

OFFICIAL CONTEST RULES - PRAIRIES

CONTEST PERIOD:

1. The *MicroPro Sienna Reno Challenge* contest (the “Contest”) begins on March 15, 2018 at 12:00:00 (noon) CT and ends on April 25, 2018 at 23:59:00 CT (the “Contest Period”). By participating in this Contest (including submitting a Submission (defined below)), you are signifying your agreement that you have read and agree to be legally bound by these Official Contest Rules (the “Rules”).

ELIGIBILITY:

2. To enter and to be eligible to win, entrant must: (i) be a legal resident of Alberta, Saskatchewan or Manitoba; and (ii) have reached the legal age of majority in the province in which he/she resides. Despite the foregoing, employees, representatives or agents (and those with whom such persons are living, whether related or not) of Timber Specialties Co. (the “Contest Sponsor”), its parent organization, subsidiaries, affiliates, prize suppliers, advertising/promotion agencies and any other entity involved in the development, production, administration, or fulfillment of the Contest (collectively, the “Contest Parties”) are ineligible to enter or win.

HOW TO ENTER:

3. NO PURCHASE NECESSARY. To enter the Contest, you can earn one (1) Contest entry (each, an “Entry”), as follows:

Twitter: To enter via Twitter, you must log-in to your Twitter Account and post a tweet that: (i) includes your unique and original photo of your own backyard (that is located in Alberta, Saskatchewan or Manitoba) that needs privacy and/or protection from elements (a “Photo”); and (ii) includes #PrairieRenoChallengeEntry and @MPSienna. In addition, it is advised to become a “follower” of the official @MPSienna on Twitter in order to facilitate any Contest-related communications. When all required steps of the entry process are complete during the Contest Period (as determined by the Contest Sponsor in its sole and absolute discretion), you will automatically be eligible to earn one (1) Entry in the Contest.

OR

Instagram: To enter via Instagram, you must log-in to your Instagram Account and post content that: (i) includes a Photo; and (ii) includes #PrairieRenoChallengeEntry and @MicroProSienna. In addition, it is advised to become a “follower” of the official @MicroProSienna on Instagram in order to facilitate any Contest-related communications. When all required steps of the entry process are complete during the Contest Period (as determined by the Contest Sponsor in its sole and absolute discretion), you will automatically be eligible to earn one (1) Entry in the Contest.

OR

Facebook: To enter via Facebook, you must log-in to your Facebook Account and visit www.facebook.com/microprosienna (the “Brandpage”). Next, locate a Contest Post that includes a hyperlink to these Rules (a “Contest Post”) that has been posted on the Brandpage by or on behalf of the Contest Sponsor. After locating a Contest Post, post a reply to the Contest Post that: (i) includes a Photo; and (ii) includes #PrairieRenoChallengeEntry. When all required steps of the entry process are complete during the Contest Period (as determined by the Contest Sponsor in its sole and absolute discretion), you will automatically be eligible to earn one (1) Entry in the Contest.

OR

Email: To enter via email, send an email to entries@siennarenochallenge.com during the Contest Period that: (i) includes a Photo or an essay (that must be 50 words or more) that describes your own backyard (that is located in Alberta, Saskatchewan or Manitoba) and why it needs privacy and/or protection from elements; and (ii) includes entrant's name and address. When all required steps of the entry process are complete during the Contest Period (as determined by the Contest Sponsor in its sole and absolute discretion), you will automatically be eligible to earn one (1) Entry in the Contest.

To be eligible, all content and materials associated with your Entry (regardless of the method of entry) (including without limitation the Photo or essay, as applicable) (collectively, the "Submission") must: (i) be submitted and received in accordance with these Rules during the Contest Period; (ii) include all required components and materials noted above; (iii) depict or discuss the applicable theme; (iv) be in accordance with these Rules, including, but not limited to, the specific Submission Requirements listed below; and (v) be in accordance with the applicable terms, rules, policies and guidelines of the applicable Social Platform (the "Social Platform Rules") (all as determined by the Contest Sponsor in its sole and absolute discretion).

The Contest is in no way sponsored, endorsed or administered by, or associated with Instagram or Twitter or Facebook (each, a "Social Platform"). Each Social Platform is hereby completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to the Sponsor and not to a Social Platform. You may only use your personal Social Platform account to participate in this Contest. Standard data rates apply to participants who choose to participate in the Contest via a mobile device. Please contact your service provider for pricing and service plan information and rates before mobile device participation.

SUBMISSION REQUIREMENTS:

4. BY SUBMITTING A SUBMISSION, YOU AGREE THAT THE SUBMISSION (AND EACH INDIVIDUAL COMPONENT THEREOF) COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE RELEASED PARTIES (DEFINED BELOW) WILL BEAR NO LEGAL LIABILITY REGARDING THE USE OF YOUR SUBMISSION. THE RELEASED PARTIES (DEFINED BELOW) SHALL BE HELD HARMLESS BY YOU IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT YOU HAVE DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THESE RULES.

In order to be eligible, a Submission: (i) must never have been previously selected as a winner in any other contest; and (ii), in respect of a Photo, must not depict an identifiable individual (all as determined by the Contest Sponsor in its sole and absolute discretion).

By participating in the Contest, each entrant warrants and represents that his/her Submission:

- i. is original to him/her and that the entrant has all necessary rights in and to the Submission to enter the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable people;
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and

v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following: nudity; alcohol/drug consumption or smoking; explicit or graphic sexual activity, or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory characterizations of any ethnic, racial, sexual, religious or other groups (including, without limitation, any competitors of the Contest Sponsor); content that endorses, condones and/or discusses any illegal, inappropriate or risky behaviour or conduct; personal information of individuals, including, without limitation, names, telephone numbers and addresses (physical or electronic); commercial messages, comparisons or solicitations for products or services other than products of the Contest Sponsor; any identifiable third party products, trade-marks, brands and/or logos, other than those of the Contest Sponsor (e.g. any clothing worn and/or products appearing in your Submission must not contain any visible logos, trade-marks or other third party materials unless the appropriate consents have been obtained --- note: all identifiable third party products, trade-marks, brands and/or logos for which consent has not been obtained by the entrant must be blurred out so as to be unrecognizable); conduct or other activities in violation of these Rules; and/or any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Contest Sponsor in its sole and absolute discretion.

The Contest Sponsor and/or its designated content moderator (the “Reviewer”) may screen your Submission. The Reviewer reserves the right, in its sole and absolute discretion, to edit or modify any Submission, or to request an entrant to modify, edit and/or re-submit his or her Submission, in order to help ensure that the Submission complies with these Rules, or for any other reason.

RELEASE AND LICENSE:

5. Without limiting the generality of the foregoing, upon the Contest Sponsor’s request, an entrant will be required to provide the Contest Sponsor with a photo release (using the form of release provided by the Contest Sponsor) that confirms the entrant has all necessary rights in and to his/her Submission as required to enter this Contest in accordance with these Rules. Failure to provide such signed photo release to the complete satisfaction of the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor.

By entering the Contest and submitting a Submission, each entrant: (i) without limiting the applicable Social Platform Rules (if applicable), grants to the Contest Sponsor, in perpetuity, a worldwide non-exclusive license to publish, display, reproduce, modify, edit or otherwise use his/her Submission, in whole or in part, in perpetuity and for any purpose (including without limitation for administering, advertising or promoting the Contest and/or the Contest Sponsor) in any type of media; (ii) waives all moral rights in and to his/her Submission in favour of the Contest Parties; and (iii) agrees to release and hold harmless the Released Parties (defined below) from and against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other cause of action that relates in any way to his/her Submission, including, without limitation, any intellectual property or privacy related cause of action. For greater certainty, the Reviewer reserves the right, in its sole and absolute discretion and at any time during the Contest, to modify, edit or remove any Submission, or to request an entrant to modify or edit his or her Submission, if a complaint is received with respect to the Submission, or for any other reason.

LIMITS AND VERIFICATION:

6. There is a limit of one (1) Submission per entrant and per backyard. If it is discovered by the Contest Sponsor (using any evidence or other information made available to or otherwise discovered by the Contest Sponsor) that any person has attempted to: (i) exceed any of the limits stated in these Rules; and/or (ii) use multiple names, identities, email addresses, Social Platform accounts and/or any

automated, macro, script, robotic or other system(s) or program(s) to enter or otherwise participate in or to disrupt this Contest; then he/she may be disqualified from the Contest in the sole and absolute discretion of the Contest Sponsor. Your Submission may be rejected if (in the sole and absolute discretion of the Contest Sponsor): (i) it is not fully completed with all required information; and/or (ii) your Submission does not comply with the Submission Requirements and/or is not submitted and received in accordance with these Rules during the Contest Period. The Released Parties (defined below) are not responsible for late, lost, misdirected, delayed, incomplete, illegible or incompatible Submissions (all of which are void). All Submissions and entrants are subject to verification at any time and for any reason. The Contest Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual’s eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Submissions or other information entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Contest Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the complete satisfaction of the Contest Sponsor within the timeline specified by the Contest Sponsor may result in disqualification in the sole and absolute discretion of the Contest Sponsor. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s).

PRIZE:

7. There is one (1) prize (a “Prize”) available to be won. The Prize consists of a customized privacy solution for a backyard (for example, a pergola or screened sitting area) in Alberta, Saskatchewan or Manitoba (the “Backyard”) designed by Carson Arthur (the “Design”) and that will be built using MicroPro Sienna Treated Wood by a local professional contractor (the “Contractor”). The Prize has a maximum value of \$8,000 CAD: (i) \$3,000 CAD of the Prize is allocated to the Design; and (ii) the other \$5,000 CAD of the Prize will be allocated to construction costs (including permits, materials and labour) (the “Construction Budget”).

IMPORTANT NOTE: The following terms and conditions apply to the Prize: (i) the Prize must be accepted as awarded and is not transferable, assignable and/or convertible to cash (except as may be specifically permitted by the Contest Sponsor in its sole and absolute discretion); (ii) no substitutions except at the Contest Sponsor’s option; (iii) the Contractor will be selected by the Contest Sponsor in its sole and absolute discretion; (iv) the confirmed winner may be required to enter into a standard construction agreement with the Contractor regarding the construction of the Design in the Backyard (the “Project”); (v) the Design will be produced by Carson Arthur in his sole and absolute discretion; (vi) the Project must be started on or before July 1, 2018 (otherwise the Prize may, in the sole and absolute discretion of the Contest Sponsor, be forfeited in its entirety and, if forfeited, nothing will be substituted in its place); (vii) the confirmed winner must: (a) own the Backyard and have all necessary rights and permissions to allow the unencumbered completion of the Project (as determined by the Contest Sponsor and the Contractor in their sole and absolute discretion) (including without limitation unencumbered access to the Backyard) (collectively, the “Backyard Rights”); (b), without limiting the generality of the foregoing, allow Carson Arthur and the Contractor to visit the Backyard for a preliminary assessment; and (c) upon the Contest Sponsor’s request, provide evidence in the form required by the Contest Sponsor and by the timeline specified by the Contest Sponsor that he/she has the necessary Backyard Rights; (viii) any cost or expense in excess of the maximum Prize value (including without limitation the Construction Budget) is the sole and absolute responsibility of the confirmed winner; (ix) if the confirmed winner does not utilize any part(s) of the Prize, then any such part(s) not utilized may, in the sole and absolute discretion of the Contest Sponsor, be forfeited in their entirety and, if forfeited, nothing will be substituted in their place; (x) the Contest Sponsor reserves the right at any time to: (a) place reasonable restrictions on the execution of the Project or any component thereof (including without limitation the Design); and (b) substitute the Prize or a component thereof for any reason with a prize or prize component(s) of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (xi) to the maximum extent permitted by law, none of the Released Parties

makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Design or the Project and the confirmed winner (on his/her own behalf and on behalf of any other interested party) understands and acknowledges that he/she may not seek reimbursement or pursue any legal or equitable remedy from any of the other Released Parties should the Prize (or a component thereof) fail to be fit for its purpose or is in any way unsatisfactory or deficient; (xii) any difference between the actual value of the Prize and its maximum value will not be awarded (including without limitation the any difference between the Construction Budget and actual the construction costs); (xiii) all characteristics and features of the Prize (and of each Prize element, including without limitation the Design and the Project), except as otherwise explicitly stated above, are at the Contest Sponsor's sole and absolute discretion; and (xiv) the Released Parties will be in no way responsible in the event that any part of the Prize is delayed, cancelled, postponed or rescheduled for any reason whatsoever or if the Project cannot proceed due to an inability to obtain necessary permissions or permits or any other reason whatsoever.

JUDGING TO SELECT WINNER:

8. On April 27, 2018, a panel of judges (the "Contest Judges") appointed by the Contest Sponsor will judge each Submission received prior to the end of the applicable Contest period on the basis of the weighted criteria listed in the table below:

Criteria	Weighting
Extent of privacy and protection needs	33.3%
Potential to incorporate Sienna Treated Wood	33.3%
Available space to incorporate a design	33.4%
Total Score	Maximum 100%

Each Submission will be given a score (each, a "Score") by the Contest Judges. The entrant associated with the Submission that obtains the top Score will be deemed the potential Prize winner on April 27, 2018 (the "Judging Date"). Odds of being selected as the potential Prize winner depend on the number of eligible Submissions received during the Contest Period and the calibre of each Submission on the basis of the judging criteria. In the event of a tie between two or more Submissions based on total Score, the entrant associated with the Submission – from amongst all such Submissions that are tied – with the highest score on the third criterion listed above (i.e. Available space to incorporate a design) will be deemed to have obtained the higher Score.

The Contest Sponsor, acting reasonably, will attempt to contact the potential Prize winner to notify him/her that he/she may have won the Prize using the social media platform or email address used to enter the Contest (as applicable and as determined by the Contest Sponsor in its sole and absolute discretion) within two (2) business days after the Judging Date. The potential Prize winner is solely responsible for monitoring his/her social media account or email account (as applicable) and ensuring his/her account settings are set to receive such notification messages from the Contest Sponsor. In the event that the potential Prize winner cannot be contacted within such time, he/she will be disqualified and an alternate potential winner may be selected in accordance with the procedure outlined above at the Contest Sponsor's sole and absolute discretion (in which case the foregoing provisions of this section shall apply to such new potential Prize winner). Proof of identification must be provided upon request. In order for the potential Prize winner to be declared the confirmed Prize winner, the potential Prize winner will be required to sign and return within five (5) days of notification the Sponsor's declaration and release form, pursuant to which he/she (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize (as awarded); (iii) releases Contest Parties, the Contractor, Carson Arthur and any other entity involved in the development, administration, execution or fulfilment of the Prize (including without limitation the production of the Design and the completion of the Project) and each of their respective officers, directors, employees, agents, representatives, successors and

assigns (collectively, the “Released Parties”) from any and all liability in connection with the Contest, his/her participation therein and/or the development, administration, execution or fulfilment of the Prize (including without limitation the production of the Design and the completion of the Project); (iv) agrees that the Contest Sponsor (and the Contractor) may film and/or photograph the winner, the completed Project and the Backyard and agrees to the publication, reproduction and/or other use of such photographs and film footage and his/her Submission and his/her name, address, voice, statements about the Contest and any other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor (collectively, the “Advertising Materials”) worldwide, in perpetuity and in any media or manner whatsoever (including without limitation print, broadcast and the internet); (v) agrees hold harmless and indemnify the Released Parties against any and all claims, damages, liabilities, costs, and expenses arising from: (a) a failure to secure Backyard Rights; (b) the use of his/her Submission as permitted herein (including, without limitation, any claim that his/her Submission infringes a proprietary interest of any third party); and (c) the use of the Advertising Materials as permitted herein. If: (a) the potential Prize winner fails to return the properly executed Contest documents within the specified time; (b) the potential Prize winner cannot accept (or is unwilling to accept) the Prize (as awarded) for any reason; and/or (c) the potential Prize winner is determined to be in violation of these Rules (all as determined by the Contest Sponsor in its sole and absolute discretion); then such potential Prize winner may, in the sole and absolute discretion of the Contest Sponsor, be disqualified (and, if disqualified, will forfeit all rights to the Prize) and the Contest Sponsor reserves the right, in its sole and absolute discretion and time permitting, to selected an alternate potential winner in accordance with the procedure outlined above at the Contest Sponsor’s sole and absolute discretion (in which case the foregoing provisions of this section shall apply to such new potential Prize winner).

GENERAL PROVISIONS:

9. By entering this Contest each entrant and participant automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of Submissions and entrants are final and binding on all entrants in all matters as they relate to this Contest.

10. 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 Submissions and/or entrants. ANYONE DEEMED BY THE CONTEST SPONSOR TO BE IN VIOLATION OF THESE RULES FOR ANY REASON IS SUBJECT TO DISQUALIFICATION IN THE SOLE AND ABSOLUTE DISCRETION OF THE CONTEST SPONSOR AT ANY TIME. The Released Parties will not be liable for: (i) any failure of any Social Platform during the Contest; (ii) any technical malfunction or other problems of any nature whatsoever, including, without limitation, those relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Entry, Submission or other information to be received, captured or recorded for any reason whatsoever, including, but not limited to, technical problems or traffic congestion on the internet or at any website; (iv) any injury or damage to an entrant’s or any other person’s computer or other device related to or resulting from participating in the Contest; and/or (v) any combination of the above. In the event of a dispute regarding who submitted a Submission via a Social Platform, the Contest Sponsor reserves the right, in its sole and absolute discretion, to deem the Submission to have been submitted by the authorized account holder of the Social Platform account used to submit such Submission. “Authorized account holder” is defined as the person who is assigned a Social Platform account by the Social Platform. An entrant may be required to provide proof (in a form acceptable to the Contest Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the Social Platform account used to submit the Submission in question. The Contest Sponsor reserves the right, at its sole and absolute discretion, to

withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of any cause beyond the reasonable control of the Contest Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules, including, without limitation, any error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud or technical failure. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Contest Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Contest Sponsor, at its sole and absolute discretion, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, in any way without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason whatsoever. The Sponsor reserves the right, at its sole and absolute discretion, to adjust any of the dates, timeframes and/or other Contest mechanics stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Submission with these Rules, or as a result of any technical or other problems, or in light of any other circumstances which, in the opinion of the Contest Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules, or for any other reason.

11. By entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Submission for the purpose of administering the Contest. If you have any questions regarding the collection, use or disclosure of your personal information, please contact: Jana Proctor, Senior Marketing Specialist, Timber Specialties Co., 35 Crawford Crescent, P.O. Box 520, Campbellville, ON, L0P 1B0 / (905) 854-7404 / jproctor@timberspecialties.com. This section does not limit any other consent(s) that an individual may provide the Contest Sponsor or others in relation to the collection, use and/or disclosure of his/her personal information.
12. 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, including but not limited to any Social Platform or point of sale, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.
13. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest 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.