

SOFTCHOICE LIVIN' IT UP WITH LENOVO CONTEST RULES

The Livin' IT Up With Lenovo contest (the "**Contest**") is run by Softchoice LP, 173 Dufferin St., Suite 200, Toronto, Ontario, Canada, M6K 3H7 in the case of Canadian entrants (excluding Quebec), and Softchoice Corporation, 314 W Superior Suite 400 Chicago IL 60654 in the case of US Entrants, (each and collectively, the "**Sponsor**"). There will be one (1) grand prize of up to \$10,000 (USD), and two (2) additional prizes of \$5,000 (USD) each, to be used by the three winners to purchase Lenovo Eligible Products (as defined below) from the Sponsor (collectively, the "**Prizes**"). All Prizes will be awarded in accordance with these Official Rules (the "**Rules**").

BINDING AGREEMENT: To enter the Contest, you must agree to the Rules. Please read these Rules prior to entry to ensure you understand them. You agree that submission of an entry in the Contest constitutes your agreement to these Rules. You may not submit an entry to the Contest and are not eligible to receive a Prize unless you agree to these Rules. These Rules form a binding legal agreement between you and the Sponsor with respect to the Contest.

1. ELIGIBILITY: To be eligible to enter the Contest, an entrant (the "**Entrant**") must: (a) be a Canadian citizen or a permanent Canadian legal resident (excluding Quebec) or a resident of the 50 United States; (b) have reached the age of majority in his/her province or state of residence prior to May 1, 2019; (c) be employed at a company that is a customer of the Sponsor during the Contest Period ("**Company**"); (d) have permission to enter the Contest on behalf of his/her Company; and (e) be entering the Contest on behalf of his/her Company. The Contest is not open to employees, representatives and agents of the Sponsor or Lenovo, or their respective parent, subsidiary, and affiliated companies, representatives, dealers and agents, advertising and promotional agencies and their affiliates and persons with whom any of the above are domiciled, and members of their respective immediate families. In addition, US Federal clients are excluded from entering. All potential Entrants should consult with their legal department (or equivalent) to confirm their Company's policy around eligibility in participating in contests like this one. State and local agencies must consult their contact manager as well.

2. CONTEST PERIOD: The Contest begins on May 1, 2019, 9:00 am Eastern Time (ET) and ends on July 31, 2019, 11:59 pm Eastern Time (ET) ("**Contest Period**").

3. HOW TO ENTER: There are two ways to enter the Contest. 1) Complete a contest entry form and purchase any Lenovo Windows 10 Pro "TopSeller system units" from either the Client Hardware or Workstation category (each, an "Eligible Product"), and you will be automatically entered into the Contest. Entrants will receive one (1) ballot for Client Hardware Lenovo Windows 10 Pro TopSeller and two (2) ballots for Lenovo Windows 10 Pro TopSeller Workstation purchases. 2) To enter without purchase, complete a 30 minute roadmap call with one of Sponsor's Lenovo hardware specialists and hand print an original 50 word essay on the topic of "why Lenovo is the best brand available for me", and add your full name, Company name, complete mailing address (including postal or zip code), daytime telephone number (including area code), a valid email address and mail to: Softchoice (Livin' IT up with Lenovo Contest), c/o 173 Dufferin St, Suite 200, Toronto, Ontario, Canada, M6K 3H7.

4. DRAW: On September 19, at 12:00pm (ET) three (3) entries will be randomly drawn from all eligible entries received during the Contest Period at Softchoice's head office in Toronto, Ontario, Canada. The selected Entrants will be contacted by telephone and/or email by the Sponsor or its representatives within three (3) business days of the draw. To be declared a winner the selected Entrants must, in addition to meeting the eligibility criteria and otherwise complying with the Rules:

- a) Be reached by email or telephone by the Sponsor or its representatives within three (3) business

days immediately following the selection of the entry;

- b) If a Canadian resident, have correctly answered an unaided mathematical skill-testing question to be administered by telephone by the Sponsor or its representatives at a pre-arranged, mutually convenient time or on the declaration and release form (see below); and
- c) Sign the Sponsor's form of declaration and release and return it to the Sponsor or its representatives at the address indicated on the declaration and release form within ten (10) business days following its delivery by the Sponsor or its representatives.

If any one of the conditions mentioned above is not met, the selected Entrant will be disqualified and shall not be entitled to receive a Prize, and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible Entrant as a potential Prize winner.

5. GRAND PRIZE & ADDITIONAL PRIZES: The Grand Prize winner will win \$10,000 (USD) to use toward the cost of Eligible Lenovo Client Hardware Product purchases only, to be used on or before October 19, 2019. The Grand Prize will be awarded to the Company at which the Entrant works and not to the Entrant personally.

The two (2) Additional Prize winners will each win \$5,000 (USD), to use toward the cost of Eligible Lenovo Client Hardware Product purchases only, to be used on or before October 19, 2019. The Additional Prizes will be awarded to the Company at which the Entrant works and not to the Entrant personally.

No transfer, substitution or cash equivalent for Prizes is allowed, except at Sponsor's sole discretion. Sponsor reserves the right to substitute a Prize, in whole or in part, of equal or greater monetary value if a Prize cannot be awarded, in whole or in part, as described for any reason.

6. GENERAL CONDITIONS: All federal, provincial, territorial, state, and local laws and regulations apply. The Sponsor reserves the right to disqualify any Entrant from the Contest if it reasonably believes that the Entrant has attempted to undermine the legitimate operation of the Contest by cheating, deception, or other unfair playing practices or annoyances, abuses, threatens or harasses any other Entrants or the Sponsor.

7. PRIVACY: Entrants agree that personal data submitted with an entry, including name, mailing address, phone number, and email address may be collected, processed, stored and otherwise used by Sponsor and its affiliates for the purposes of conducting and administering the Contest. By entering the Contest, Entrants agree to the transmission, processing, disclosing and storage of this personal data by Sponsor and its affiliates. All personal information that is collected from the Entrant is subject to the Sponsor's Privacy Policy, located at: <http://www.softchoice.com/help/privacy.aspx>. Entrants have the right to access, review, rectify or cancel any personal data held by Sponsor in connection with the Contest by writing to the Sponsor at the following address: 173 Dufferin St, Suite 200, Toronto, Ontario, Canada, M6K 3H7. If an Entrant does not provide the data required at entry, that Entrant's entry may be ineligible.

8. PUBLICITY: By entering the Contest, Entrants agree to participate in any media or promotional activity resulting from the Contest as reasonably requested by the Sponsor and agree and consent to use of their name and/or likeness by the Sponsor. In addition, Entrants will be required to participate in a case study by the Sponsor.

9. ELIMINATION: In addition to any other events provided in these Rules which can lead to immediate elimination or disqualification of Entrant by Sponsor, any false information provided within the context of the Contest by Entrant concerning identity, mailing address, telephone number, email address, ownership of right or non-compliance with these Rules or the like may result in the immediate elimination

of the entrant from the Contest.

10. DISCLAIMER: The Sponsor is not responsible for the policies, actions, or inactions of others, which might prevent Entrant from entering, participating, and/or claiming a Prize in this Contest. Sponsor's failure to enforce any term of these Rules will not constitute a waiver of that or any other provision. Sponsor reserves the right to disqualify Entrants who violate the rules or interfere with this Contest in any manner. If an Entrant is disqualified, Sponsor reserves the right to terminate that Entrant's eligibility to participate in the Contest.

11. RIGHT TO CANCEL, MODIFY OR DISQUALIFY: If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Contest, the Sponsor reserves the right to cancel, terminate, modify or suspend the Contest. The Sponsor further reserves the right to disqualify any Entrant who tampers with the submission process or any other part of the Contest or Contest Site. Any attempt by an Entrant to deliberately damage any website, including the Contest Site, or undermine the legitimate operation of the Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such Entrant to the fullest extent of the applicable law.

12. FORUM AND RECOURSE TO JUDICIAL PROCEDURES: These Rules shall be governed by, subject to, and construed in accordance with the laws of Ontario and Canada, excluding all conflict of law rules. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect. To the extent permitted by law, the rights to litigate, seek injunctive relief or make any other recourse to judicial or any other procedure in case of disputes or claims resulting from or in connection with this Contest are hereby excluded, and Entrants expressly waive any and all such rights.

13. LIST OF WINNERS: For a complete list of winners, send a self-addressed stamped envelope (residents of VT, USA may omit return postage) to Softchoice (Livin' IT up with Lenovo Contest), c/o 173 Dufferin St, Suite 200, Toronto, Ontario, Canada, M6K 3H7. All requests must be received not later than October 19, 2019.