be received, Kobo reserves the right to void all such entries. Entrants are responsible for any charges of online service providers or wireless carriers.

The sole determinant of time for the purposes of a valid Entry in this Contest will be the Contest server machine(s) and the check-in process for mail at Kobo's Head Office.

PRIZE, APPROXIMATE RETAIL VALUE ("ARV") & ODDS:

There are FOUR (4) available prizes (each a "Prize") available to be won, each consisting of 100,000 plum® points redeemable at any participating Indigo, Chapters, Coles and IndigoSpirit locations in Canada [and at indigo.ca](https://www.indigo.ca).

Each Prize has an approximate retail value of \$280.00CAD and is subject to the conditions and restrictions set out herein.

Kobo will select one (1) potential winner out of all eligible entries by random drawing of all eligible entries on or about the draw dates specified within the entry period. The odds of winning depend on the number of Entries received.

Prize Redemption Restrictions and Conditions:

Limit of one (1) Prize per person. The Prize must be accepted as awarded, without any representations, warranties or conditions whatsoever and Kobo expressly disclaims any and all such representations, warranties and conditions. The Prize is non-assignable, non-transferable, non-refundable, non-exchangeable and is not convertible to cash. Kobo reserves the right in its sole discretion to substitute the Prize for a prize of equal or greater value (based on the approximate retail value of the Prize as stated in these Official Rules), including without limitation a cash award, if the Prize cannot be awarded as described herein for any reason. All details and other restrictions of the Prize not specified in these Official Rules will be determined by Kobo in its sole discretion.

The Prize is only redeemable with a plum® REWARDS membership. plum® REWARDS memberships are free. To join, either (i) visit www.indigo.ca/plum®rewards and follow the links and instructions to complete your registration; or (ii) visit your closest Indigo, Chapters, Coles or IndigoSpirit store and request a membership – store staff will assist you in completing your registration. There are no fees associated with membership registration. By registering, each plum® REWARDS member agrees to comply with the plum® REWARDS terms and conditions.

If potential winner cannot be contacted, fails to complete verification within five (5) days of the time notification is sent, fails to sign and return the Declaration form within the required time, is deemed ineligible or unable to accept a prize for any reason, or prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, Kobo will award the prize to an alternate winner by random drawing among remaining eligible entries.

Prize will be fulfilled within four (4) weeks after the validation of each winner of the Contest.

ENTRY VERIFICATION

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 at the time of entry. Potential winner is subject to Kobo's verification of eligibility and compliance with law and these Official Rules.

Potential Winner must complete a Prize Declaration form including a skill-testing question before receiving a prize.

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 incomplete Entries will be accepted. The use of any device to automate the entry process is prohibited; entries must be manually key-stroked. Entries made by commercial Contest subscription notification and/or entering service sites are ineligible. Kobo 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 CONDITIONS

Prize will be awarded "as is" with no warranty or guarantee, either expressed or implied by Kobo. Prize Winner is responsible for the reporting and payment of all federal, provincial, state and local taxes (if any) as well as any other costs and expenses associated with acceptance and use of prize not specified herein as being awarded.

ENTRY CONDITIONS AND RELEASE

By entering, each Entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of Kobo which are binding and final in all matters relating to this Contest; (b) release and hold harmless Kobo and its parent, Prize Provider and each of their respective subsidiaries, and affiliated companies, 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 caused or claimed to be caused, in whole or in part, directly or indirectly, in connection with participation in this Contest (or any activity related thereto); use of any entry or portion thereof; acceptance, possession, use or misuse of the Prize; or use of any Entrant's personal information as provided herein, and use of winner's name, likeness, voice, statements and/or city/state or province/country of residence for publicity.

PUBLICITY AND PERSONAL INFORMATION

Except where prohibited by law, by submitting personal information to Kobo, Entrants consent to Kobo's collection, use and disclosure of such personal information for the purposes: (1) of administering the Contest; (2) of detecting and protecting Kobo, its affiliates, and other third parties against error and fraud and other illegal activity; (3) of sending Entrants marketing and email communications from Kobo or its affiliates, with the right to opt-out of future emails; (4) as otherwise may be disclosed to the Entrant and for which Kobo may obtain Entrant's consent; and (5) as permitted or required by law, all without payment or further consideration. Further, winner agrees to Released Parties' and their agents' use of winner's name, likeness, voice, statements and/or city/state or province/country of residence for publicity in any media, worldwide, without payment or further consideration. Information collected from Entrants is subject to Kobo's Privacy Policy, which is available at www.kobo.com/privacypolicy.

GENERAL CONDITIONS

Kobo reserves the right to cancel, suspend and/or modify the Contest, or any part of it, including these Official Rules for any reason as determined by Kobo in its sole discretion, including if any fraud, technical failures or any other factor beyond Kobo's reasonable control impairs the integrity or proper functioning of the Contest. If for any reason Kobo is unable to fully operate the Contest as set out in these Official Rules, Kobo, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for the prize offered herein. Kobo 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, Kobo reserves the right to seek damages from any such person to the fullest extent permitted by law. Kobo'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 one (1) prize will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than one (1) prize to be claimed, Kobo reserves the right to award only one (1) prize by a random drawing among all legitimate, unawarded, eligible prize claims.

UNDER NO CIRCUMSTANCES SHALL KOBO AND THE PRIZE PROVIDER BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR OTHER DAMAGES WHATSOEVER, INCLUDING, WITHOUT LIMITATION, ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, EXEMPLARY OR OTHER DAMAGES WHATSOEVER ARISING FROM OR RELATING TO THE CONTEST, THE PRIZE, ENTRY SUBMISSION, ANY BUGS, VIRUSES, TROJAN HORSES, OR ANY OTHER FILES OR DATA THAT MAY BE HARMFUL TO COMPUTER OR COMMUNICATION EQUIPMENT OR DATA THAT MAY HAVE BEEN TRANSMITTED TO OR THROUGH THE CONTEST PLATFORM. THE FOREGOING LIMITATIONS SHALL APPLY TO THE FULLEST EXTENSION PERMITTED BY LAW.

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 Kobo'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.

Any litigation respecting the conduct or organization of a publicity Contest may be submitted 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.

Choice of Law and Jurisdiction: This Contest is offered in Canada and is governed by the laws of Ontario.

CONTEST RESULTS

For a copy of these Official Rules, or for the name of the Winner (which will have only the Winner's first name, first initial of their last name, city and province/state of residence) send a hand-printed, self-addressed, stamped envelope to 100,000 plum® POINTS AUDIOBOOKS CONTEST Results c/o Kobo Marketing: Rakuten Kobo Inc., 135 Liberty St., Suite 101, Toronto, Ontario, CANADA, M6K 1A7. Requests must be received by the latest by September 30, 2019.