

**The Manitoba Museum The Beatles Backstage and Behind the Scenes! Exhibit
Contest (THE “CONTEST”) OFFICIAL RULES AND REGULATIONS**

This Contest is intended for viewing and participation in Canada only and shall be construed and evaluated according to the laws of the Province of Manitoba, Canada. Please do not proceed if you are not a legal resident of Canada at time of entry.

CONTEST PERIOD: Starting February 12, 2010 at 10:00:00 Central Time (CT) and ending April 11, 2010 at 17:00:00 CT (the "Contest Period").

ELIGIBILITY: To enter and be eligible to win, a person must be a legal resident of Canada, who has reached the age of majority at the time of entry. Persons in any of the following categories are NOT eligible to participate or win: (a) any person who, at any time on or after January 1, 2010 was or is a director, officer, employee, board member, volunteer or agent of The Manitoba Museum (the “Sponsor”), prize suppliers, or any of their respective divisions, parent, subsidiary, or affiliated companies, franchisees, or service agencies, or independent contractors; and (b) individuals engaged in the development, production, advertising or distribution of materials for the Contest (collectively the “Contest Entities”), and (d) any person domiciled with any of the above.

HOW TO ENTER: No purchase necessary. Purchase of an admission does not enhance a person’s chance of winning. There are two (2) ways to earn an entry into this Contest:

- a. purchase an admission (full price or add-on) to the Beatles Backstage and Behind the Scenes exhibition to receive a ballot during the Contest Period. You will need to fill in ALL the information requested on the ballot, as well as correctly solve the question presented in the ballot, and deposit the completed ballot in specially marked boxes located in the Foyer and Science Gallery box offices; or;
- b. pick up an entry ballot at the Manitoba Museum Reception every Monday between 14:00 and 16:00 CT. Together with the ballot, and in lieu of solving the murder case, the participant must attach an original 200-word essay on the following subject: “The impact of The Beatles in Manitoba’s music scene”.

Limit of one (1) entry per person regardless of method of entry. If it is discovered that you attempted to enter more than ONCE, all of your entries will be declared null and void, and any prize you might have been entitled to will be forfeited and awarded to the next eligible entrant.

RANDOM DRAW: Each ballot has a unique number. On April 15th, 2010, at approximately 14:00 CT, The Manitoba Museum’s Director of Marketing, Sales and Programs will randomly draw one (1) unique ballot number (the “Potential Winner”) from among all entries received. The random draw will be held in The Manitoba Museum, exact location to be determined, using the online Random.org number generator. The Potential Winner ballot will be located and then be subject to verification of eligibility under these Official Rules. If there is missing information, or the question

about the exhibition was solved incorrectly, or the essay is not original, the Museum will randomly draw another entry until a potential winner is declared.

PRIZE: The potential winner will win a trip for two (2) adults for 6 days (5 nights) to the United Kingdom.

The prize includes return economy airfare from and to Winnipeg, Manitoba and five nights accommodation in a 3-stars hotel, taxes included. Transportation to and from the Winnipeg International Airport as well as within the United Kingdom and meals are not part of the prize package. Travel restrictions/Time limits/blackout dates may apply. No cash value. Prize cannot be changed or transferred. The odds of winning depend on the total number of eligible entries received.

HOW TO CLAIM YOUR PRIZE: The Guest Services Supervisor at The Manitoba Museum or the Marketing Director at The Manitoba Museum will attempt to contact the Potential Winner by telephone (Monday to Friday) for a period of approximately five (5) business days following the draw date. The Potential Winner will be provided with instructions on how to claim their prize. If The Manitoba Museum is not able to make contact and speak directly with the Potential Winner after a reasonable number of attempts, then at the sole and absolute discretion of The Manitoba Museum, that entrant will be disqualified, his/her entitlement to receive a prize will be forfeited and an alternate eligible entry will be randomly selected from the remaining eligible entries. The Potential Winner may be required to furnish proof of identification. Before being declared a winner the Potential Winner will be required to sign a Declaration and Complete Release and Waiver form, confirming understanding, acceptance and compliance with these Official Rules, acceptance of the prize as offered, and a release acknowledging the non-responsibility of Sponsor and its Contest Entities in respect of injuries, accidents, loss or misfortune related to the conduct of the Contest, awarding of the prize and use and enjoyment of the awarded prize. Declaration and Release form must be completed and returned within fifteen (15) business days from the time it is postmarked as having been sent by The Manitoba Museum, or the prize will be forfeited and may be awarded to an alternate winner. Allow 6 – 8 weeks for verification. Prize is not transferable and must be accepted as awarded, with no substitutions of any kind, except by the Sponsor, who reserves the right to substitute a prize of equal or greater value. If a Potential Winner is found to be ineligible, declines to accept the prize, or in the event that a prize confirmation, or prize is returned undeliverable, the prize will be forfeited and may be awarded to an alternate winner. By accepting a prize or participating in the Contest, winners consent to the use of their names, addresses (city only), voices, and statements relating to the Contest or Sponsor, and photographs or other likenesses, without further compensation, in any publicity carried out by Sponsor or any related entities in connection with this Contest, except where prohibited by law. Any entry ballots obtained through unauthorized or illegitimate sources/channels, or which are not original, are illegible, have been tampered with, mutilated, altered, reproduced, stolen, forged, counterfeited, irregular, marked improperly, or which contain printing or production errors, or any errors in any way, will be void at the discretion of The Manitoba Museum.

CONDITIONS OF ENTRY:

Entrants (i) acknowledge compliance with these Official Rules including all eligibility requirements and, (ii) agree to be bound by the decisions of The Manitoba Museum, made in their sole discretion, which shall be final and binding in all matters relating to this Contest. Entrants who have not complied with these Official Rules and Regulations will be disqualified.

Entries generated by script, macro, robotic, programming, or any other automated means are prohibited and will be disqualified. Sponsor is not responsible for late, lost, damaged, misdirected, mutilated, garbled, illegible or incomplete entries. Sponsor is not responsible for any visa or other entry requirement the contest winner may need in order to lawfully enter the United Kingdom. All entries **MUST** be placed in the Contest Ballot Boxes. No mailed ballots will be accepted. All entries become the property of Sponsor and in no case shall be returned to sender.

Entrants and/or winners assume liability for injuries caused, or claimed to be caused by participating in the Contest, by the acceptance, possession, or use of the prize awarded, including but not limited to claims/damages for personal injury, or property damage.

DISCLOSURES:

Any attempt by an entrant or other individual, to deliberately damage or undermine the legitimate operation of this Contest, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participant engaging in any of the foregoing activities will be disqualified and will forfeit any prizes won.

Sponsor does not warrant that access to or use of the Beatles Backstage and Behind the Scenes Exhibit will be uninterrupted. Sponsor will not be responsible for technical, mechanical, network, or job interruption issues of any kind in its exhibit.

In the event of any conflict with any Contest details contained in these Official Rules and Regulations and Contest details contained in point of sale, television and print, advertising, promotional packaging and other promotion media (Contest Materials), the details of the Contest set forth in these Official Rules shall prevail.

This Contest is subject to all Federal, Provincial, and Municipal laws and regulations applicable in Manitoba. This Contest is void where prohibited or otherwise restricted by law.

All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules and Regulations, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Manitoba. All entrants consent to the jurisdiction and venue of the Province of Manitoba.

By entering this Contest, you consent to the Sponsor storing and using the personal information you submitted with your entry, and to be included in our e-newsletter database. You can always decline your subscription after receiving your first issue of the Museum's E-Newsletter.

For questions or concerns, please write to us:
The Manitoba Museum
The Beatles Backstage and Behind the Scenes Contest
Attn. Guest Services Supervisor
190 Rupert Avenue
Winnipeg, Manitoba
R3B 0N2