

Go Digital Contest for Plan Sponsors

Official Rules



CONTEST PERIOD

The Go Digital Contest for Plan Sponsors (the “**Contest**”) begins on April 21, 2025, at 12:01 a.m. ET and ends on May 30, 2025, at 11:59 p.m. ET (the “**Contest Period**”). The Canada Life Assurance Company (the “**Contest Sponsor**”) sponsors the Contest.

ELIGIBILITY and How to Enter – No Purchase Necessary

Each business that currently has an active group benefits or group retirement and savings plan administered by the Contest Sponsor, and with at least one (1) group benefits or group retirements and savings member that has successfully entered the Contest Sponsor’s Go Digital Contest that is being run concurrently with this Contest, will be automatically entered into the Contest (each an “**Entrant**”).

The Contest Sponsor and its affiliates are not eligible to be Entrants.

PRIZE

There is one (1) prize (the “**Prize**”) available to be awarded, consisting of a single credit of \$10,000 applied to the winning Entrant’s annual bill, a monthly deduction of \$833.33 to such Entrant’s bill for 12 consecutive months, or a cheque. The type of payment for the Prize is subject to current Plan Sponsor billing setup for the applicable Entrant and will be determined by the Contest Sponsor in its sole discretion.

The winning Entrant must accept the Prize as awarded. No substitutions will be available.

THE DRAW

On June 13, 2025, at 10 a.m. ET (the “**Draw Date**”) at the Canada Life offices located at 100 Osborne St N, Winnipeg MB, R3C 1V3, the Contest Sponsor will randomly select one Entrant to win the Prize. All Entrants have an equal chance of winning.

The odds of winning depend on the number of Entrants.

The Contest Sponsor will make three (3) attempts to contact the selected Entrant within ten (10) business days of the Draw Date. Attempts will be by telephone and email. If the selected Entrant does not confirm acceptance of the Prize within (10) business days, can’t be reached by email or telephone for any reason, is unable to have a representative correctly answer a skill-testing question or does not provide additional information required by the Contest Sponsor, another Entrant will be randomly selected from the remaining Entrants and the first-selected Entrant will be eligible to win the Prize.

BEFORE BEING DECLARED THE PRIZE WINNER, a selected Entrant will be required to:

- a. have a representative correctly answer a time-limited mathematical skill-testing question without assistance; and
- b. provide such additional information that the Contest Sponsor deems necessary to meet regulatory requirements.

If the selected Entrant’s representative incorrectly answers the mathematical skill-testing question or refuses to provide the additional information requested by the Contest Sponsor, the Entrant will be disqualified and another Entrant will be selected via a draw from the remaining Entrants, and this will continue until the Prize is awarded or there are no more Entrants.

APPLICABLE LAWS AND DISCRETION OF CONTEST SPONSOR

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Contest Sponsor with respect to all aspects of this Contest are final and binding on all Entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entrants.

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AMENDMENT

The Contest Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way without prior notice.

PUBLICITY

By entering the Contest or accepting the Prize, each Entrant consents to the use of their name and address without further remuneration, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.

INTELLECTUAL PROPERTY

All intellectual property, including but not limited to trademarks, copyrights, patents, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, logos, slogans and representations are owned by the Contest Sponsor. 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.

LIMITATION OF LIABILITY

The Contest Sponsor and/or its agencies or affiliates will not be responsible for invalid, expired, or unchecked email addresses.

The Contest Sponsor and/or its agencies or affiliates will not be responsible for any unavailability of or interruptions to any service or equipment used in connection with the Contest, including and without limitation to:

- a. interruptions to any network, server, Internet, website, phone, satellite, computer or other connections;
- b. failures of any hardware, software or other equipment;
- c. garbled, misdirected or jumbled transmissions or traffic congestion;
- d. other errors of any kind, whether human, technical, mechanical or electronic; or
- e. the incorrect or inaccurate capture of entry or other information or the failure to capture any such information.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, the terms and conditions of these Rules shall prevail, govern and control to the fullest extent permitted by applicable law.

Entry materials/data that have been tampered with or altered are void. The Contest Sponsor reserves the right in its sole discretion to disqualify any entity 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 in an unsportsmanlike or disruptive manner, whether through technological means or otherwise). 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, the Contest Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Contest Sponsor's failure to enforce any term of these Rules will not constitute a waiver of that term.

TAX INFORMATION

All applicable taxes, if any, on the Prize are the sole responsibility of the Prize winner.

LITIGATION

Any litigation must be commenced in the City of Winnipeg, Manitoba.