

CAESARS WINDSOR
MILLION DOLLAR GIVEAWAY CONTEST
JULY 2, 9, 16, 23 & 30, 2016
RULES AND REGULATIONS
("CONTEST RULES")

The Caesars Windsor's Million Dollar Giveaway Contest is taking place Saturdays in July 2016 at Caesars Windsor. The Promotion consists of a Drawing. For more information about the Promotion, visit <http://www.caesarswindsor.com/bigpromo> or the Total Rewards Centre at Caesars Windsor.

1. How to Enter

No purchase necessary. Caesars Windsor's Million Dollar Giveaway Contest (the "Contest") begins on June 19, 2016 at 12:00:00 a.m. Eastern Time ("ET") and ends on July 30, 2016 at approximately 10:30:00 p.m. ET. ("Promotional Period") The Contest includes draws on July 2, 9, 16, 23 & 30, 2016 (each a "Draw Date" or collectively known as "Draw Dates").

Eligible Total Rewards® Members ("Members") will receive a mailed notice (using the last known address recorded on their Total Rewards account) advising them of their eligibility to receive base entries ("Base Entries") (requiring activation as defined below) into the Contest on each Draw Date. The number of Base Entries that a Member is eligible to receive is based on his/her recognized tier status defined by Total Rewards as of June 1, 2016. Base entries for each tier are defined below:

- Seven Stars Members will be eligible to receive 70 Base Entries on each Draw Date;
- Diamond Members will be eligible to receive 50 Base Entries on each Draw Date;
- Platinum Members will be eligible to receive 20 Base Entries on each Draw Date; and
- Gold Members will be eligible to receive 10 Base Entries on each Draw Date.

Invited qualified guests only are advised of their eligibility to receive Lump Sum Entries ("Lump Sum Entries"). The number of Lump Sum Entries that a member is eligible to receive is based on his/her offer. To be available for activation and entry into a draw, Lump Sum Entries must be redeemed between 12:00:00 a.m. ET and 11:59:59 p.m. ET on the Monday & Tuesday's in July (i.e. on July 4, 5, 11, 12, 18, 19, 25 & 26, 2016, as applicable). Members can redeem Lump Sum Entries by swiping their Total Rewards card at the Promotions Kiosk or presenting their Total Rewards card to a Total Rewards representative at the Total Rewards Centre. Lump Sum Entries that are not redeemed as described herein will not be available for activation and will not be entered into any draw. Redeemed Lump Sum Entries will accumulate over the course of the Promotional Period.

Invited qualified guests who reside in Ohio and have the offer only are advised of their eligibility to receive Bonus Entries ("Bonus Entries"). These guests will have available 100 Bonus Entries each draw date for activation and entry into a draw. Bonus Entries must be redeemed between 10:00:00 a.m. ET and 9:00:00 p.m. ET on Saturdays in July during the activation periods (i.e. on July 2, 9, 16, 23 & 30, 2016, as applicable). Members can redeem Bonus Entries by swiping their Total Rewards card at the Promotions Kiosk or presenting their Total Rewards card to a Total Rewards representative at the Total Rewards Centre. Bonus Entries that are not redeemed as described herein will not be available for

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activation and will not be entered into any draw. Redeemed Bonus Entries will accumulate over the course of the Promotional Period.

Invited Executive Coded Guests will have available 500 Bonus Entries each Draw Date for activation and entry into a draw. Bonus Entries must be redeemed between 10:00:00 a.m. ET and 9:00:00 p.m. ET on Saturdays in July during the activation periods (i.e. on July 2, 9, 16, 23 & 30, 2016, as applicable). Members can redeem Bonus Entries by swiping their Total Rewards card at the Promotions Kiosk or presenting their Total Rewards card to a Total Rewards representative at the Total Rewards Centre. Bonus Entries that are not redeemed as described herein will not be available for activation and will not be entered into any draw. Redeemed Bonus Entries will accumulate over the course of the Promotional Period.

Members are also eligible to automatically receive additional entries ("Additional Entries") based on tier status defined by Total Rewards as of June 1, 2016, (requiring activation as defined below) into the Contest for every fifty (50) Tier Credits accumulated during four (4) earning periods.

Earning Period One is from June 19, 2016 at 12:00:00 a.m. until June 19, 2016 at 4:00:00 a.m. ("Earning Period One"). During Earning Period One, Members using their Total Rewards card during regular slot/table play will earn Additional Entries based on tier status as follows:

- o Seven Stars Members will be eligible to earn 100 Additional Entries for every 50 Tier credits earned during Earning Period One;
- o Diamond Members will be eligible to earn 50 Additional Entries for every 50 Tier credits earned during Earning Period One;
- o Platinum Members will be eligible to earn 30 Additional Entries for every 50 Tier credits earned during Earning Period One; and
- o Gold Members will be eligible to earn 20 Additional Entries for every 50 Tier credits earned during Earning Period One.

Earning Period Two is from June 19, 2016 at 4:00:00 a.m. until July 17, 2016 at 4:00:00 a.m. ("Earning Period Two"). During Earning Period Two, Members using their Total Rewards card during regular slot/table play will earn Additional Entries based on tier status as follows:

- o Seven Stars Members will be eligible to earn 100 Additional Entries for every 50 Tier credits earned during Earning Period Two;
- o Diamond Members will be eligible to earn 50 Additional Entries for every 50 Tier credits earned during Earning Period Two;
- o Platinum Members will be eligible to earn 30 Additional Entries for every 50 Tier credits earned during Earning Period Two; and
- o Gold Members will be eligible to earn 20 Additional Entries for every 50 Tier credits earned during Earning Period Two.

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Earning Period Three is from July 17, 2016 at 4:00:00 a.m. until July 30, 2016 at 4:00:00 a.m. ("Earning Period Three"). During Earning Period Three, members using their Total Rewards card during regular slot/table play will earn Additional Entries based on tier status as follows:

- o Seven Stars Members will be eligible to earn 200 Additional Entries for every 50 Tier credits earned during Earning Period Three;
- o Diamond Members will be eligible to earn 100 Additional Entries for every 50 Tier credits earned during Earning Period Three;
- o Platinum Members will be eligible to earn 60 Additional Entries for every 50 Tier credits earned during Earning Period Three; and
- o Gold Members will be eligible to earn 40 Additional Entries for every 50 Tier credits earned during Earning Period Three.

Earning Period Four is from July 30, 2016 at 4:00:00 a.m. until July 30, 2016 at 9:00:00 p.m. ("Earning Period Four"). During Earning Period Four, members using their Total Rewards card during regular slot/table play will earn Additional Entries based on tier status as follows:

- o Seven Stars Members will be eligible to earn 200 Additional Entries for every 50 Tier credits earned during Earning Period Four;
 - o Diamond Members will be eligible to earn 100 Additional Entries for every 50 Tier credits earned during Earning Period Four;
 - o Platinum Members will be eligible to earn 60 Additional Entries for every 50 Tier credits earned during Earning Period Four; and
 - o Gold Members will be eligible to earn 40 Additional Entries for every 50 Tier credits earned during Earning Period Four.
- Earned Entries, Base Entries, Lump Sum Entries and Bonus Entries will accumulate over the course of the Promotion Period.

Members are also eligible to receive entries by handwriting their complete name, mailing address, telephone number and Total Rewards card number along with a handwritten original essay one hundred (100) words or longer about why they like Caesars Windsor and mailing it in an envelope with proper and sufficient postage to Million Dollar Giveaway Contest 2016, c/o Marketing Events Department, Caesars Windsor, 377 Riverside Drive East, Windsor, Ontario, N9A 7H7. All mail-in entry requests must be original (no photocopies or other reproductions) and must be received no later than seven (7) business days prior to a Draw Date. Limit one (1) mail-in entry request per envelope. Members warrant that all essays are original and do not infringe the rights of any third parties. A unique and original essay is required for every request. Mail-in entry requests that are mechanically reproduced or made in any fashion other than as specified herein are void. Members will automatically receive forty (40) entries (requiring activation) for each eligible mail-in entry

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request received during Earning Period One and Earning Period Two and eighty (80) entries (requiring activation) for each eligible mail-in entry request received during Earning Period Three and Earning Period Four but no later than July 28th, 2016 ("Mail-In Entries."). The Sponsor is not responsible for lost or late mail.

In order to be eligible to be entered into a particular draw in the Contest, Members must activate Earned Entries, Base Entries, Lump Sum Entries, Bonus Entries and Mail-in Entries on the Draw Date in which they wish to participate between the hours 10:00:00 a.m. and 9:00:00 p.m. ET and at least sixty (60) minutes prior to the draw time (see Rule #2) in which they wish to participate using one of the following methods:

- a) Swiping their Total Rewards card at the Promotions Kiosk; or
- b) Presenting their Total Rewards card to a Total Rewards representative at the Total Rewards Centre.

Additional Entries earned on a Draw Date that are earned after the Member first activates his/her entries on that Draw Date do not need to be re-activated and will automatically be entered into subsequent draws on that Draw Date (if any). All entries will carry over throughout promotional period.

All Earned Entries, Base Entries, Lump Sum Entries and Bonus Entries will carry forward throughout the entire Promotional Period but must be activated on each Draw Date (if any) in which the Member wishes to participate.

Promotions Kiosks are located on the main floor of the Casino. The location of the Promotions Kiosks is subject to change at the sole discretion of Caesars Entertainment Windsor Limited (the "Sponsor").

In order to be eligible to win a prize in the Contest, eligible Members must be present in the building of Caesars Windsor at 377 Riverside Drive East, Windsor, Ontario N9A 7H7 (excluding hotel towers, Colosseum, Neros, Arius, parking structure, smoking shelters, and all areas outside the Casino) on each of the Draw Dates (see Rule #2) and at the Draw Times (as defined below) (see Rule #2) in which they wish to participate.

The Sponsor takes no responsibility for any errors, defects, delays, destruction or other problems relating to the use of a Member's Total Rewards card to enter the Draw, whether caused by a technical malfunction of the card reader, computer or otherwise.

2. Prize Draw

Draw Times are approximate and may be adjusted at the sole discretion of the Sponsor.

On each of the Draw Dates at approximately 12:00:00 p.m., 1:00:00 p.m., 2:00:00 p.m., 3:00:00 p.m., 4:00:00 p.m., 5:00:00 p.m., 6:00:00 p.m., 7:00:00 p.m., 8:00:00 p.m., 9:00:00 p.m., 10:00:00 p.m. and 10:30:00 p.m. for the Bonus Bank Draw if applicable (each a "Draw Time", collectively known as the "Draw Times") a Caesars Windsor representative (the "Representative") will randomly and electronically draw one (1) entry for each of the prizes available at the Draw Time (see Rule 3). The Representative will then announce the name and Total Rewards account number associated with each selected entry through the public address system at Caesars Windsor.

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A Representative will then start a timer for five (5) minutes. In order to be eligible to win a prize, selected entrant must identify themselves within five (5) minutes of their name being announced by attending the Cosmos Stage "Draw Site") and presenting their Total Rewards card to a Representative.

Selected entrants who do not properly identify themselves within the five (5) minute time limit will forfeit their chance to win.

The prize draws from 12:00:00 p.m. until 10:00:00 pm on all draw dates, will be drawn for once. All unclaimed prizes from the draws during this time will be placed in the Bonus Bank that will be drawn until a winner has claimed on each individual draw date. (The "Bonus Bank Draw").

If held, the Bonus Bank Draw at 10:30:00 p.m. each draw date will be drawn for until a selected entrant is identified.

It is the responsibility of each participant to hear the announcement over the public address system at the time of the announcement. The public address system cannot be heard in hotel towers, Colosseum, Neros, Arius, parking structure, smoking shelters, or any areas outside of the Casino.

3. Prizes

On each Draw Date at the 12:00:00 p.m., 1:00:00 p.m., 2:00:00 p.m., 3:00:00 p.m., 4:00:00 p.m., 5:00:00 p.m., 6:00:00 p.m., 7:00:00 p.m., 8:00:00 p.m., and 9:00:00 p.m. Draw Times, there will be one (1) prize available to be won of Cdn. \$10,000.00 cash ("\$10,000.00 Prize").

On each Draw Date at the 10:00:00 p.m. ET Finale Draw Draw Time only, there will be one (1) prize available to be won of Cdn. \$100,000.00 ("Finale Draw Prize").

Any unclaimed Prizes will roll over into the Bonus Bank Draw on the individual draw dates after the Finale Draw at the 10:00:00 p.m. Draw Time.

Total value of all prizes issued over 5 weeks is Cdn. \$1,000,000.00. (See chart below for breakdown of prizes)

| 5 Week Promo | | | | | |
|------------------------|------------------|------------------|-------------------|-------------------|-------------------|
| | 2-July-16 | 9-July-16 | 16-July-16 | 23-July-16 | 30-July-16 |
| 12pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 1pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 2pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 3pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 4pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 5pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 6pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 7pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 8pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |

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| 9pm Prize Draw | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| 10pm –Finale Prize Draw | <u>\$100,000</u> | <u>\$100,000</u> | <u>\$100,000</u> | <u>\$100,000</u> | <u>\$100,000</u> |
| 10:30pm – Any unclaimed prizes each Draw Date (if any) will roll into that day’s Bonus Bank Draw. | | | | | |

*Bonus Bank prize (if any) will consist of the total value of any unclaimed \$10,000.00 & \$100,000.00 Prizes from the individual draw dates.

Members are eligible to win a maximum of one (1) \$10,000.00 Prize per Draw Date and one (1) Finale Draw prize per Promotional Period. All members are eligible to win the Bonus Bank Draw prize (if any), regardless of any past \$10,000.00 & \$100,000.00 Prize or Finale Draw Prize won.

4. Prize Claim

In order to be eligible to win a prize, selected entrants must: have identified themselves and presented their Total Rewards card within the five (5) minute time limit described above; present valid government-issued photo identification to a Representative at the Cosmos Stage within thirty (30) minutes of having identified themselves; correctly answer, unaided, a time-limited (90 seconds), mathematical, skill-testing question; and sign a standard release, including publicity release, confirming compliance with the Contest Rules, acceptance of the selected prize as awarded and releasing the Sponsor, Windsor Casino Limited, Ontario Lottery and Gaming (the "OLG") and Caesars Windsor and their respective parent companies, affiliates, subsidiaries, agencies, agents, respective directors, officers, employees, representatives, sponsors, successors and assigns from any liability in connection with the Contest or receipt, use or misuse of the prize (the "Release").

All answers to skill-testing questions are final. The selected entrant must comply with all Contest Rules before being declared a winner. Should a selected entrant for any prize fail to claim the prize in the manner required and within the time specified, incorrectly answer the skill-testing question or otherwise fail to comply with all the Contest Rules, the selected entrant will be disqualified from contest participation and the prize will be forfeited and not be drawn for again. Prizes that are not claimed in accordance with these Contest Rules will not be awarded.

General

- 5.** Must be present to win.
- 6.** All times are approximate and may be adjusted at the sole discretion of the Sponsor.
- 7.** Use of a Total Rewards card by anyone other than the sole member enrolled on the account is strictly prohibited.

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- 8.** Prizes must be accepted as awarded and are non-transferable.
- 9.** All prize claim verification information is subject to verification and will be void if not obtained through legitimate channels, or if not original, or if illegible, altered, forged, defaced, mutilated or tampered with in any way, or if not obtained in accordance with these Contest Rules.
- 10.** By participating in this Contest, an entrant grants to the Sponsor the right to use his/her name and contact information without further permission or compensation for the purpose of administering the Contest including, but not limited to, contacting and announcing the winner and acknowledges that the Sponsor may disclose personal information to third parties or service providers of the Sponsor in connection with the foregoing. By accepting a prize in this Contest, winner grants to the Sponsor the right to use his/her likeness, photographs, comments, name and city and province of residence for promotional purposes relating to the Contest without compensation or further permission and acknowledges that the Sponsor may disclose his/her personal information to third parties or service providers of the Sponsor in connection with the foregoing. For more information, see Sponsor's Privacy Policy available at www.caesarswindsor.com.
- 11.** By participating in this Contest, an entrant releases and holds harmless the Sponsor, Windsor Casino Limited, the OLG, Caesars Windsor, and their respective parent companies, affiliates, subsidiaries, agencies, agents and their respective directors, officers, employees, representatives, sponsors, successors and assigns from any and all liability for any loss, harm, damages, claims, costs, causes of action or injury whatsoever including, but not limited to, personal injury, accident or death, property damage, disappointment or inconvenience arising from any act, omission or negligence whatsoever relating to the Contest or the receipt, ownership, possession or use of any prize.
- 12.** By entering this Contest, entrants agree to be bound by the Contest Rules and decisions of the Sponsor which decisions shall be final and binding in all matters related to the Contest. The Sponsor reserves the right to alter, modify, amend or cancel all or any portion of this Contest at any time for any reason without notice.
- 13.** This Contest is open to Members who are at least nineteen (19) years of age and are residents of Canada (excluding Quebec) or the United States of America (excluding Florida, New York, Rhode Island and Puerto Rico). Employees, directors, or officers of the Sponsor, Windsor Casino Limited, Caesars Windsor, the OLG, or the Alcohol and Gaming Commission of Ontario or of their respective parent companies, subsidiaries, affiliates, advertising or promotional agencies or prize suppliers are not eligible to participate in the Contest. Entrants must present valid government-issued photo identification upon request.

If not already a Member, customers may become a member without charge by completing an application at the Total Rewards Centre at Caesars Windsor. Total Rewards Memberships can be cancelled at any time by visiting the Total Rewards Centre at Caesars Windsor.

The spouse, child or anyone sharing the same residence with any employee involved in coordinating/executing promotions or tournaments may not participate in promotions or tournaments at any Caesars Entertainment Corporation property including Caesars Windsor. Those who have been trespassed from Caesars Entertainment Windsor Limited, Windsor Casino Limited, Casino Windsor or Caesars Windsor and/or who have self-excluded (and not been reinstated) from any OLG gaming facility or from any Caesars Entertainment Corporation property including, but not

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limited to, Harrah's, Caesars, Horseshoe, Rio, Showboat, Harveys, Bally's, Planet Hollywood Resort and Casino, Tunica Roadhouse, O'Shea's Casino Las Vegas, Grand, Paris, Flamingo, Sheraton, Hot Spot Oasis, Thistledown Racetrack, Bluegrass Downs Racetrack and Bill's gaming facilities, properties or casino complexes owned, operated or managed by Caesars Entertainment Corporation including any properties, companies or brands that are opened or acquired in the future are not eligible to participate in the Contest.

In the event that an ineligible person participates in the Contest and is chosen as the winner, this person will be disqualified from winning the prize and the prize will be forfeited and will not be drawn for again.

- 14.** This Contest is subject to all federal, provincial, municipal and state laws of Canada and the United States of America. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the Province of Ontario 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. All times stated are local Windsor, Ontario times and all values stated are in Canadian dollars.
- 15.** The Sponsor is not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors or delays resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, hardware, software, or telephone failures of any kind, lost or unavailable connections, fraud, incomplete, garbled, or delayed computer transmissions, whether caused by the Sponsor, users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of Total Rewards cards or submissions which may limit, restrict, or prevent a participant's ability to participate in this Contest
- 16.** If this Contest is interfered with, or it is impracticable to conduct, or continue to conduct in whole or in part, as a result of fire, explosion, power failure, acts of God, civil commotion and/or labour unrest such as strikes, slow-downs, lock-outs, picketing or boycotts, the Sponsor, Windsor Casino Limited, the OLG, Caesars Windsor, and their respective parent companies and their respective officers, directors and employees shall be released from any and all responsibility and/or liability whatsoever arising from such interference or impracticability, and the Sponsor shall have the option, at its sole discretion, to cancel, extend or reschedule the Contest without liability.
- 17.** In the event of discrepancy or inconsistency between the terms and conditions of the Contest Rules and any disclosures or other statements contained in any Contest related materials including, but not limited to, any entry form or advertising collateral, the terms and conditions of these Contest Rules shall prevail.
- 18.** All federal, state, provincial and local taxes, licensing, custom duties and the like amounts and any other fees on prizes, if any, are the responsibility of the winner and the winner authorizes the deduction of such taxes, if any, from the prize(s) to the extent required by law.
- 19.** Void where prohibited by law. This Contest is sponsored by Caesars Entertainment Windsor Limited , 377 Riverside Drive East, Windsor, Ontario N9A 7H7.