

**2012 NEW YEAR'S GIVEAWAY
Official Contest Rules**

1. HOW TO ENTER

1.1 Visit Reader's Digest Association (Canada) ULC (RD) websites located at www.rd.ca or www.selection.ca and follow the online instructions to register. The contest will close on February 29, 2012 at 23:59:59 (EST).

1.2 One entry per person, per day will be accepted. One "day" is 00:00:01 to 23:59:59. Website tracking determines date and time of entry.

1.3 No purchase is necessary to enter and to win.

2. ELIGIBILITY

2.1 This contest is open to Canadian residents who, at the time of participation, have reached the age of majority according to the law of the province or territory in which they reside. Employees of RD, their respective parent companies, subsidiaries, affiliates, partners, dealers, advertising and promotion agencies and their immediate families (parents, children, siblings, spouse) or members of the same household (whether related or not) of such employees/officers/directors are not eligible to enter.

2.2 This contest is void outside of Canada.

3. PRIZES AND AWARDING

On March 5, 2012 at 11:00 a.m. at our Montreal office, three (3) prizes will be awarded as follows:

-1st Prize: a 2 Carat Diamond 10K Gold Tennis Bracelet from ice.com valued at \$1,025.00 Cdn funds. Go to www.ice.com - Product no: BDY 016408 for prize detail.

-2nd Prize: a ½ Carat Diamond 14K White & Rose Gold Heart Pendant w/chain from ice.com valued at \$570.00 Cdn funds. Go to www.ice.com – Product no: PDH 102775 for prize detail.

-3rd Prizes: a 1/6 Carat Diamond 14K White Gold Earrings from ice.com valued at \$390.00 Cdn funds. Go to www.ice.com – Product no: EDX 121130 for prize detail.

For a total approximate value of \$1,985.00 Cdn funds.

The prizes are non-transferable, and must be accepted as awarded. RD reserves the right to substitute the prizes for ones of equal or greater value. The prizes are guaranteed to be awarded. Odds of winning depend on the number of entries received. By entering the contest, entrants agree to abide by these rules, and the decisions of RD are final on all matters regarding this contest. In order to win a prize, participants must register at Reader's Digest registration site. The qualifying winners will be notified by mail, shortly after the contest close date. The winners must sign a declaration and release form and will be asked to correctly answer a skill-testing question in order to claim their prize. Winners will receive their prize approximately 30 days from the date the release form is received at RD.

4. CONDITIONS

4.1 RD, its officers, employees and agents or representatives, their immediate family and persons with whom they are domiciled, are not responsible for lost, late, incomplete, unreadable, or misdirected entries, which will be disqualified. Only fully completed entry forms are eligible. Proof of submission will not be deemed to be proof of receipt. All entries become the sole property of RD and will not be acknowledged or returned. In the event an insufficient number of entries are received, we reserve the right to cancel the Contest and shall be under no obligation to award the prize. Entries not satisfying these Official Rules will be automatically disqualified. All entrants must have a valid email address. In case of dispute as to identity of entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry.

Entrants who do not comply with these Official Rules, or attempt to interfere with this contest in any way shall be disqualified.

4.2 Any attempted form of entry other than as set forth above is prohibited. RD is not responsible for technical, hardware, software, telephone, or other communication malfunctions, errors or failures of any kind, lost or unavailable network connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the contest, including any damage to participant's or any other person's computer relating to or resulting from participating in this contest or downloading or uploading any materials in this contest. RD reserves the right to cancel, terminate, modify, extend or suspend this contest should virus, bugs, non-authorized human intervention, fraud, or other causes beyond its control corrupt or affect the administration, security, fairness or proper conduct of the contest. In such case, RD will select the winner from all eligible entries received. RD reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the contest or website. RD may prohibit an entrant from participating in the contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or RD employees.

4.3 Caution: any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the contest may be 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 person to the fullest extent permitted by law.

5. LEGAL

This contest complies with all Canadian laws. In Québec, the required duties have been paid. Québec residents may submit any litigation respecting the conduct or organizing of a publicity contest to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation respecting the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement. Information concerning this contest and concerning the winners' list will be available online at www.rd.ca or you can write to "2012 New Year's Giveaway", Reader's Digest Prize Award Administrator's Office, 1125 Stanley Street, Montréal, Québec H3B 5H5. This contest is owned, operated and administered by The Reader's Digest Association (Canada) ULC.