

Addition Elle #CurvyCastingCall Contest

1. NO PURCHASE IS NECESSARY TO ENTER THIS CONTEST (the “**Contest**”). A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. All monetary amounts herein are calculated in Canadian dollars.
3. The Contest is open only to individuals who are legal or permanent residents of the provinces of Québec or Ontario, Canada, who reside in the Québec City Area, the Greater Montréal Area or the Greater Ottawa-Gatineau Area, who are at least eighteen (18) years of age and have reached the age of majority in their jurisdiction of residence at the time of entry, except the directors, officers, agents and employees of Reitmans (Canada) Limited (the owner of the “**Addition Elle**” division), including, for greater certainty, the Panel (defined below), and all of its affiliated and associated entities and divisions (collectively, “**Reitmans**”), their respective advertising and promotional agencies and all members of their respective immediate families living in the same household and any other persons with whom they are domiciled. For greater certainty, it is understood that entrants who are minors in their province of residence are not eligible to enter the Contest.
4. By entering the Contest, each entrant accepts the terms and conditions of these Contest rules and regulations (the “**Rules**”) and agrees to be bound by them. The Contest is subject to all applicable federal, state, provincial, municipal and local laws and regulations. The Contest is void where prohibited or restricted by law.
5. The Contest offer will be open online only on Twitter, Instagram or at www.additionelle.com (the “**Website**”), in each case from April 6, 2015 at 10:00 a.m. (Eastern time) (the “**Submission Start Date**”) to May 1, 2015 at 10:00 a.m. (Eastern time) (the “**Submission Deadline**”), the whole as more fully set forth in Section 6 below.
6. In order to enter for a chance to win one (1) of the Prizes (defined below), each entrant must, by the Submission Deadline:
 - a. Upload on Instagram or Twitter (insofar as the entrant’s account is public so as to enable a public and unrestricted viewing of the Photograph (defined below) for all users of such social media) or on the Contest gallery on the Website, a current colour photograph of herself taken within the three (3)-month period preceding the Submission Start Date that, subject to the conditions set forth in Sections 7 and 8 herein, clearly displays his or her face and entire body, (the “**Photograph**”).
 - b. Add the hashtag “#CurvyCastingCall” to the description of the Photograph;
 - c. Click on “Upload”;
 - d. In the case of entries uploaded on Twitter or Instagram as set forth in Section 6a, entrants must “claim” his or her Photograph by:
 - i clicking on the bit.ly link provided in the prompt by Addition Elle;
 - ii clicking on “Click here to claim it”;
 - iii authorizing Offerpop to access your basic information so that it can verify your account;
 - e. Fill in the online entry form by:
 - i providing all required contact information;
 - ii correctly answering the Skill-Testing Question (defined below) contained therein;
 - iii checking-off a box confirming that he or she has read, understood and agrees with the Rules;
 - iv only if he or she so chooses, checking-off a box indicating that he or she opts-in to receive notifications via e-mail about upcoming promotions offered by Addition Elle (for greater certainty, an entrant is not obligated to check-off the box in

question and entry in the Contest is not conditional upon an entrant checking-off such box and opting-in to receive such notifications); and

- f. Click "Submit!".
7. Each Photograph must be in GIF, JPG, PNG, BMP or TIF format and must be less than five (5) MB in size. The Photograph can only display the entrant and cannot include one or more third parties or contain any visible logos, drawings, cartoons, phrases, trademarks or any other unauthorized third-party materials other than the Addition Elle logo and brand. The Photograph may be used internally by Addition Elle, in whole or in part, for its own employee training and publicity purposes, and as reference for Addition Elle buying agents. Nothing herein will obligate Addition Elle to use the Photograph, in whole or in part.
8. Addition Elle reserves the right to disqualify any entrant whose Photograph contains, whether in whole or in part, obscene, defamatory, libelous, threatening, pornographic, profane, lewd, violent, illegal, fraudulent, graphic or vulgar content, slander, nudity, violates any other party's proprietary rights, promotes hatred, otherwise gives rise to a criminal offence or civil liability on the part of any person or entity, or that is otherwise unlawful or in contravention of applicable laws and regulations or is otherwise deemed by Addition Elle, in its sole and absolute discretion, to be offensive or inappropriate or inconsistent with the spirit or theme of the Contest or with the Addition Elle brand.
9. On May 1, 2015, a panel of judges from Addition Elle's head office (the "**Panel**") will review the Photographs received by the Submission Deadline to determine, at their sole and absolute discretion, which ten (10) entrants (collectively, the "**Semi-Finalists**") constitute a potential "best fit" to serve as an Addition Elle model on the basis of the overall quality of each entrant's Photograph and how well it captures the Addition Elle experience and brand (the "**Criteria**").
10. The Semi-Finalists will be contacted by Addition Elle on or about May 5, 2015 by telephone or e-mail in order to be informed that they have moved on to the next round. The Semi-Finalists will be required to travel to Montréal, Québec on May 18, 2015 in order to attend a photo shoot (the "**Montréal Photo Shoot**") taking place that same day at the photo studio located at 250 Sauvé West, Montréal, Québec (the "**Studio**"). For greater certainty, it is understood that all fees, costs and expenses of any kind whatsoever incurred by a Semi-Finalist in order to travel to, and attend, the Montréal Photoshoot, including without limitation, any transportation costs (whether ground, air or otherwise), including to or from the Studio, and accommodation costs will be the sole responsibility of a Semi-Finalist.
11. By uploading his or her respective Photograph as set forth in Section 6, each entrant:
 - (i) represents and warrants that he or she is the sole unrestricted owner of the Photograph and has the right to post-it on Instagram, Twitter and/or the Website for the purposes of this Contest as set out in the Rules;
 - (ii) represents and warrants that he or she has obtained all rights, authorizations or consents required in connection with the use and display of the Photograph for the purposes set out in the Rules;
 - (iii) represents and warrants that the Photograph is original and has not been previously published nor has it won any award;
 - (iv) represents and warrants that the Photograph or any component thereof does not violate or infringe upon the intellectual property or other rights of any third party, including copyrights, trademarks, logos or rights of privacy or publicity;
 - (v) represents and warrants that the Photograph is appropriate for family viewing and presents content that, at Addition Elle's sole and absolute discretion, is suitable for the public at large;
 - (vi) represents and warrants that the Photograph complies with the Rules, including Section 7; and

- (vii) grants to Reitmans, its subsidiaries, successors, assigns, agents and licensees, without limitation and in perpetuity, the irrevocable right and license to incorporate, use, reproduce, edit, market, store, distribute, have distributed, publicly and privately display, communicate, publicly and privately transmit, have transmitted, create derivative works based upon, and promote his or her Photograph, in whole or in part, without additional compensation or consideration of any kind, for all purposes including the purposes set out herein in connection with the Contest as well as in, and in connection with, the advertising, exhibiting, marketing, promotion and exploitation of its business in any manner, in all media throughout the world, whether now known or hereinafter devised, including without limitation, the Website, Addition Elle's and/or Reitmans' facebook fan page (the "**Fan Page**") and/or any other Addition Elle and/or Reitmans online social networking and media marketing web pages, for Addition Elle employee training and publicity purposes, as reference for Addition Elle buying agents and all forms of print, radio, television, home-video, CD ROM, DVD, and other digital or interactive "electronic" media, in perpetuity, without restrictions as to changes or alterations thereof (except where prohibited by law).
12. Each entrant hereby releases, discharges and saves harmless Reitmans from any and all claims, demands, actions, causes of action, damages, liabilities, costs, losses and expenses without limitation, including as may be related to invasion of privacy, infringement of his or her rights of publicity or personality, defamation, libel, slander and/or any other personal, moral and/or property rights in any way arising out of his or her participation in the Contest and the use of the Photograph by Reitmans in connection therewith. Without limiting the foregoing, each entrant hereby waives all moral rights in and to the Photograph to the fullest extent permissible by law, including without limitation, the right to prevent any modifications, adaptations, additions, or deletions to the Photograph or any right of inspection or approval in respect thereof.
13. All eligible entries (Photographs) for the Contest must be received by Addition Elle by the Submission Deadline, must comply with the terms hereof and must have a correctly answered Skill-Testing Question. All entries become the property of Reitmans. Any entries by third parties, or generated by a script, macro or by any other automated means whatsoever (including, without limitation, any electronic, robotic or computer automated or automatic contest entry program, tool, service, script, bot, macro, system or software, whether commercially developed or otherwise), or that contain typographical errors, are altered, tampered with, incomplete, inaccurate, irregular in any way, or otherwise not in compliance with the Rules, will be considered null and void and will cause the disqualification of such entrant from the Contest. Repeated violations of the foregoing may render such entrant ineligible for future contests or promotions offered by Addition Elle and/or Reitmans. Odds of winning a Prize will vary depending on the number of eligible entries received by the Submission Deadline.
14. Only one (1) entry per entrant is permitted and all additional entries will be disqualified. For greater certainty, it is understood that all additional entries or any attempt by an entrant to make more than one (1) entry whether by using multiple e-mail, Twitter or Instagram accounts, identities, registrations, or any other methods, will be considered null and void and will cause the disqualification of such entrant from the Contest. Repeated violations of the foregoing may render such entrant ineligible for future contests or promotions offered by Addition Elle and/or Reitmans.
15. For purposes of awarding the Grand Prize (defined below), within the three (3) days following the Montréal Photo Shoot, the Panel will select, at its sole and absolute discretion, the grand prize winner (the "**Grand Prize Winner**") from among all of the Semi-Finalists on the basis of their performance during the Montréal Photo Shoot and the Criteria. The nine (9) remaining Semi-Finalists once the Grand Prize Winner has been announced as set forth in this Section 15 will each be considered a "**Secondary Prize Winner**" (collectively, the "**Secondary Prize Winners**") and together with the Grand Prize Winner, the "**Prize Winners**" and each a "**Prize Winner**"). The Grand Prize Winner will be announced at the head offices of Addition Elle in

Montréal, Québec at approximately 12:00 p.m. Eastern time on May 21, 2015 (the “**Announcement Date**”).

16. One (1) grand prize (the “**Grand Prize**”) will be awarded to the Grand Prize Winner (as defined above) and nine (9) secondary prizes (each a “**Secondary Prize**” and collectively, the “**Secondary Prizes**” and together with the Grand Prize, collectively, the “**Prizes**” and each a “**Prize**”) will be awarded to the Secondary Prize Winners (as defined above).
17. The grand prize (the “**Grand Prize**”) will consist of:
 - i. one or more Addition Elle gift cards (the “**Gift Cards**”) having an aggregate value of five hundred dollars (\$500.00) which may be used at any Addition Elle store (each a “**Store**”); and
 - ii. a three (3) month modeling services contract with Addition Elle having an approximate retail value of five hundred dollars (\$500.00), during which time the Grand Prize Winner will complete one (1) Addition Elle modeling engagement (the “**Grand Prize Photoshoot**”) for web and online editorial content on the terms and conditions determined by Reitmans at in its sole and absolute discretion and based on Reitmans’ standard form modeling services contract (the “**Modeling Contract**”).
18. Each Secondary Prize will consist of one or more Gift Cards having an aggregate value of two hundred and fifty dollars (\$250.00) which may be used at any Store.
19. The Contest will have nine (9) Secondary Prize Winners and one (1) Grand Prize Winner in total. The total retail value of each Secondary Prize is two hundred and fifty dollars (\$250.00). The approximate total retail value of the Grand Prize is one thousand dollars (\$1,000.00). The approximate total retail value of all of the Prizes awarded in connection with the Contest is three thousand two hundred and fifty dollars (\$3,250.00).
20. For the purposes of claiming a Prize, each selected Prize Winner will be contacted by telephone or e-mail within five (5) business days following the Announcement Date (the “**Claim Date**”). If a selected Secondary Prize Winner cannot be reached by the Claim Date for any reason whatsoever, such selected Secondary Prize Winner will be disqualified and deemed to have forfeited his or her Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, no alternate Secondary Prize Winner shall be selected. If a selected Grand Prize Winner cannot be reached by the Claim Date for any reason whatsoever, such selected Grand Prize Winner will be disqualified and deemed to have forfeited his or her Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, Addition Elle may decide, in its sole and absolute discretion, to select an alternate Grand Prize Winner, in which case, the Panel will select another Grand Prize Winner from among the remaining Semi-Finalists on the basis of the Criteria insofar as contact is made by telephone or e-mail with such selected Grand Prize Winner. Addition Elle will not be responsible for failed attempts to contact a selected Prize Winner for any reason whatsoever, including, without limitation, if any telephone or e-mail communication is unsuccessful, not returned or returned as undeliverable. If all or part of a Prize cannot be awarded to a Prize Winner due to actions or circumstances beyond the control of Addition Elle, Addition Elle may decide, in its sole and absolute discretion, to award a substitute prize (or substitute prizes) of equal or greater retail value.
21. Addition Elle reserves the right to verify eligibility qualifications of any entrant or Prize Winner. In addition to the eligibility qualifications set forth in Section 3, a Prize Winner must comply with the Rules and correctly answer a time-limited, mathematical skill-testing question (without the assistance of another person or mechanical device) (the “**Skill-Testing Question**”) included as part

of the entry form referred to in Section 6 and/or the Release (defined below) and/or administered by a representative of Addition Elle during a pre-arranged, mutually convenient telephone call and/or as otherwise may be provided by Addition Elle. In addition to the foregoing and in order to be eligible to receive a Prize awarded hereunder, a Prize Winner may be required to execute (and notarize if required under applicable law) a full release and affidavit of eligibility in a form to be provided by Addition Elle which, *inter alia*, relieves Reitmans from any and all liability for injury associated with the Prize or any component thereof awarded to such Prize Winner, as well as satisfy any and all laws and regulations and other criteria required by a Prize Winner's state, province or territory of residence (the "**Release**"). Should a Prize Winner not comply with the Rules, decline his or her Prize or any part thereof for any reason whatsoever (including, in the case of the Grand Prize Winner, if he or she does not accept the terms and conditions of the Modeling Contract as determined by Reitmans), not claim a Prize by the Claim Date, incorrectly answer the Skill-Testing Question, not execute any required Release, or otherwise fail to satisfy any requirement or eligibility qualification contained herein, such selected Prize Winner will be disqualified and deemed to have forfeited his or her Prize without any prize replacement, reimbursement or substitution of any kind whatsoever and in such circumstances, Addition Elle will have no further obligation to the Prize Winner in question and may decide, at its sole and absolute discretion, to select a new Prize Winner as set forth in Section 20 and the terms and conditions of Section 20, Section 21 and Section 22 herein will apply *mutatis mutandis* to such newly selected Prize Winner.

22. Each Prize Winner will be entitled to be awarded his or her Prize on the date on which the eligibility qualifications of such Prize Winner have been satisfied in accordance with Section 21 herein (the "**Award Date**"). The Gift Card(s) comprising the Grand Prize and Secondary Prizes will be sent to a Prize Winner by registered mail or courier to the address provided by a Prize Winner (a signed acknowledgment of receipt at the delivery location will be required) with five (5) business days of the Award Date. Addition Elle reserves the right to modify, in its sole and absolute discretion, the method of delivery of the Gift Cards described in this Section 22 to a Prize Winner in the event that delivery as described in this Section 22 is not possible due to any cause beyond the control of Addition Elle. In addition, the method of delivery of the Modelling Contract will be mutually agreed upon between the Grand Prize Winner and Addition Elle by e-mail (acknowledgment of receipt of e-mail will be required) within two (2) business days following the Announcement Date. Addition Elle reserves the right to select, in its sole and absolute discretion, acting reasonably, the method of delivery of the Grand Prize to the Grand Prize Winner in the event that the Grand Prize Winner and Addition Elle cannot mutually agree upon a method of delivery as described in this Section 22 within the aforementioned delay. A Prize Winner's name may appear on the Fan Page, the Website and/or any other Addition Elle and/or Reitmans' online social networking and media marketing web pages for no less than thirty (30) days following the Award Date.
23. No cash, product substitution or prize equivalent will be permitted. A Prize cannot be combined or used in conjunction with any other contest or offer. A Prize must be accepted as is, and cannot be redeemed for cash, prepaid cards, or gift cards (including Gift Cards) of any kind, in whole or in part. No component of a Prize may be returned after pick-up or delivery, as applicable. No rain checks will be provided. No refund or compensation of any costs or expenses incurred by a Prize Winner will be made. Choices of styles, sizes, colours and types of products and merchandise which may be purchased with a Gift Card is subject to availability. It is understood and agreed that the Modeling Contract is only for modeling services provided to Addition Elle for web and online editorial content and not for general representation. For greater certainty, it is understood and agreed that Addition Elle may, at its sole and absolute discretion, for the duration of the Modeling Contract, retain the Grand Prize Winner's services for additional modeling engagements for web and online editorial content upon the terms and conditions provided in the Modeling Contract, although nothing herein will obligate Addition Elle to do so and due to the highly speculative,

selective and subjective nature of the modeling industry and model selection, no guarantees are given by the Addition Elle as to the profitability or number of modeling engagements in excess of the one (1) Grand Prize Photoshoot included in the Grand Prize, if any, that may be obtained or derived from the Modeling Contract. Nothing herein will obligate Addition Elle to use any of the photographs or other content obtained during the Grand Prize Photoshoot or any other modeling engagement derived from the Modeling Contract, in whole or in part.

24. If, by reason of a typographical or other error, more Prizes are claimed than the number set forth in the Rules, all individuals making purportedly valid claims will be included in a random draw to award the advertised number of Prizes available. No more than nine (9) Secondary Prizes and one (1) Grand Prize will be awarded in connection with the Contest.
25. By entering the Contest, all entrants (A) irrevocably grant to Reitmans the right (i) to include their name and information (including e-mail address) on any of Reitmans' mailing/e-mail lists and for any live person to person and Automatic Dialing-Announcing Device calls, in each case for all purposes required in connection with the Contest and, to the extent permitted by and in accordance with applicable law, for promotional purposes relating to Reitmans, and (ii) to use their name in any publicity carried out by Reitmans, and (B) agree to grant to Reitmans a non-exclusive irrevocable license and right to incorporate, use and reproduce their photograph (excluding the Photograph which is dealt with in Section 11(vii)), voice, name, actual or simulated likeness, biographical information, city or original hometown and province or territory of residence, without additional compensation or consideration of any kind, for the purposes set out herein in connection with the Contest as well as in, and in connection with, the advertising, exhibiting, marketing, promotion and exploitation of its business in any manner, in all media throughout the world whether now known or hereinafter devised, including without limitation, the Website, the Fan Page, and/or any other Addition Elle and/or Reitmans online social networking and media marketing web pages, and all forms of print, radio, television, home-video, CD ROM, DVD, and other digital or interactive "electronic" media, in perpetuity. Those individuals who do not wish that their personal information be used for such purposes are required to so indicate in writing to Addition Elle at the following address: 250 Sauvé Street West, Montréal, Québec, H3L 1Z2; ATTENTION: Addition Elle Customer Service. For further information regarding the use of an entrant's personal information by Addition Elle and/or Reitmans, please refer to the Privacy Policy on the Website.
26. All expenses related or incidental to the receipt and use of a Prize, including any and all surcharges, fees, taxes (federal, provincial or local), and any travel or transportation costs (whether ground, air or otherwise), between the Prize Winner's residence and any Store, the Montréal Photoshoot or the Grand Prize Photoshoot will be the sole responsibility of a Prize Winner. For greater certainty, it is understood that all fees, costs and expenses of any kind whatsoever incurred by the Grand Prize Winner in order to travel to, and attend, the Grand Prize Photoshoot or any additional modeling engagement, including without limitation, any transportation costs (whether ground, air or otherwise) and accommodation costs will be the sole responsibility of the Grand Prize Winner. Addition Elle reserves the right to withhold and remit to the appropriate taxing authorities the amount of any taxes due in connection with a Prize. Without limiting the generality of the foregoing, all fees, costs and expenses of any kind whatsoever not specifically stated herein to be the responsibility of Addition Elle and/or Reitmans, will be the sole responsibility of a Prize Winner. Addition Elle reserves the right to conduct background checks on the Grand Prize Winner. A Prize and every component thereof is non-refundable, non-transferable and may not be reissued or revalidated in whole or in part.

27. Addition Elle will not be responsible for lost, stolen, mutilated, late, misdirected or ineligible entries that may occur in the administration of the Contest. Addition Elle will not be responsible under any conditions whatsoever for any problems or technical malfunctions relating to the Contest, for any printing or typographical errors or problems in connection with any Contest-related materials, or for any computer, online, human or technical malfunctions that may occur in the administration of the Contest, including problems with the Website, Twitter or Instagram, any computer online systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by Reitmans on account of technical problems, human error or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to an entrant's or any other person's computer relating to or resulting from participation in the Contest or downloading any Contest-related materials.

28. Subject to a contrary ruling by the Régie (defined below), if for any reason the Contest is not capable of running as planned due to (i) infection by computer virus, bugs, tampering (including, without limitation, on the Website, Twitter or Instagram), unauthorized intervention, fraud, technical failures, technical malfunctions or any other causes corrupting or affecting the administration, security, fairness, integrity or proper conduct of the Contest whether in connection with the Website, Twitter or Instagram or otherwise, (ii) insufficient entries, or (iii) due to any other cause beyond the control of Addition Elle, Addition Elle reserves the right, in its sole and absolute discretion, to disqualify an individual and/or cancel, terminate, modify or suspend the Contest in whole or in part and/or modify the Rules. Without limiting the generality of the foregoing, Addition Elle reserves the right to prohibit an entrant from participating in the Contest if it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. **CAUTION: ANY ATTEMPT BY ANYONE TO DAMAGE OR DISRUPT THE CONTEST OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST WILL BE CONSIDERED A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, REITMANS RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.**

29. In the event of any dispute regarding entries received from multiple users having the same e-mail account, entries will be deemed to be made by the authorized account holder of the e-mail address submitted during entry, but only if he or she meets all other eligibility criteria contained in the Rules. The "authorized account holder" is the natural person who is assigned to the e-mail address by an internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. A Prize Winner may be required to provide Addition Elle and/or Reitmans with proof that he or she is the authorized account holder of the e-mail address associated with the winning entry, or forfeit his or her Prize.

30. All entrants assume all liability for injuries caused or claimed to be caused by participation in the Contest, or the use or misuse of a Prize granted herein, including any and all losses, damages, rights, claims, costs, actions and causes of action with respect to a Prize (including without limitation, in connection with travel to or from the Montreal Photoshoot and/or the Grand Prize Photoshoot). Without limiting the generality of the foregoing, by entering the Contest, entrants release and forever discharge Reitmans and its parent companies, affiliates, subsidiaries, agents, advisors, employees, officers, directors, shareholders, representatives, licensees, franchisees, advertising and promotional agencies, successors and assigns from any and all losses, damages, rights, claims, costs, actions and causes of action of any kind whatsoever arising in connection with the Contest or resulting from the acceptance, possession, or use or misuse of a Prize or any

component thereof granted herein or any other prize that may be awarded in connection with the Contest, including without limitation personal injury, death, and/or property damage as well as claims based on publicity rights, defamation, or invasion of privacy.

31. It is each entrant's sole responsibility to notify Addition Elle in writing at the address indicated above if he or she changes his or her telephone number, e-mail or mailing address or any other contact information. All corrections to the contact information of an entrant must be received by Addition Elle by the Submission Deadline.
32. To the extent permitted by applicable law, if any of the terms of the Rules are or become invalid, are ruled illegal by the Régie (defined below) or any court of competent jurisdiction or are deemed unenforceable under the then current applicable laws, it is the intention of the parties hereto that the remainder of the Rules will not be affected thereby and will remain in full force and effect.
33. For Québec entrants, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux (the "**Régie**") 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.
34. The Contest is in no way sponsored, endorsed or administered by, or associated with, Twitter and/or Instagram. Each entrant is providing his or her information to Addition Elle and not to Twitter and/or Instagram. By participating in this Contest, each entrant agrees to release and forever discharge Twitter and/or Instagram from any and all claims, demands, actions, damages, liabilities, costs, losses and expenses arising out of, or in connection with, the Contest. If an entrant opts-in at the time of entry to receive notifications via e-mail about upcoming promotions offered by Addition Elle as described in Section 6, the information he or she provides will be used for future communications from Addition Elle as described in Section 6 to the extent permitted by and in accordance with applicable law.
35. For an additional set of the Rules and/or the Prize Winners' names, visit the Website or send a written request by self-addressed, stamped envelope (ensure that sufficient postage is included) to: Addition Elle (Canada) Limited, 250 Sauvé Street West, Montréal, Québec H3L 1Z2; ATTENTION: Addition Elle Customer Service.