

BREADWINNER STORIES OFFICIAL RULES

NO PURCHASE IS NECESSARY AND A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

SPONSOR

Sponsor is Breadwinner Canada Inc. (“Sponsor”).

TERM

The Breadwinner Stories Contest (the “Contest”) begins November 6, 2017, and ends December 6, 2017 (the “Entry Period”). Online entries must be received by 11:59 p.m. (Eastern Time) on December 6, 2017. Entries become the property of Sponsor and will not be returned or acknowledged. No correspondence will be entered into except with the selected entrants (or their parents/legal guardians if such entrants are minors in their jurisdiction of residence). Information on how to enter and prizes form part of these official rules (“Official Rules”).

WHO MAY ENTER

Contest is open only to legal residents of the United States and Canada (excluding Quebec), ages 8 and up. Employees of Sponsor, its affiliates and subsidiaries, and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they live) or persons living in the same households of such individuals, whether or not related, are not eligible to enter or win a prize. **CONTEST IS VOID OUTSIDE THE US AND CANADA (EXCLUDING QUEBEC) AND WHERE PROHIBITED. MANY WILL ENTER; FEW WILL WIN.**

HOW TO ENTER

The categories for entries are: Short Story, Artwork, Your Hero, and Shout-Outs (each a “Category,” and collectively the “Categories”) as detailed on the Contest website. Each entrant may submit entries in any Category he/she wishes and may submit entries to different Categories at different times during the Entry Period, but no entrant may submit in total more than one (1) entry per Category. If an entrant exceeds any of these limits, Sponsor may at its absolute discretion either disqualify all the entrant’s entries or select at its absolute discretion entries to go forward for judging and reject the remainder. Each entry must comply with the following requirements:

For minors (age 8 to 13) to submit an entry:

- Before going online, get permission from your parent or legal guardian to enter the Contest, asking him/her to work with you to enter the Contest through the website. Ask your parent or legal guardian to submit the entry along with your first name, on your behalf using your parent or legal guardian’s email address and social media profile post.

For general submission:

- Complete the entry form and submit a link for each entry submitted. Entry form must be complete for entry to be valid.

- By submitting the entry form, entrants and parents or legal guardians agree to be bound by these Official Rules.

Entries must meet the following technical specifications:

- The entrant must be the creator him or herself. The entry must be an original work created by the Contest entrant. By entering the Contest, entrant (or entrant's parent/legal guardian) represents, acknowledges and warrants that the submitted entries are original works created solely by the entrant and that no other party has any right, title, claim or interest in the entries.
- Obscene, provocative, or otherwise objectionable content will not be considered, and such determination is solely at the discretion of Sponsor.
- The entries in each Category will be judged separately, in accordance with the Judging Criteria, as defined below.
- Limit one entry per person per Category.

Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions and interpretations, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein. Entrants and/or potential winners may be required to provide proof of identification and eligibility as required by Sponsor. If it is discovered or suspected that an entrant has entered or attempted to enter the Contest using multiple e-mail addresses or multiple identities, all of that entrant's entries will be declared null and void and any prize that entrant might have been entitled to receive or win will not be awarded. Use of any automated system or any like methods to participate in the Contest is prohibited and will result in disqualification of any entrant attempting such use.

CONTEST PRIZES

EACH POTENTIAL WINNER (OR HIS/HER PARENT OR LEGAL GUARDIAN IF THE WINNER IS A MINOR IN HIS/HER JURISDICTION OF RESIDENCE) IS REQUIRED TO EXECUTE THE FOLLOWING: (1) AN AFFIDAVIT OF ELIGIBILITY AND LIABILITY RELEASE (CANADIAN POTENTIAL WINNERS AND THE POTENTIAL GRAND PRIZE WINNER'S GUEST WILL BE REQUIRED TO EXECUTE A DECLARATION AND RELEASE FORM); (2) WARRANTY OF OWNERSHIP AND LICENSE; (3) PUBLICITY RELEASE; AND (4) ANY OTHER AFFIDAVITS, DECLARATIONS AND/OR RELEASES OR ADDITIONAL DOCUMENTS THAT MAY BE REQUIRED BY PRIZE SUPPLIER(S). UNLESS PROHIBITED BY LAW, EACH POTENTIAL WINNER (OR HIS/HER PARENT/LEGAL GUARDIAN) MUST SIGN THESE DOCUMENTS NO LATER THAN 15 DAYS FROM THE DATE OF RECEIPT OF PRIZE NOTIFICATION IN ORDER FOR SPONSOR TO AWARD THE PRIZE. NONCOMPLIANCE OR RETURN OF PRIZE NOTIFICATION AS UNDELIVERABLE MAY RESULT IN DISQUALIFICATION AND, AT SPONSOR'S DISCRETION, SELECTION OF AN ALTERNATE WINNER USING THE PROCESS DESCRIBED IN THESE OFFICIAL RULES.

PRIZES

Four (4) winners will be selected, one in each Category. Each Category winner will receive The Breadwinner prize package consisting of a gift package that will include a framed, limited edition print from THE BREADWINNER film autographed by Director Nora Twomey and a copy of THE BREADWINNER novel autographed by author

Deborah Ellis. ARV of each prize package is \$250 **USD**. From amongst the Category winners, one (1) grand prize will be awarded to the winner with the highest overall total score determined in accordance with the Judging Criteria described below. The grand prize will consist of a trip for two (2) to attend a private screening of The Breadwinner in Los Angeles, California on a date to be determined by Sponsor, which includes travel (economy air or ground, as determined by the Sponsor) and hotel accommodation (single room; double occupancy, location as determined by Sponsor). ARV of the grand prize is \$2,500**USD** based upon a St. John's, Newfoundland departure. ARV accurate as of November 6, 2017, but is subject to change and retailers may sell for less.

All grand prize-related travel arrangements will be administered by Sponsor's authorized designee. All travel must be booked prior to departure. Grand prize travel is subject to capacity controls, availability, weather, seasonal influences and certain other restrictions, all of which are subject to change. The grand prize winner and his/her guest will be required to travel on identical itineraries, including the same departure date and return date. Air transportation and hotel accommodations must be taken together and cannot be taken separately. Guest must stay in the same hotel room as the grand prize winner. No changes will be made to travel details once any element(s) of the travel arrangements have been booked, except at Sponsor's sole discretion. All airline tickets issued in conjunction with the grand prize are not eligible for upgrades, frequent flyer miles or any other promotional benefit. Sponsor will not replace any lost or stolen tickets (including any event tickets or admission passes), travel vouchers or certificates or similar items once they are in the grand prize winner's possession or in the possession of his/her guest. Sponsor will determine travel itinerary in its sole discretion. Once hotel and travel arrangements have been confirmed, no changes will be allowed except by Sponsor in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any transportation. Travel is subject to the terms and conditions set forth in these Official Rules and those set forth by Sponsor's travel supplier, as detailed in the passenger ticket contract issued by such supplier. If the grand prize winner elects to travel or partake in a prize with no guest, no additional compensation will be awarded to said winner.

The grand prize winner and his/her guest must be legally able to travel to the US (Canada residents only) and be in possession of all required travel documentation, including but not limited to valid passports (grand prize winner and guest's passports must be valid for six (6) months or more prior to the date of departure in connection with the travel related prizes). Sponsor is not liable if the grand prize winner and/or his/her guest is/are refused entry or re-entry into the US or Canada. If, for any reason, travel is delayed, impeded or refused by Canada, US, or other immigration/border control authorities, the prize may be forfeited (in whole or in part) and grand prize winner and/or his/her guest will be solely responsible for any additional expenses incurred. Each grand prize winner and his/her guest hereby acknowledges that Sponsor has not and will not obtain or provide travel insurance or any other form of insurance for any part of the prize. It is the responsibility of the grand prize winner and his/her guest to arrive at the designated gateway airport in time for any flight that is part of the grand prize. The grand prize winner and his/her guest are responsible for all in-room charges (e.g., mini-bar, movies), telephone calls, meals, beverages, gratuities, upgrades, personal incidentals, amenities and any other fees and expenses not specifically mentioned in these Official

Rules. The grand prize winner will be required to provide a major credit card upon hotel check-in and all in-room charges will be charged to the credit card. Any damage to the room attributed to the grand prize winner and/or his/her guest will be the responsibility of said winner.

Sponsor bears no responsibility if any event, element or detail of the grand prize is canceled, postponed or becomes unavailable for any reason. Should any event, element or detail of the grand prize become unavailable, the Sponsor shall have no obligation to the grand prize winner aside from providing the travel portion of the prize, minus any unavailable event, element or detail. The grand prize winner and his/her guest shall be subject to all terms and conditions printed on any ticket issued in conjunction with the grand prize. In the event the grand prize winner and/or his/her guest is denied entry into any ticketed event or is removed or barred from any ticketed event location for any other reason, the Sponsor is not responsible and no further compensation or award will be provided.

No prize transfer, assignment or substitution by winners permitted. In the event of unavailability, Sponsor reserves the right to substitute prizes (or portions thereof) in which case a prize (or portion thereof) of equal or greater monetary value, determined in Sponsor's reasonable discretion, will be awarded.

Odds of winning in a particular Category will depend on the number of eligible entries received in each Category and the skill of each entrant in satisfying the Judging Criteria set out below. Having been selected as a Category winner, the odds of winning the grand prize are 1 in 4.

Should a winner make any false statement(s) in any documents referenced herein, the winner will be required to promptly return to Sponsor his/her prize, or the cash value thereof.

An entrant will not be officially declared a winner until the entrant's parent/legal guardian has been contacted and has signed all required documentation. If a winner is under the age of majority in his/her jurisdiction of residence, the prize will be awarded to his/her parent/legal guardian (however, the minor will be declared the "winner") and, with respect to the grand prize, the parent/legal guardian of the winner must accompany the winner in all aspects of his/her use and enjoyment of the prize.

Canadian resident winners (or their parents/legal guardians) may also be required to correctly answer, unaided, a time-limited, mathematical skill-testing question prior to being declared a winner in this Contest.

JUDGING

- Contest consists of two (2) rounds of evaluation unless further evaluation is required due to a tie (see below). In the first round, Ten (10) Finalists in each Category will be chosen based on the Judging Criteria below. In the second round, Four (4) potential winners (one in each Category) will be chosen based on the Judging Criteria below and each will be awarded a prize package. From amongst the Category winners, the entry with the highest overall total score

following application of the Judging Criteria below will be declared the potential winner of the grand prize.

- A panel of judges with experience in storytelling will evaluate the entries based on the following equally weighted criteria (“Judging Criteria”):
 - 1) Creativity
 - 2) Adherence or appropriateness to topic of gender equality
 - 3) Clarity of expression
 - 4) Audience appeal or engagement generated by submission
- In the event of ties between Category entries, the submission with the highest in the “Creativity” score will be deemed the winner. If ties still remain, the highest in the “Adherence to topic” score will be deemed the winner. If ties still remain, the tied entries will be rejudged based on the same criteria outlined above.
- In the event of a tie between two or more Category entries in respect of the grand prize, process described immediately above will be used to determine the grand prize winner.
- Judging will take place on or before January 6, 2018, and selected entrants will be notified in writing on January 7, 2018.
- Decisions of the Sponsor and judges are final and binding.

ENTRANT LICENSES/RELEASES

By entering the Contest, all winners (and their respective parents and legal guardians if the winner is a minor) grant a royalty-free, irrevocable, perpetual, non-exclusive license to Sponsor, its designees, licensees and affiliates (“Authorized Parties”), to reproduce, distribute, display and create derivative works of the entries (along with a name credit) in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: Display at a potential exhibition of winners; or online highlighting entries or winners of the Contest. Entrants (and their respective parents and legal guardians if the winner is a minor) further hereby waive all moral rights in and to the entries in favor of the Sponsor. Authorized Parties will not be required to provide any notice, pay any additional consideration or seek any additional approval in connection with such use.

THIRD PARTY RELEASES

- If the entry contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the entries, the entrant is responsible for obtaining, prior to submission of the entries, any and all releases and consents necessary to permit the exhibition and use of the entries in the manner set forth in these Official Rules without additional compensation. If any person appearing in any entries is under the age of majority in their state/province/territory of residence the signature of a parent or legal guardian is required on each release.
- Upon Sponsor’s request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor’s request) a signed release from all persons who appear in the entries submitted, and/or from the owner of any material that appears in the entries entry, authorizing the Authorized Parties to reproduce,

- distribute, display and create derivative works of the entries in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to: display at a potential exhibition of winners; publication of a book featuring select entries in the Contest; and online highlighting entries or winners of the Contest. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification at any time during the Contest and selection of an alternate winner following the selection process described in these Official Rules.
- Similarly, upon Sponsor's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor's request) a signed written license from the copyright owner of any sculpture, artwork or other copyrighted material that appears in the entries entry, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to display at a potential exhibition of winners; publication of a book featuring select entries in the Contest; and online highlighting entries or winners of the Contest. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner following the selection process described elsewhere in these Official Rules.
 - Finally, upon Sponsor's request, each entrant must be prepared to provide (within 7 calendar days of receipt of Sponsor's request) a signed written license from the owner of any private property included in the entries, authorizing any Authorized Party to reproduce, distribute, display and create derivative works of the entry in connection with the Contest and promotion of the Contest, in any media now or hereafter known, including, but not limited to display at a potential exhibition of winners; publication of a book featuring select entries in the Contest; and online highlighting entries or winners of the Contest. All releases must be in the form provided by Sponsor. Failure to provide such releases upon request may result in disqualification and selection of an alternate winner following the selection process described elsewhere in these Official Rules.
 - For the purposes of these Official Rules, the entrant will be deemed to be in receipt of Sponsor's request or notification, (a) in the event that Sponsor sends the request by postal mail, five business days after the request was sent by Sponsor, or (b) in the event that Sponsor sends the request by e-mail, on the day that the e-mail was sent by Sponsor. For greater certainty, the entrant will be deemed to be in receipt whether notification or request is sent to entrant him/herself or his/her parent or legal guardian.

LIMITATION OF LIABILITY

By participating, entrants (and their parents or legal guardians) agree to release, discharge and hold harmless Sponsor, its partners, affiliates, subsidiaries, agents and their employees, officers, directors, and representatives ("Released Parties") from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

The Released Parties are not responsible for any undelivered electronic messages, including without limitation electronic messages that are not received because of a winner's privacy or spam filter settings which may divert any winner notification electronic message, to a spam or junk folder. The Released Parties are not responsible for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability, or traffic congestion, or any technical, mechanical, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by any tampering, hacking, or by any of the equipment or programming associated with or utilized in the Contest and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any website(s). The Released Parties are not responsible for any injury or damage, whether personal or property, to any person's computer related to or resulting from participating in this Contest. If, for any reason, the Contest is not capable of running as planned, Sponsor reserves the right at its sole and absolute discretion to cancel, terminate, modify or suspend the Contest and/or proceed with the Contest, including the selection of winners in a manner it deems fair and reasonable including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension.

In no event will more prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical, or other errors, there are more winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the potential winners.

The Released Parties shall not be responsible or liable for entries that are entered by other than human means (such as by an automated computer program or any non-human mechanism, entity, or device), in excess of the stated limit, or for entries that are late, forged, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, garbled, or otherwise not in compliance with the Official Rules, and all such entries will be disqualified. By entering the Contest and to the extent permitted by applicable law, each entrant agrees: (i) to waive any rights to claim ambiguity with respect to these Official Rules; (ii) to waive all of his/her rights to bring any claim, action, or proceeding against any of the Released Parties in connection with the Contest; and (iii) to forever and irrevocably agree to release, defend, indemnify, and hold harmless each of the Released Parties, and their respective parent companies, officers, directors, employees, agents, franchisees, licensees, shareholders, representatives, successors and assigns (collectively the "Releasees"), from any and all claims, lawsuits, judgments, causes of action, proceedings, demands, fines, penalties, liability (including, but not limited to, liability for defamation, libel, slander, invasion of privacy, infringement of publicity or any intellectual property rights, any property loss, damage, personal injury, bodily injury, death, expense, accident, delay, inconvenience or irregularity, and any indirect, incidental, consequential, special, punitive or exemplary damages of any kind even if the Releasees have been advised of the possibility of such loss or damages), costs and expenses (including, without limitation, reasonable outside

attorneys' fees) that may arise in connection with: (a) the Contest, including but not limited to any Contest-related activity or element thereof, and the entrant's entry, participation or inability to participate in the Contest, (b) the violation of any third party privacy, personal, publicity or proprietary rights, (c) typographical errors in these Official Rules or any Contest materials, (d) acceptance, receipt, delivery of, possession, defects in, use, non-use, misuse, inability to use, loss, damage, destruction, negligence or willful misconduct in connection with the use of a prize (or any component thereof), (e) any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control, including but not limited to by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not such action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened or actual terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond any of the Released Parties' control, or as otherwise permitted in these Official Rules, (f) any interruptions in or postponement, cancellation, or modification of the Contest, (g) human error, (h) incorrect or inaccurate transcription, receipt or transmission of any part of an entry (including, without limitation, the information or any parts thereof), (i) any technical malfunctions or unavailability of the Contest or any website or any telephone network, computer system, computer online system, computer timing and/or dating mechanism, computer equipment, software, or Internet service provider, or mail service utilized by any of the Released Parties or by an entrant, (j) interruption or inability to access the Contest or any Contest-related page or website, or any online service via the Internet due to hardware or software compatibility problems, (k) any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Contest, (l) any lost/delayed data transmissions, omissions, interruptions, defects, and/or any other errors or malfunctions, (m) any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries, (n) any wrongful, negligent, or unauthorized act or omission on the part of any of the Released Parties, or any of their agents or employees, (o) lost, late, stolen, misdirected, damaged or destroyed prizing (or any element thereof), (p) the collection, use and/or sharing of entrant's personally identifiable information by Sponsor or their designees, or (q) the negligence or willful misconduct by entrant. Any and all activities related to a prize are at the winner's or entrant's own risk and subject to whatever restrictions are imposed by the entities that govern such activities.

COLLECTION OF INFORMATION

Any personal information collected during an entrant's participation in this Contest will be collected by the Sponsor or its agent and used by Sponsor, its affiliates, agents, and marketers for purposes of the proper administration and fulfillment of the Contest as described in these Official Rules, and in accordance with the Sponsor's Privacy Policy as stated at www.thebreadwinner.com. By participating in the Contest, each entrant agrees to the terms of Sponsor's Privacy Policy.

CONDITIONS

This Contest is subject to federal, state, provincial, territorial and local laws and regulations. Certain restrictions may apply. Entries void if the Sponsor determines the entry to not be an original, or if the entries are illegible, incomplete, damaged, irregular, altered, counterfeit, produced in error or obtained through fraud or theft.

Entrants also agree (a) to be bound by these Official Rules; (b) that the decisions of the judges are final on all matters relating to the Contest; and (c) if he/she wins that Sponsor may use the winning entry and each winner's name, photograph, likeness, and/or voice in any publicity or advertising relating to the Contest or future promotions without compensation or approval (except in Tennessee and where prohibited by law). All taxes, fees and surcharges on prizes are the sole responsibility of the prize winners. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to another winner following the selection process described elsewhere in these Official Rules.

WINNERS LIST

Winners' names (First and last name, and city of residence) will be available online at <http://stories.thebreadwinner.com> after January 8, 2018.

NOTICE TO ENTRANTS: REMOVAL FROM MAILING LIST

Any entrant (or other duly authorized person) who expressly consents to receive electronic messages from the Sponsor regarding skill contests or sweepstakes may unsubscribe from all such lists at any time. To unsubscribe, email your request to: thebreadwinnermovie@gmail.com