

75 Bestselling Paperbacks Contest

75 BESTSELLING PAPERBACKS CONTEST (THE "CONTEST") IS OPEN TO LEGAL RESIDENTS OF CANADA (EXCLUDING QUEBEC). NO PURCHASE IS NECESSARY. PARTICIPANTS UNDER THE AGE OF MAJORITY IN THEIR PROVINCE OR TERRITORY OF RESIDENCE MUST PROVIDE CONTACT INFORMATION FOR A PARENT OR GUARDIAN, AND THAT PARENT OR GUARDIAN MUST CLAIM THE PRIZE ON THEIR BEHALF. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "CONTEST RULES").

1. ELIGIBILITY. To be eligible to participate in the Contest, an individual must be a legal resident of Canada (Quebec residents excluded).

To be eligible to win the Grand Prize (defined below) in the Contest, an individual must: a. be over the age of majority in their province or territory of residence, or have a parent or legal guardian willing to claim the prize; b. be otherwise eligible pursuant to these Contest Rules.

Employees, representatives, or agents of Penguin Group (Canada) (the "Sponsor"), their respective affiliates, subsidiaries, related companies, advertising and promotional agencies, the Jury as defined in Rule 5 below, and the household members and/or the immediate family of any of the above, are not eligible to participate in the Contest. For the purposes of these Contest Rules, "immediate family" means husband, wife, spouse, mother, father, brother, sister, son, and/or daughter, whether or not they reside in the same household.

The Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsor for the purposes of this Contest must be truthful, complete, accurate, and in no way misleading. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant should any entrant at any stage supply untruthful, incomplete, inaccurate, or misleading personal details and/or information.

2. CONTEST PERIOD. The Contest opens at 12:00:01 a.m. ET on January 25th, 2010, and closes at 11:59:59 p.m. ET on December 31, 2010 (the "Contest Period").

3. HOW TO ENTER.

a. There is no purchase necessary to enter the Contest. To enter, fill out the form located at <http://www.penguin.ca/static/pages/penguin75th/contest.html> including your full name, phone number, email address, and postal code. Entrants under the age of majority in their province or territory of residence must include the name and contact information of a parent or legal guardian.

b. Limit of one (1) entry per person.

c. All entries become the sole property of the Sponsor and none will be returned for any reason. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled, or mechanically or electronically reproduced. No communication or correspondence will be exchanged with entrants except with those selected for a prize.

4. PRIZES.

a. GRAND PRIZE: Twelve (12) Grand Prizes will be awarded to the winner consisting of a Penguin Paperback Library including 75 of Penguin's Bestselling Paperbacks (list available here:

<http://www.penguin.ca/static/pages/penguin75th/the75.html>). Prizes must be accepted as awarded, have no cash equivalent and are not transferable or refundable.

b. ODDS: The odds of being randomly selected to win the Grand Prize(s) depend on the total number of eligible entries received during the Contest Period.

c. Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsor.

5. WINNER SELECTION. The Winners shall be selected as follows:

a. A random draw by a representative of the Contest Sponsor, Penguin Group (Canada) from all entries received will be made at 5:00pm on or about the last day of each month at the Penguin Group (Canada) office at ninety Eglinton Avenue East, Toronto. Selected entrants will be contacted by telephone or email, at the number or email address indicated on their online ballot.

b. Grand Prize(s): The Sponsor will attempt to contact entrant selected to be eligible to win a Grand Prize BY TELEPHONE NO LATER THAN the first week of the following month. Entrants MUST RESPOND WITHIN FIVE (5) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant or, if the selected entrant is under the age of majority in his/her province or territory of residence, the selected entrant's parent or legal guardian, must respond by telephone to the contact number provided in the notification within five (5) business days of such notification. If the response is not received within that time, the selected entrant will be disqualified and will not receive the Grand Prize or any prize and the process will be repeated in an attempt to award the Grand Prize in a subsequent random draw to take place at the discretion of Penguin Group (Canada). This will be the last attempt made to award the Grand Prize by the Sponsor. The Sponsor is not responsible for the failure of any person to receive the notification described above or for the Sponsor to receive a response.

c. Notification of Selection for Draw Prizes: The selected entrants will be contacted by phone or email (using the contact information provided by the entrant at time of entering the Contest) at least three (3) times within the fourteen (14) days after the Draw. If the selected entrant cannot be contacted in that time, another entrant will be randomly selected and the initial selected entrant will be disqualified and will have no recourse toward the Sponsor or anyone involved in the Contest. Before being declared a winner, the selected entrant shall be required to correctly answer a mathematical skill-testing question which shall be administered by telephone, mail, or email by the Sponsor, comply with these Contest Rules, and sign and return the Release (described below).

6. RELEASE. To be confirmed as a winner, the selected entrant and his/her guests, if applicable, will be required to complete, sign, and return a declaration and release ("Release") that confirms winner's, and winner's guests' if applicable: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of or participation in the prize as offered; (iii) release of the Sponsor and its parent company, subsidiaries, affiliates, employees, directors, officers, suppliers, agents, sponsors, and administrators (collectively, the "Releasees"), and the Jury from any and all liability for any loss, harm, damages, cost, or expense arising out of participation in this Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; (iv) grant to the Sponsor the unrestricted right, in the Sponsor's collective or individual discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt, and otherwise use or re-use the winner's name, photograph, likeness, voice, biography, and winning letter entry, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof; and (v) waiver of his/her moral rights in his/her

winning entry. The executed Release must be returned within five (5) business days of the date on the cover letter accompanying such form, or the selected entrant will be disqualified and the prize forfeited.

7. INDEMNIFICATION BY ENTRANT. By entering the Contest, entrant releases and holds Releasees harmless from any and all liability for any injuries, loss, or damage of any kind to the entrant, Releasees or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Contest, any breach of these Contest Rules, or in any prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the originality of the entrant's letter entry and/or the right to reproduce the winning letter entry.

8. LIMITATION OF LIABILITY. The Sponsor assumes no responsibility or liability for lost, late, stolen, misdirected, mutilated, or incomplete entries, notifications, responses, replies, or any Release. Sponsor is not responsible for any technical, hardware, software, or telephone failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled, or deleted computer or network transmissions which may limit the ability to participate in the Contest. Sponsor assumes no liability for injury or damage which may be caused directly or indirectly, in whole or in part, from downloading. The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsor, such as tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity, or proper conduct of this Contest.

9. CONDUCT. By participating in the Contest, each entrant agrees to be bound by the Contest Rules, which will be posted at the Contest Website throughout the Contest Period. Entrant further agrees to be bound by the decisions of the Sponsor, which shall be final and binding on all entrants in all respects. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process; and/or (c) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten, or harass any other person. The Sponsor reserves the right to amend, withdraw, or terminate the Contest at any time without prior notice, subject to applicable law and where pertinent, approval of local jurisdictions.

10. PRIVACY / USE OF PERSONAL INFORMATION. By participating in the Contest, entrant: (a) grants to the Sponsor the right to use his/her name, mailing address, email address, and telephone number ("Personal Information") for the purpose of administering the Contest, including but not limited to contacting and announcing the winners; and (b) acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers in connection with any of the activities listed in point (a) above.

By accepting a prize in the Contest, winner grants to the Sponsor the right to use his/her Personal Information and winning entry for the purposes of promoting Penguin's 75th Anniversary, and for any publicity or promotional purposes relating to the Contest, in any and all media now known or hereafter devised, including, but not limited to, publication online on any website, in print or on-air, without further compensation, unless prohibited by law, and waives his/her moral rights in his/her winning entry. Winner acknowledges that the Sponsor may disclose his/her Personal Information to third-party agents and service providers of any of the Sponsor in connection with any of the activities listed above.

The Sponsor will use the entrant's and winner's Personal Information for the purposes identified above.

11. INTELLECTUAL PROPERTY. All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans, and representations are owned by the Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

12. LAW. These are official Contest Rules. This Contest is subject to applicable federal, provincial, and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial, and municipal laws or the policy of any other entity having jurisdiction over the Sponsor. All issues and questions concerning the construction, validity, interpretation, and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

13. LANGUAGE DISCREPANCY. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern, and control. In the event of any discrepancy or inconsistency between the English language version and the French language version of the Contest Rules, the English version shall prevail, govern, and control.

14. WINNERS LIST. For a list of winners, send a self-addressed envelope bearing sufficient postage to:

75 Bestselling Paperback's Contest – Winners List Request
Penguin Group (Canada), Marketing Department
90 Eglinton Avenue East, Suite 700
Toronto, Ontario M4P 2Y3

Requests must be received by January 31, 2011.

Please be sure to read the contest rules and regulations before entering. Good luck!