Cool Cash Contest Rules & Regulations
August 1st to 26th, 2010

Contest Sponsor:

- The Contest Sponsor is Gateway Casinos & Entertainment Inc. which owns and operates the Baccarat Casino and the Palace Casino located in Edmonton, Alberta.
- These Contest Rules & Regulations are specific to the Cool Cash Contest and prizing available at Baccarat Casino and Palace Casino.

Contest Dates:

- Contest begins at 9:00 am on August 1st, 2010 and closes at 6:55 pm Mountain Standard Time on August 26th, 2010.

Entrant Eligibility:

- The Contest is open to residents of Canada (excluding the province of Quebec) who have reached the age of majority in their Province of residence, except employees, retirees and representatives of the Contest Sponsor (Gateway Casinos & Entertainment Inc.) or AGLC and their respective affiliates, subsidiaries, related companies, agents, associates, dealers, representatives, advertising and promotional agencies and members of the immediate family of those employees and retirees or any persons with whom they are domiciled.
- For the purpose of this Contest, "immediate family" is defined as parent, sibling, spouse, mother, father, brother, sister, son and/or daughter.
- The Contest is also not open to those persons who appear on the Alberta voluntary self-excluded and/or barred persons list.
- In order to be eligible to enter and win any of the Weekly Prize Draws, to be held at 7:00 pm, 8:00 pm and 9:00 pm on August 5th, 12th, 19th and 26th, 2010, the entrant must possess and produce a valid Player Rewards member card and have a Player Rewards account in good standing.
- The Player Rewards Program is free to join and application forms and cards are available through Guest Services at either Baccarat Casino or Palace Casino located in Edmonton, Alberta, Canada.
- The Contest Sponsor shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification.
- All personal and other information requested by and supplied to the Contest Sponsor for the purpose of this Contest must be truthful, complete, accurate and in no way misleading.
- The Contest Sponsor reserves the right, at their sole discretion to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

How to Enter:

<u>Onsite:</u>

- No purchase is necessary.
- Contest entrants who meet the conditions as outlined in the section above are eligible through the following methods:
- Ballots are earned in the following ways at either Baccarat Casino or Palace Casino:
    1. One (1) ballot per day can be earned by swiping your Player Rewards Card through the Player Rewards kiosk at Guest Services each day between 9:00 am and close.
    2. One (1) ballot for each Slot Point Card redeemed at Guest Services, up to a maximum of three (3) per day.
    3. One (1) ballot per day may be obtained by redeeming five hundred (500) Player Rewards Program points through the Player Rewards kiosk located at Guest Services.
- Ballots will be available until 6:55 pm on Draw nights; Thursdays, August 5th, 12th, 19th and 26th, 2010.
- Ballots will again be available the following day at 9:00 am, August 6th, 13th and 20th with the exception of the last draw night of August 26th, 2010 where ballots are permanently closed at 6:55 pm.
    - A maximum of five (5) entries can be earned and entered each day during the Contest.
    - The Player Rewards kiosk will automatically print out one entry per card holder during each of the above noted hours when a valid Player Rewards Card is swiped through the kiosk located at Guest Services.

- The entry form that prints from the kiosk automatically contains: the date and time, the eligible entrant's Player Rewards Account Identification number, customer name and reference to where full terms and conditions can be found.
- All entries received have an equal chance of winning. The odds of being randomly selected to win one of the prizes, depends on the total number of eligible entries received.

Prizes & Prize Draws:

The following prizes as described below will be awarded at both Baccarat Casino and Palace Casino during the Contest:

- Two (2) winners names will be drawn (at each property) on each of the draw dates listed above at 7:00 pm and 8:00 pm. One (1) winner's name will be drawn (at each property) at 9:00 pm for a total of five (5) winners per property, per draw date.
- The first winner's name drawn at 7:00 pm (Winner #1) will receive two hundred and fifty dollars ($250.00).
- The second winner's name drawn at 7:00 pm (Winner #2) will receive two hundred and fifty dollars ($250.00).
- The first winner's name drawn at 8:00 pm (Winner #3) will receive five hundred dollars ($500.00).
- The second winner's name drawn at 8:00 pm (Winner #4) will receive five hundred dollars ($500.00).
- The winner's name drawn at 9:00 pm (Winner #5) will receive one thousand dollars ($1000.00)

- The Prize Draw Winners will be randomly selected from all eligible entries received before the time of ballot cut off as outlined above for each of the draws listed above.
- The Prize Draw Winners must be in attendance at the time of the prize draw and will have three (3) minutes from the time their name is announced to approach the draw area to identify themselves to the Contest Sponsor in order to claim their prize.
- In the event that a Prize Draw Winner whose name is randomly drawn does not approach the draw area and identify themselves within three (3) minutes of their name being announced, that winner will be disqualified and another winner will be randomly selected.
- In the event that a second name is drawn, that person will have two (2) minutes from the time their name is announced to approach the draw area and identify themselves to the Contest Sponsor in order to claim their prize. In the event that the second name drawn does not approach the draw area in the time allotted, that winner will be disqualified and another winner will be randomly selected.
- Any further potential winners whose name is drawn will have one (1) minute to approach the draw area and identify themselves to the Contest Sponsor in order to claim their prize.
- The initial selected customers will be disqualified and will have no recourse towards the Contest Sponsor.
- At least two (2) registered gaming employees will be present at the Prize Draws at Baccarat Casino and Palace Casino.
- Eligible entrants as defined above can win a maximum of one (1) of the prizes as outlined above, each week.
- All entries will be counted and sorted by location after each draw.
- A copy of the winning entry shall be marked "Winner" and attached to the completed Winner's Authorization Form along with any disqualified entries, marked "Disqualified".
- Baccarat and Palace Casino's respective Surveillance Departments will videotape the draws when they are being conducted.
- In order to be eligible to claim their prize, each Prize Winner must:
  - Produce valid identification and, if requested by the Contest Sponsor, proof of age and photo identification.
  - Produce a valid Player Rewards card whose number exactly matches the Player Rewards number on the Contest ballot.
  - Correctly answer (un-aided) a time-limited, mathematical, skill-testing question to be administered by the Contest Sponsor.
  - Complete a "Contest Authorization Release Form" including verification that they meet the requirements as an eligible entrant as outlined under the "Entrant Eligibility" section above.
- If the above requirements are not met, the winner will be disqualified and another winner will be selected in their place.
- By entering this Contest, participants consent to the Contest Sponsor publishing or announcing the winners' name and photograph, in future publicity, without permission or compensation.

- Prizes must be accepted as described; substitutes by the Contest winner will not be allowed and the Prize may not be transferred to other persons without written consent of the Contest Sponsor.
- Winners must accept prizes as awarded. No substitutions or transfer of the Prize will be allowed.
- The Contest Sponsor retains the right to replace the Prize with a different Prize of equal or greater value if the original prizing becomes unavailable for reasons beyond the Contest Sponsor's control.
- Entry ballots received by eligible entrants must be obtained by an entrant swiping their valid Player Rewards Card through the Player Rewards kiosk (a maximum of 1 ballot per person, per day), by an entrant turning in Slot Point Cards (a maximum of 3 ballots per person, per day) or by an entrant redeeming five hundred (500) Player Rewards Points at the Player Rewards kiosk (a maximum of 1 ballot per person, per day).
- In the event that the Player Rewards kiosk(s) are not operational due to technical difficulties or other reasons beyond the Contest Sponsor's control, the Contest Sponsor will provide patrons with paper ballots that can be used to enter instead, until such time as the Player Rewards kiosk(s) are operational again.
- Each entry ballot printed off the Player Rewards automatically contains: the date and time, the eligible entrant's Player Rewards Account Identification number, customer name and reference to where full terms and conditions can be found.
- Entries made with multiple addresses, under multiple identities, or through the use of any device or artifice to enter multiple times or entries that are in excess of the permitted number of entries during the Contest period are automatically void.
- All entry ballots earned by redeeming Slot Point Cards must bear the Gateway Casinos & Entertainment Inc. logo stamp to be considered a valid entry ballot for this contest.
- All Contest entries obtained through unauthorized sources or which are incomplete, illegible, mutilated, altered, reproduced, forged, irregular or fraudulent in any way or otherwise not in compliance with these Rules are automatically void.
- If a selected entrant is awarded the Prize due to a system error, malfunction or defect, the Prize will be returned to the Prize pool, to be re-awarded.
- Under no circumstances will the Contest Sponsor, its affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, and agents, including advertising and promotion agencies be required to award more Prizes than what is indicated in these Contest Rules or award the Prizes other than in accordance with these Contest Rules.

Conduct

- By participating in the Contest, each entrant agrees to be bound by the Contest Rules & Regulations, which will be posted and available at Guest Services located at both Baccarat Casino, Palace Casino and online at www.baccaratcasino.net and www.palacecasino.com
- Entrants further agree to be bound by the decisions of the Contest Sponsor, which shall be final and binding in all respects. The Contest Sponsor reserves the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules & Regulations; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; (c) violating the terms of service, conditions of use and/or general rules or guidelines of Baccarat Casino and Palace Casino; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
- These Contest Rules & Regulations constitute the complete rules and regulations associated with this Contest.

Indemnification By Entrant

By entering the Contest, entrant releases all parties associated with the Contest from any and all liability for any injuries, loss or damage of any kind to the entrant, Releasees or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Contest, any breach of these Contest Rules, or in any prize-related activity. The entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the Contest, without limitation.

Limitation Of Liability

The Contest Sponsor assumes no responsibility or liability for lost, late, misdirected or incomplete entries, notifications, responses, replies or any Release, for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. The Contest Sponsor assumes no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Contest Sponsor, such as infection by computer virus,

bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.

Privacy / Use of Personal Information

By participating in the Contest, entrant: (a) grants to the Contest Sponsor the right to use his/her name, mailing address, telephone number, and e-mail address ("Personal Information") for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners; (b) grants to the Contest 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; and (c) acknowledges that the Contest Sponsor may disclose his/her Personal Information to third-party agents and service providers of any of the Contest Sponsor in connection with any of the activities listed in (a) and (b) above. The Contest Sponsor will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with the Contest Sponsor's Privacy Policy.

Intellectual Property

All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned by the Contest Sponsor and/or their 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.

Termination

Contest Sponsor reserves the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.

Law

These are official Contest Rules. This Contest is subject to applicable federal, provincial and municipal laws and regulations. These Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Alberta including procedural provisions without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

Language Discrepancy

In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.

General Rules

- By participating, each Customer and selected winner agrees: (a) to be bound by these Rules and the decisions of the Contest Sponsor, (b) to release and hold harmless Gateway Casinos & Entertainment Inc., its affiliates, subsidiaries, and independent contractors, and their respective directors, officers, employees, agents and representatives including advertising and promotion agencies, from any and all liability for claims/damages including, but not limited to, claims/damages for personal injury, for property damage with respect to acceptance, possession or use or misuse of the Prize or participation in the Contest; (c) to permit The Contest Sponsor to use his/her name, address, city, province, of residence, photograph, video, or any likeness for advertising or publicity purposes without any additional compensation and (d) the winner agrees to sign a "Contest Authorization Release Form" to this effect.
- The decisions of The Contest Sponsor in relation to this Contest will be final and binding on all entrants.
- The Contest Sponsor reserves the right to disqualify entrants and/or entries that do not comply with these Contest Rules & Regulations.
- Each Prize claim is subject to verification by the Contest Sponsor and/or its designated representatives.
- The Contest Sponsor will be the sole and final reference source in validating a Prize claim.

- The Contest Sponsor is not responsible for lost, misdirected, misplaced, illegible or damaged entries or entries submitted after the Contest deadline.
- In making the prize available to a Winning Entrant, Gateway Casinos & Entertainment Inc. makes no representations or warranties whatsoever, express or implied, oral or written in respect of the prize.
- The Contest Sponsor shall not be liable to the Winning Entrant nor to any other person for loss or damage to person or property resulting from or connected with acts or omissions of Gateway Casinos & Entertainment Inc. and/or the prize supplier.
- All winners are responsible for transportation to and from Baccarat Casino and/or Palace Casino and for any other expenses incurred not specified herein, including but not limited to transportation, parking and costs of a personal nature, which are the responsibility of the winner.
- The Contest Sponsor will not enter into correspondence with any entrant except with the selected winner and at the Contest Sponsor's own initiative.
- All entries become the property of the Contest Sponsor and none will be returned.
- Any inquiries or concerns relating to the Contest should be made in writing and addressed to:

  Gateway Casinos & Entertainment Alberta
  West Edmonton Mall
  #2710 – 8882 170 Street
  Edmonton, Alberta
  T5T 4J2
  Attention: Cool Cash Contest