

Guidestones Pizza Pizza Insider OFFICIAL CONTEST RULES

- 1. TO ENTER: NO PURCHASE NECESSARY.** Contest starts at 12:00:01 p.m. Eastern Time (“ET”) on Thursday, April 12, 2012 and closes on Tuesday, July 3, 2012 at 12:00:59 a.m. ET (the “Contest Period”). To enter, simply visit the web site located at <http://guidestones.org/pizzapizza/>, register on the web site, submitting the entry as instructed. All entries must include your e-mail address and you must confirm signup by verifying your email address. Once you have registered, verified and watched at least 5 episodes, earn ballots for activities including answering indicated Facebook comments and questions on <http://www.facebook.com/guidestonestv>, “Liking” the Facebook pages of Guidestones (<http://www.facebook.com/guidestonestv>) and Pizza Pizza (<http://www.facebook.com/PizzaPizzaCanada>), following the Twitter accounts of Guidestones (<https://twitter.com/#!/guidestonestv>) and Pizza Pizza (<https://twitter.com/#!/PizzaPizzaLtd>), solving the Pizza Pizza Insider App and submitting your email (<http://www.guidestoneskeystone.com/pizzapizza/>), and sharing Guidestones with friend(s) using the provided form (<http://guidestones.org/pizzapizza/> or <http://guidestones.org/>). Visit the *Ballot Matrix* section on <http://guidestones.org/pizzapizza/> about the areas where your activity earns you ballots and the amounts.

Limit of (1) one entry per individual per household, regardless of the e-mail addresses. All entries must be received by 12:00:59 a.m. ET on Tuesday, July 3, 2012. Entries received on-line shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

On or after July 3, 2012 at approximately 12:00 p.m. Noon ET, the names of the eligible winner will be posted on the web site located at <http://guidestones.org/pizzapizza/>. The participant randomly drawn will be declared the winner of the Grand Prize.

- 2. ELIGIBILITY:** To be eligible, you must be a resident of Canada (excluding Quebec). You are not eligible if you are (a) an employee of iThentic (the “Contest Sponsors”), their respective parent, affiliates, co-producers, advertising or promotional agencies or administrators, or the prize supplier Pizza Pizza; or (b) a member of the immediate family (defined as parents, siblings, children and spouses, regardless of where they reside) or household of any of the above persons.

3. PRIZE:

GRAND PRIZE: There is one (1) Grand Prize available to be won consisting of one (1) “Year of free Pizza Pizza”. One (1) Year of free Pizza Pizza includes: Twelve (12) large free of charge pizzas; each large pizza includes three (3) toppings only, each additional topping requires supplementary charges; and one-hundred and fifty (150) Free Slice coupons; walk-in only no cash value, one coupon per order, not valid in conjunction with any other coupon or offer, valid with Cheese or Pepperoni slices only. All offers redeemable only at traditional Pizza Pizza locations and are walk-in only.

Grand Prize (“Prize”) must be accepted as awarded with no substitutions, in cash or otherwise, except at Contest Sponsors’ sole discretion. Contest Sponsors reserve the right to substitute Prizes, in whole or in part, in the event that any component(s) of the Prizes are unavailable.

The odds of winning a Prize will depend upon ballots achieved by the entrant and the total number of eligible entries received during the Contest Period.

- 4. PRIZE CLAIMS:** iThentic acting reasonably, will attempt to contact each potential winner by email within two (2) business days following the end of the Contest Period. Proof of identification must be provided upon request. Eligible winners will be asked to e-mail back a confirmation of identity and provide their full name, mailing address, and phone number. In the event the potential winner cannot be contacted within 2 business days after the draw, he or she will be disqualified and an alternate potential winner will be drawn. In order to be declared a winner, each potential winner must first correctly answer, a time limited mathematical skill testing question administered by iThentic, via the web site. Before being awarded a Prize, potential winner will be required to sign

and return within the time stipulated by the Contest Sponsor(s), a full release and indemnity form stating that he/she has read and understood these official rules and regulations (“Rules”), grants all consents required, authorizes the Contest Sponsor(s) to broadcast, publish and disseminate his/her name, address, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsor(s) from any and all liability of any kind arising out of the potential winner’s participation in this Contest and receipt and use of the Prize. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor(s) shall have the right to disqualify potential winner, and draw an alternate potential winner and the Contest Sponsor(s) shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied, with the necessary amendments, until a qualified winner has been duly selected.

The names of verified winner of the Prize will be posted on the web site at <http://guidestones.org/pizzapizza/> on or about Tuesday, July 3, 2012 at approximately 12:00 Noon pm ET.

5. **LIMITATIONS OF LIABILITY:** Contest Sponsors will not be responsible for any incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials/data that have been tampered with or altered are void. Contest Sponsors shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant’s computer equipment, system, software or any combination thereof, as a result of their participation in this contest or from downloading any material from the contest web site.
6. **RIGHT TO TERMINATE, SUSPEND, EXTEND OR AMEND:** Sponsor reserves the right to terminate, suspend extend or amend this Contest, in whole or in part, without prior notice to the entrants if any factor interferes with its proper conduct as contemplated by these Official Rules.
7. **MISCELLANEOUS:** By entering this contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors with respect to any aspect of this contest are final and binding in all matters as they relate to this contest. All entries become the property of Contest Sponsors. No correspondence will be entered into except with potential winners and contestants requesting contest rules by mail (for which a self-addressed, postage paid envelope must be sent to: iThentic, 444 Bathurst St., Studio 2, Toronto, ON M5T 2S6, Attention: Guidestones).

The Contest Sponsors reserve their right in their 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 rules or otherwise in a disruptive manner. Any attempts to deliberately damage any web site or to undermine the legitimate operation of this contest is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsors reserve their right to seek remedies and damages to the fullest extent of the law.

By registering your email address at at <http://guidestones.org/pizzapizza/>, all entrants consent to the collection, use and distribution of their personal information by the Contest Sponsors for the purposes of administering the contest. Contest Sponsors will not sell or transmit this information to third parties except for the purposes of administering the Contest. Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to iThentic, 444 Bathurst St., Studio 2, Toronto, ON M5T 2S6, Attention: Guidestones.

This Contest is subject to all applicable federal, provincial and municipal laws and regulations