

HARLEQUIN MORE THAN WORDS CONTEST 21102

OFFICIAL RULES

**NO PURCHASE NECESSARY TO PARTICIPATE OR RECEIVE PRIZES.
PURCHASE OR ACCEPTANCE OF A PRODUCT OFFER DOES NOT IMPROVE
YOUR CHANCES OF WINNING.**

How to enter: To enter, submit a written submission during the Submission Phase (as set out below) totaling no more than 1,500 words detailing the true story of any woman (including yourself or a woman personally known to you) whom you believe should be recognized for her extraordinary efforts for the benefit of others and their community (each, a **“Submission”**). Each Submission must include: (i) the complete name of the woman about whom you are writing (the **“Nominee”**); (ii) the person(s) or community cause(s) and/or group(s) being helped by the Nominee (the **“Project”**); (iii) the associated charity or non-profit organization related to or in support of the Project (the **“Charity”**) and the Charity’s registration number or non-profit organization number (if applicable); (iv) the Official Entry Form completed and signed by you (the **“Entrant”**); and (v) answers to the following questions (collectively, the **“Submission Questions”**):

- What is the Charity’s mission or vision statement (purpose, goals, values and vision for the future)? (no more than 150 words)
- How is the Nominee involved in the Charity’s work? (no more than 250 words)
- What motivates the Nominee to help this Charity? (no more than 250 words)
- How are you inspired by the Nominee? (no more than 300 words)
- How does the Nominee inspire others to get involved? (no more than 250 words)
- How long has the Nominee been helping the Charity? (number of months/years)
- What impact could this award have on the Nominee, the Charity and the community they serve? (no more than 300 words)

To submit the Submission by mail, provide your answers to the Submission Questions on an 8 1/2”x11” plain piece of paper (double-spaced if hand-written and using 12-point font if typed), and send them along with the Official Entry Form (completed and signed by you) by first-class mail to: Harlequin More Than Words Contest 21102, P.O. Box 637, Fort Erie, ON L2A 5X3 if in Canada, or P.O. Box 9069, Buffalo, New York 14269-9069 if in the United States or Puerto Rico. To submit the Submission online, access www.HarlequinMoreThanWords.com (the **“Contest Website”**) and follow the onscreen instructions. All Submissions must be in English. Limit: one (1) Submission per Entrant as it relates to a Nominee. To obtain a copy of these Official Rules and/or the Official Entry Form, access the Contest Website or send a self-addressed stamped envelope (postage not required from residents of VT) to either address stated above. By entering the Contest, Entrants agree to be bound by these Official Rules and the decisions of Harlequin Enterprises Limited (the **“Sponsor”**) which are final and binding.

Submissions: By participating in the Contest, each Entrant represents and warrants that his/her Submission: (i) does not contain any material that is libelous, defamatory, profane or obscene; (ii) is original and all right, title, and interest (including copyright) therein and thereto is owned and/or controlled by the Entrant to the full extent

necessary to enable the Sponsor to use the Submission as contemplated herein; (iii) does not infringe upon the intellectual property or other statutory or common law rights of any third party; and (iv) is true and accurate to the best of the Entrant's knowledge. Details and content of each Submission may be verified by the Sponsor to determine eligibility. Upon request, Entrants shall provide references to the Sponsor for the purpose of such verification and corroboration prior to final determination of the Finalist Submissions (as defined below).

Eligibility: Entrants and Nominees must be legal residents of Canada (excluding Quebec), the United States or Puerto Rico (collectively, the "**Territory**"). The Nominee must: (i) be female; (ii) have reached the age of majority in her state, province or territory of residence at the time the Entrant submits the Submission; (iii) be living both at the time the Entrant submits the Submission and at the time of Winning Submission selection; and (iv) not be a Professional Author (defined below). The Charity must: (i) provide the Sponsor with proof that the Charity is a charitable or non-profit organization at the time of entry and at the time of Finalist Submission selection; (ii) be related to or in support of the Project; and (iii) provide to the Sponsor its consent to participate in the Contest. All requirements relating to the Submissions must be strictly adhered to. Submissions containing images or references to trademarks or other distinguishing guises of any third party are not permissible and will be disqualified. Employees and immediate family members of the Sponsor, its parents, affiliates, subsidiaries and all other agencies, entities and persons connected with the use, marketing or conduct of the Contest are not eligible to submit a Submission. For the purpose of these Official Rules: (i) "immediate family" means husband, wife, spouse, mother, father, brother, sister, son and/or daughter, whether or not they reside in the same household; and (ii) "Professional Author" means any person who is receiving or has received a salary, fee, or other financial compensation from the Sponsor or its affiliates in connection with the publication or distribution of any literary work. The final decision as to a Nominee's Professional status shall be at the Sponsor's sole discretion. The Sponsor reserves the right, in its sole discretion, to immediately disqualify, without notice, any and all Submissions that the Sponsor deems to violate any law, infringe upon any third party's rights, or contain any material that is obscene, or otherwise objectionable. Submissions will not be returned. No communication or correspondence will be exchanged with Entrants except with those who submitted the Finalist Submissions (as defined below). Submissions submitted online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the Submission (i.e., the natural person who is assigned to an e-mail address by an Internet service provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address). The Entrant associated with the potential Finalist Submission may be required to provide the Sponsor with proof that the Entrant is the authorized account holder of the e-mail address associated with the Finalist Submission.

Contest Phases: The Contest begins at 12:01 AM (ET) on May 9, 2011 and ends at 11:59 PM (ET) on November 11, 2011 (the "**Contest Period**"). The Contest Period shall consist of the following phases:

Phase	Start Date (at 12:01 AM ET)	End Date (at 11:59 PM ET)
Submission Phase	May 9, 2011	August 5, 2011*
Judging Phase	August 6, 2011	October 6, 2011
Voting Phase	October 7, 2011	November 11, 2011

*Submissions submitted by mail must be postmarked no later than August 5, 2011 and received by August 12, 2011. Submissions submitted online must be received by the Sponsor no later than 11:59 p.m. ET on August 5, 2011. The Sponsor's computer shall be the official time-keeping device for the Contest.

Determination of Finalist and Winning Submissions: Three (3) winning Submissions (each, a **"Winning Submission"**) will be determined through the following process:

a. **Judging Phase:** During the Judging Phase, five (5) potential finalist Submissions (each, a **"Finalist Submission"**) will be selected by a panel of judges consisting of members of Harlequin staff (the **"Judges"**) based on the following criteria (collectively, the **"Judging Criteria"**):

- Aptness/Appropriateness of content – 30%
- Capacity to inspire others – 35%
- Contribution to community – 35%

The Sponsor reserves the right, in its sole discretion, to select fewer or more than five (5) Finalist Submissions. In selecting the Finalist Submissions, the Judges may consider the regional location and focus of the Charity associated with the Nominee.

b. **Voting Phase:** On October 7, 2011, a summary of each Finalist Submission and a photo of the Nominee (which shall be requested upon confirmation of the Finalist Submissions) will be posted to the Contest Website. During the Voting Phase, the public will be invited to vote for their favourite Finalist Submission based on the Judging Criteria. Employees and immediate family members of the Sponsor, its parents, affiliates, subsidiaries and other entities and persons connected with the Contest are eligible to vote. Limit: one (1) vote per day per IP address. At the end of the Voting Phase, the three (3) Finalist Submissions with the highest percentage of votes will be deemed the winning Submissions (each, a **"Winning Submission"**). In the event of a tie, the Finalist Submission that received the highest score in the Capacity to Inspire Others category during the Judging Phase will be deemed the Winning Submission. Decisions of the Judges are final and binding in all respects.

Awards: With respect to each Winning Submission: (i) a donation of Fifteen Thousand dollars (\$15,000 USD) will be made by the Sponsor on behalf of the Nominee to the Charity associated with the Winning Submission; (ii) at the Sponsor's sole discretion, a print resource kit may be created and distributed by the Sponsor in promotion of the

Charity and any related charitable organization, supporter, project or initiative; and (iii) at the Sponsor's sole direction, the Winning Submission (in whole or in part) and a short story inspired by the Winning Submission written by Harlequin-designated author(s) may be published in book form to be produced, distributed and sold by the Sponsor (the "**Publication**") (collectively, an "**Award**"). Proceeds from the sale of the Publication shall be reinvested in the Harlequin More Than Words initiative responsible for the administration of the Sponsor's philanthropic program dedicated to the well-being of women. The Award constitutes full and complete compensation as between the Entrant, the Nominee and the Sponsor with respect to the Contest and the rights granted herein to the Sponsor with respect to the Winning Submission. Each Award must be accepted as awarded, and cannot be transferred, assigned or substituted except at the sole discretion of the Sponsor. Any and all expenses and/or items not specifically described as part of the Award are the sole responsibility of the Award recipient. Any and all approved costs and expenses associated with promotional or personal appearances by the Entrant and/or the Nominee will be paid for by the Sponsor. Odds of winning are dependant on the total number of eligible Submissions received and the quality of each Submission.

Notification: Entrants associated with the potential Finalist Submissions will be notified by mail and/or telephone no later than October 6, 2011. Entrants and Nominees associated with each potential Finalist Submission will be required to sign and return (within fifteen (15) days of notification): (1) an Affidavit of Eligibility and Liability/Publicity Release confirming his/her: (i) eligibility for the Contest and compliance with these Official Rules; (ii) release of the Sponsor, its parent company, subsidiaries, affiliates, and its and their employees, directors, officers, suppliers, agents, sponsors and administrators 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 of the Award, 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 there from; and (iii) grant to the Sponsor of the unrestricted right, in the Sponsor's discretion, to publish, reproduce, broadcast, communicate by telecommunication, exhibit and otherwise use and re-use his/her name, photograph, likeness, voice and biographical material throughout the world in any and all media now known or hereafter devised, in connection with the Contest, for the purposes of advertising, trade and promotion, without additional compensation unless prohibited by law; and (2) a Copyright Assignment and Release with respect to the Submission whereby the Entrant: (i) irrevocably grants to the Sponsor, in perpetuity, throughout the universe, all of his/her right, title and interest in and to the Submission (including the copyright therein and thereto); and (ii) waives his/her moral rights in and to the Submission. If either the Entrant or the Nominee associated with a potential Finalist Submission fail to respond within the stated timeline, or if an Award notification is returned as unclaimed or undeliverable, the potential Finalist Submission will be disqualified and an alternate potential Finalist Submission will be selected by the Judges based on the Judging Criteria.

Conditions: The Sponsor, its parent company, affiliates and/or subsidiaries, are not responsible for printing, clerical or typographical errors of any kind or nature. In no event will the Sponsor be obligated to award more than the stated number of Awards. The Sponsor assumes no liability for lost, late, incomplete, inaccurate, undeliverable or misdirected Submissions, notifications and/or responses, or for any computer, online, software, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of a Submission. The Sponsor is not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in connection with the Contest. The Sponsor assumes no responsibility for undeliverable emails resulting from any form of active or passive email filtering by an Entrant's internet service provider and/or email client or for insufficient space in an Entrant's email account to receive email. The Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason whatsoever, including but not limited to reasons beyond the control of the Sponsor, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes outside the control of the Sponsor which impair or affect the administration, security, fairness, integrity, or proper conduct of this Contest. The Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. The Contest is void, in whole or part, where prohibited by law and is subject to all applicable laws and regulations.

Privacy and Use of Personal Information: By participating in the Contest, each Entrant and Nominee: (a) grants to the Sponsor, its parent company, subsidiaries and affiliates the right to use his/her name, mailing address, telephone number, and e-mail address (if applicable) ("**Personal Information**") for the purpose of administering the Contest, including but not limited to contacting Entrants associated with the Winning Submissions and announcing the Winning Submissions; and (b) grants to the Sponsor the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law. The Sponsor will use the Entrant/Nominee's Personal Information only for identified purposes, and will protect such information in a manner that is consistent with the Sponsor's privacy policy located online at: www.Harlequin.com.

Termination: Subject to any governmental approval which may be required, the Sponsor reserves the right to terminate or suspend the Contest, in whole or in part, and/or amend the Official Rules in any way, at any time, for any reason, without prior notice.

Winners' List: Names of the Entrants and the Nominees associated with the Winning Submissions shall be made available after January 3, 2012 by sending a self-addressed, stamped envelope to: Harlequin More Than Words Contest 21102 Winners, 225 Duncan Mill Road, Don Mills, ON M3B 3K9 or refer to the More Than Words website at www.HarlequinMoreThanWords.com.

Sponsor: Harlequin Enterprises Limited, P.O. Box 9042, Buffalo, NY 14269-9042.