



2009 MONOPOLY® Game at McDonald's® OFFICIAL RULES

1. PROMOTION DESCRIPTION.

The 2009 MONOPOLY Game at McDonald's consists of an online "Pre-Promotion Sweepstakes", an "In-Store Game" (the "**In-Store Game**") and an "Online Game" including a \$100,000 Jackpot Sweepstakes. The In-Store Game is available at participating McDonald's restaurants in Canada, in the fifty (50) United States and DC ("**U.S.**") and in Guam and Saipan. In these Official Rules, the U.S. and Guam and Saipan collectively are called the "**U.S. Territory**", and the U.S. Territory and Canada collectively are called the "**Territory**". The In-Store Game, the Online Game and the Pre-Promotion Sweepstakes collectively are referred to as the "**Game**" in these Official Rules. Void where prohibited. As set out more fully elsewhere in these Official Rules, there are five (5) ways to play the Game:

- A. Online Pre-Promotion Sweepstakes (the "Pre-Promotion Sweepstakes").** Obtain an entry by using a FREE Code (a "**FREE Code**") to register for the Online Game. The Pre-Promotion Sweepstakes begins in Canada at 12:00:00 midnight on or about September 29, 2009 and ends at 11:59:59 p.m. on October 5, 2009 ("**Pre-Promotion Period**");
- B. Play a MONOPOLY® "Instant Win" Game in the In-Store Game.** The In-Store Game begins on October 6, 2009 and is scheduled to end in Canada on November 9, 2009 or while supplies remain of specially marked packaging items to which Game Pieces are affixed, as referred to in Rule 3A below; and
- C. Play a MONOPOLY "Collect & Win" Game in the In-Store Game.** The In-Store Game is scheduled to end in Canada on November 9, 2009 or while supplies remain of specially marked packaging items to which Game Pieces are affixed, as referred to in Rule 3A below; and
- D. Online Game (the "Online Game").** Use the 11-digit unique alpha-numeric Code (a "**Code**") found on MONOPOLY Game Stamps (each a "**Game Stamp**") to play MONOPOLY online for chances to win a Prize (a "**Prize**") "instantly" and/or by collecting online property sets (each, an "**Online Property Set**") as part of the Online Game. In Canada, the Online Game begins at 12:00 midnight on October 6, 2009 and ends at 11:59:59 p.m. on November 16, 2009 (the "**Online Game Period**"); and
- E. \$100,000 Jackpot Sweepstakes (the "Jackpot Sweepstakes").** Receive an entry with each valid Game Stamp Code (not FREE Codes) entered in the Online Game throughout the Online Game Period. Available in the U.S. and Canada.

The Game Computer (the "**Game Computer**") is the official time-keeping device for the Game. Except as otherwise specifically stated herein, all times in these Official Rules shall be Canadian Eastern Time ("**ET**"). Whether that time is Eastern Standard Time or Eastern Daylight Savings Time will depend on the "time change" dates that occur during the Game. A day is defined as the 24-hour period starting at 12:00:00 midnight on a given day and ending that day at 11:59:59 p.m. (a "**Day**"). The Game is being conducted in Canada in accordance with these Official Rules by McDonald's Restaurants of Canada Limited (the "**Sponsor**"), and persons who participate in the Game in Canada are subject to these Canadian Official Rules, available at participating McDonald's restaurants in Canada and online at www.PlayatMcD.ca. The Game also is being conducted in the U.S. Territory and persons who participate in the Game in the U.S. Territory are subject to the U.S. Territory Official Rules, available at participating McDonald's restaurants in the fifty (50) United States and District of Columbia and in Guam and Saipan; and online at www.PlayatMcD.com. By participating in the Game in Canada, each eligible person who plays the Game (each a "**Participant**"), and if the Participant is a minor in his/her Province of residence (a "**Minor**"), his or her parent or legal guardian, unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of the Sponsor, which shall be final and binding with respect to all aspects of the Game in Canada. Sponsor in its sole and absolute discretion may engage various third parties to administer various aspects of the Game on its behalf.

2. WHO IS ELIGIBLE TO PLAY.

The In-Store Game is open only to residents of the Territory and there is no age limit to play the In-Store Game. The Pre-Promotion Sweepstakes is open to residents of Canada and the U.S. who are thirteen (13) years of age or older as of September 29, 2009; the Online Game is open to residents of Canada who are thirteen (13) years of age or older as of September 29, 2009; the Jackpot Sweepstakes and the twenty-eight (28) \$1 Million (\$10,000 "guaranteed") daily Prize opportunities by landing on Chance available in the Online Game from October 6, 2009 to November 2, 2009 are open to residents of the U.S. and Canada who are thirteen (13) years or older as of September 29, 2009.

Persons in any of the following categories are NOT eligible to participate or win or use a Prize in the Game: (a) any person who, on or after April 1, 2009, was or is a director, officer, employee, agent or franchise owner of any one or more of the following Game entities (collectively, the "**Game Entities**"): the Sponsor, McDonald's USA, LLC; as well as MasterCard Canada Inc., Hasbro Sales Corporation, Inc., or of any one or more of the Game Entities' respective divisions, parents, subsidiaries, franchisees or affiliated companies, advertising and promotion agencies, representatives, service agencies, or independent contractors; (b) employees, directors or officers of NBC Universal, Inc. and its subsidiaries; (c) any individual engaged in the development, production or distribution of materials or Prize supply for the Game; and (d) any person who is or purports to be an immediate family member (defined as spouse, dependent for federal income tax purposes, or step-, biological or adoptive mother, father, sister, brother, daughter or son) of, or who resides in the same household as, any person in any of the preceding categories.

NOTE: The transfer of Game Stamps, Game Pieces and Codes, as defined in Rules 3 and 4 below, (individually a "**Game Material**" and collectively "**Game Materials**"), by an ineligible person to a Participant is strictly prohibited, except that a Participant who is under the age of thirteen (13) can transfer Game Materials to his/her parent/legal guardian but only for the purpose of playing the Online Game.

3. HOW TO OBTAIN A GAME BOARD AND HOW TO OBTAIN A GAME PIECE.

No McDonald's food purchase is necessary to play the Game. Purchase will not improve your chances of winning.

Obtain an official Game board (a "**Game Board**") for the MONOPOLY Game (a) while supplies last, at any participating McDonald's restaurant in Canada, (b) online at www.PlayatMcD.ca, until the Game ends, or (c) at the sole discretion of the Sponsor, in the one or more regional markets in Canada, via direct mail, or newspaper insert, or both.

Game Pieces (each Game Piece consists of two (2) Game Stamps), can be obtained as follows, while supplies last of specially marked packaging items to which official MONOPOLY Game Pieces (each, a "**Game Piece**") are affixed, as referred to in Rule 3A and 3B below.

A. In Store. A Participant can get a Game Piece by visiting a participating McDonald's restaurant in Canada and purchasing one of the food items contained in specially marked packaging, while supplies last. One (1) Game Piece is attached to specially marked medium and large coffee cups, 21 oz and 32 oz drink cups, Big Mac® cartons, Premium Chicken Sandwich cartons, all McMuffin® Breakfast Sandwich paper wraps (excluding Sausage McMuffin®), Angus Burger cartons, and 10 pc McNuggets® and large fries boxes. As the Game progresses, some forms of the specially marked packaging referred to above may run out before others.

B. Without Purchase: A Participant can request a Game Piece without buying a food item at a participating McDonald's restaurant by mailing a postage-paid, self-addressed stamped envelope bearing sufficient return postage and bearing on its exterior the Participant's return mailing address (first and last name, street address, city/town, Province/Territory, country, and postal code), legibly printed by the Participant manually in ink to: McDonald's 2009 MONOPOLY Game, Game Piece Request, P.O. Box 593, Saint John, New Brunswick, Canada, E2L 4A5. DO NOT SEND ANY POTENTIAL WINNING GAME MATERIAL(S), COMMENTS OR QUESTIONS TO THIS ADDRESS. Both the mailing and return addresses on the exterior envelope must be legibly hand-printed in ink and the return address on the exterior envelope MUST be the same as the address which appears on the enclosed self-addressed stamped envelope or the request will NOT be honoured. Envelopes with no return address on the outside will NOT be honoured. Requests that are sent in business reply envelopes, that utilize address labels or stickers, that are photocopied, hand-stamped, computer-generated or otherwise mechanically produced or reproduced, that are not addressed manually in ink, that fail in any way to comply with the requirements set out above in this sub-paragraph, or that are not mailed separately in separate outer envelopes will NOT be honoured. While supplies last, two (2) Game Pieces (each consisting of two (2) Game Stamps) will be mailed in response to each mail-in request that complies with these requirements. Mail-in requests must be received at the above address no later than November 9, 2009. If the Game runs long in restaurants, this date is subject to a corresponding extension.

4. HOW TO PLAY THE GAME.

To play the Game, obtain a Game Piece and carefully peel each Game Stamp from its backing or from the specially marked packaging to which it is affixed to determine if it is an "Instant Win" Game Stamp (an "**Instant Win Game Stamp**") or part of a potential Winning Combination (defined below). A Participant also can play the Online Game by visiting the Official Website and entering the Code found on each Game Stamp, as set out more fully below. **Note:** It is possible for a Participant to win three (3) Prizes using the SAME Game Stamp, namely: (1) a Food Prize, an "Instant Win" Prize or a "Collect & Win" Prize via the Game Stamp; (2) an "Online Prize" in the Online Game; (3) the \$100,000 Jackpot Prize if the Participant's Code entry is selected as the potential winning Code entry in the drawing. If this occurs, see Rule 6, "How to Redeem/Claim a Prize/Deadlines".

A. Pre-Promotion Sweepstakes. To participate in the Pre-Promotion Sweepstakes you must have a FREE Code, offered during the Pre-Promotion Period. FREE Codes can be obtained (a) at the Official Website (PlayatMcD.ca) or (b) in various Game communications, or simply use the FREE Code "16L6V4N4T09". When you have obtained the FREE Code, access the Official Website during the Pre-Promotion Period and follow the directions to register. You will be required to enter the FREE Code, followed by your email address and confirmation that you are thirteen (13) years of age or older. After you complete your registration including providing your first and last name, email address, daytime and evening telephone numbers, postal code, choose a password and confirm it: enter the alpha-numeric security verification code ("**Security Code**"); then indicate that you agree to the provisions of the Official Rules and check the box to agree to them; then read the eligibility requirements and 'click' the box to confirm that you have read the eligibility requirements to play the Online Game and that you are eligible to play. The registration form also contains a number of non-required fields. Whether or not you complete any or all of the non-required fields, and if you do, your response(s) in those fields, will have no effect on your ability to play or win. During registration you can also select "Remember Me" so that when you return to the Online Game, you will only need to input a valid Code or FREE Code and your password. If you are playing on a public computer, do not check "Remember Me" and be sure to sign off the

computer when you are finished. The entry of the information outlined here is known as **“Registration”**. Once you have completed Registration, input the FREE Code, click on the **“LET’S PLAY”** button, and when your FREE Code submission and online Registration are received and recorded by the Game Computer during the Pre-Promotion Period, you will receive: a) one entry into the Pre-Promotion Sweepstakes; and b) you will receive one non-winning property. On October 6, 2009, an independent judging organization will conduct a random computer selection and one (1) Participant will be selected (the **“selected Participant”**) from among all eligible entries received by the Sponsor during the Pre-Promotion Period. Provided the selected Participant complies with the requirements of these Official Rules [including, if he/she is resident in Canada, correctly answering a time-limited arithmetic skill-testing question (a **“Skill-Testing Question”**), without assistance of any kind, that will be administered over the telephone at a mutually agreed upon time], the selected Participant will receive the Prize which results from a Monopoly dice random roll (a **“dice random roll”**) which will take place on October 6, 2009. The results of that dice random roll can be seen at the Official Website, where it will remain available for viewing until November 16, 2009, the end of the Online Game. The dice random roll can be viewed at PlayatMcD.ca and may also be seen on The Jay Leno Show 10ET/9CT (consult local television listing for the exact time in a given market area). The dice random roll will be conducted under the supervision of an independent auditor. If the dice random roll is two (2) sixes (6 & 6), the selected Participant will be eligible to receive \$1 Million, payable \$50,000 a year for twenty (20) years without interest; but if the dice random roll produces any other result, subject to the provisions and requirements of these Official Rules, the selected Participant will be eligible to receive a cheque for \$10,000. Limit one Pre-Promotion Sweepstakes entry per Participant and/or My Monopoly Account and/or email address regardless of number of FREE Codes entered. Multiple entries received from a particular Participant and/or My Monopoly Account and/or email address, including multiple entries by the same Participant using different email addresses, will result in disqualification of the Participant from the Pre-Promotion Sweepstakes, and will invalidate all entries submitted by that Participant for the entire Pre-Promotion Period. Odds of winning depend on the number of eligible entries received and the results of the dice random roll referred to above. The selected Participant will be contacted by telephone and, in addition to correctly answering the Skill-Testing Question (if the selected Participant is a Canadian resident), will be required to complete and return to The Redemption Center (**“The Redemption Center”**), prior to the applicable Prize being awarded, in a pre-paid envelope provided, a document (the **“Prize Claim Document”**) which contains a declaration of eligibility, a liability release and a publicity release. If the selected Participant is a Canadian resident and is a Minor, his/her parent or legal guardian will be required to sign the Prize Claim Document on his/her behalf (refer to Rule 6). The winner of the applicable Prize may not transfer that Prize without complying with all of the requirements set out in Rule 10. The fully executed Prize Claim Document must be received by The Redemption Center within eight (8) business Days from the date of notification being sent to the selected Participant or the selected Participant will be disqualified, will forfeit the applicable Prize and an alternate potential winning Participant will be selected. The Pre-Promotion Sweepstakes is available in the Canada and the U.S. and is subject to all requirements, terms and conditions of these Official Rules. Void where prohibited.

B. MONOPOLY “Instant Win”. If a Game Stamp (an **“Instant Win” Game Stamp**) reveals the description of a Prize identified in these Official Rules, then the Participant who possesses that Game Stamp is the potential winner of that Prize, subject to verification of the potential winning “Instant Win” Game Stamp and the Participant’s compliance with these Official Rules, including correctly answering the Skill-Testing Question. See Rule 6 “How To Redeem/Claim A Prize/Deadlines”.

C. MONOPOLY “Collect & Win”. A Game Stamp (a **“Collect & Win” Game Stamp**) may reveal the name of a MONOPOLY® property that corresponds to a property name on the Game Board. A Participant must match the property name and stamp number identified on the “Collect & Win” Game Stamp with the corresponding property name and stamp number shown on the Game Board. The combination of “Collect & Win” Game Stamps which must be collected in order to form a potential winning combination (each a “Winning Combination”) can be found on the Game Board, on individual Game Stamps, and in Rule 5C in these Official Rules. If a Participant collects all of the “Collect & Win” Game Stamps required to complete a property set for a **Winning Combination**, that Participant is the potential winner of the Prize indicated on the applicable “Collect & Win” Game Stamps, subject to verification of the “Collect & Win” Game Stamps and the Participant’s compliance with these Official Rules, including correctly answering the Skill-Testing Question. See Rule 6 “How To Redeem/Claim A Prize/Deadlines”.

D. Online Game.

(i) Technical Requirements. A valid Code (or FREE Code), a valid email address, and a computer with Internet access and the following minimum requirements are required to participate in the Online Game. Minimum Adobe Flash version 9.0.28. JavaScript must be enabled on the browser. Browsers: On PC IE6, IE7, IE8, Google Chrome, Firefox 2 and Firefox 3. On Mac: Firefox 3 and Safari 4. The Game is optimized for use with a 1024 x 768 screen resolution. Screens larger than 1024 x 768 will show more space around the board. Using a screen resolution lower than 800 x 600 may result in you not being able to play the Online Game. The Game cannot be played via mobile devices with Internet connections.

NOTE Respecting Official Website and Online Game Access: If a Participant does not have immediate Internet access, the Participant may choose to inquire in his/her locality about where and how that access can be obtained. The Sponsor understands that many public libraries in Canada do offer Internet access on terms adopted by each such library facility. If a Participant participates from a public computer, he/she should not check **“Remember Me”** as part of his/her Registration.

Once an Online Game Participant completes Registration the Participant can access a virtual MONOPOLY Game Board where the Participant can select a MONOPOLY Game token and random roll the virtual dice for the chance to win. A unique eleven (11)-digit Code is printed on each Game Stamp and is valid for one (1) play in the Online Game. To register and to play the Online Game a Participant must have a Code and a valid email address. All Participants start the Game on GO.

(ii) The Online Game consists of the following components and methods of access.

(a) Online “Collect & Win”. To play online you must have a valid Code, a valid email address and Internet access. All Participants start the Game on GO. When a Participant submits a valid Code and then clicks to roll the dice, the Game token moves to one of the MONOPOLY properties or spaces on the virtual MONOPOLY Game Board, and the results of the random roll will be stored in the Participant’s My Account/My Game Plays. If a Participant collects all the properties required for a complete Online Property Set (an **“Online Potential Winning Combination”** – see Rule 5D(ii)), a message will announce that the Participant is a potential winner of an Online “Collect & Win” Prize (subject to verification of both the Game Stamp Code that completed the Online Potential Winning Combination and the Participant’s compliance with these Official Rules including correctly answering the Skill-Testing Question), and an email will be sent with redemption instructions that the Participant must follow to claim the Prize. A potential winning Participant can also click on **“Click Here to Begin Prize Redemption Process”** contained in the announcement message to start the process involved in claiming the Prize.

NOTE: In-Store Game “Collect & Win” Game Stamps cannot be combined with Online Game MONOPOLY properties and *vice versa*.

(b) Online “Instant Win” – GO, Community Chest, Chance and Free Parking. If a Participant’s Game token moves to GO, Community Chest, Chance or Free Parking, a message will announce that, subject to verification of both the Game Stamp whose Code resulted in the potential winning roll and the Participant’s compliance with these Official Rules including correctly answering the Skill-Testing Question, the Participant is a potential winner (See Rule 5D(i)) of the Prize shown (an ‘Online “Instant Win” Prize’) and an email will be sent with redemption instructions that the Participant must follow to claim the Prize. The potential winning Participant can also click on “Click Here to Begin Prize Redemption Process” contained in the announcement message to start the process involved in claiming the Prize.

(c) The \$100,000 Jackpot Sweepstakes. Each valid Game Stamp Code entry (limit ten (10) per Day) during the Online Game Period will earn the Participant one (1) entry for the chance to win \$100,000. **Note:** A FREE Code does not qualify for a Jackpot Sweepstakes entry. On or about November 17, 2009, one (1) potential winning Participant will be selected by The Redemption Center which, along with an independent auditor, will cause a computer to select at random a Code from all the valid Codes entered in the Online Game during the Online Game Period. The Participant who submitted the selected Code will be the potential winner of the Jackpot Sweepstakes Prize. The Jackpot Sweepstakes is available to Participants in Canada and the U.S. and is subject to the applicable Participant’s compliance with these Official Rules including correctly answering the Skill-Testing Question.

(iii) How to access the Online Game.

(a) Visit the Official Website. First, a Participant should access the Official Website. You will be required to enter a valid Code from a Game Stamp (or FREE Code) followed by your email address and check the box to confirm you are thirteen (13) years of age or older. Then, complete Registration (See Rule 4A). You must type a valid Code into the Code input field exactly as it appears on your Game Stamp or it will not be accepted. A Code is only valid for one submission (except for FREE Codes which can be used by more than one player). When you click on the “LET’S PLAY” button, and when your Code submission is received and recorded by the Game Computer, you will receive one (1) Online Game play.

NOTE Respecting Online Survey: From time to time throughout the Online Game, you may see a screen pop up that invites you to participate in a survey. The “Survey” is a series of general questions aimed at helping the Sponsor learn what you think about the Sponsor, the Sponsor’s products and the Sponsor’s promotions. Accepting the Sponsor’s invitation to participate in the Survey will not affect your Game Play in any way and it will not improve your chances of winning a Prize in the Online Game.

(iv) Conditions/Limitations Applicable to the Online Game. There is a limit of one (1) Registration/My Account (see “My Account” explanation below) per person and/or email address. If Sponsor finds that any Participant has attempted or is attempting to secure more than one Registration by using different names, addresses, email addresses, or is using any device or artifice to circumvent these Official Rules, that Participant will be disqualified from participating in the Online Game and ALL of that Participant’s online plays including potential winning or winning plays will be forfeited. Limit ten (10) Game Stamp Code entries per Day (FREE Codes do not count in daily play limits), inclusive of all Online Game entry methods.

FREE Codes. A FREE Code allows Online Game Participants to register and collect one property but will not trigger a win and will not be an entry into the Jackpot Sweepstakes. A FREE Code is valid during the Pre-Promotion Period and for the duration of the Online Game. A FREE Code can be used only once per person and/or email address/My Account, and will not count against daily play limits. However, a FREE Code can be used by multiple Participants.

Play With Codes: A Participant will be entitled to one (1) random roll of the virtual dice for every valid Code that is received and recorded by the Game Computer. Upon randomly rolling the virtual dice, the Participant’s Game token will automatically move the corresponding number of spaces on the virtual MONOPOLY Game Board. A Participant can elect to play via “Quick Code Entry” which allows a Participant to enter a valid Code and see the random play result without viewing the virtual MONOPOLY Game Board.

My Account: When you register for the Online Game, a “My Account” will be created for you. The My Account will contain your online play activity record including, but not limited to a statement of: the Codes that you have played; the “Collect & Win” properties you have accumulated; the Prizes for which you are a potential winning Participant; and the Prizes you have won. The preferences you selected when you registered will also be maintained in your My Account. You can access your My Account by clicking on the log-in link on the Official Website landing page and inputting your email address and password. When you view your My Account page, by following the directions, you will be able to change your personal preferences but you will not be able to change your play activity record. While reasonable efforts will be made to record, maintain and keep current the information in your My Account, due to technical or other problems, errors or failures, the information may not always be current and accurate; and the Sponsor accepts no responsibility or liability for any resulting misinformation or delay in displaying information.

Passwords: You are solely responsible for the security of your email address and password. You should take precautions to keep your password private to prevent unauthorized use. Neither the Sponsor nor any other person or entity will be responsible for any losses, damages or consequences you may suffer due to careless or unauthorized use of your password.

5. PRIZES AND PRIZE LIMITATIONS, SEEDING OF PRIZES AND CHANCES OF WINNING (“Odds”).

NOTE: The numbers of Food Prizes described below as available to be won in the Game in Canada are approximate, and the approximate numbers of Food Prizes and approximate Odds of winning Prizes set out below are stated as of the outset of the Game. The number of Prizes available to be won as the Game progresses will diminish and the Odds of winning Prizes may change as Prizes are awarded.

Except where otherwise stated in these Official Rules, potential winning Game Stamps are distributed on a generally random basis across the universe of Game Stamps. It is planned that, during the Game, approximately 542,033,850 total Game Pieces will be distributed throughout the Territory of which approximately 487,722,050 will be distributed in the U.S. Territory, and approximately 54,311,800 will be distributed in Canada only.

A. In-Restaurant Food Prizes.

(i) **Canadian Food Prizes.** The following Food Prizes are the approximate quantities available only in Canada at the outset of the Game. **Cheeseburger:** Approximately 905,200 available to be won; approximate Odds: 1 in 60; approximate retail value (“ARV”): \$1.69 CDN. **Regular Cone:** Approximately 905,200 available to be won; Odds: 1 in 60; ARV: \$1.39 CDN. **Baked Muffin:** Approximately 1,448,300 available to be won; Odds: 1 in 38; ARV: \$1.09 CDN. **Small Fruitopia®:** Approximately 905,200 available to be won; Odds: 1 in 60; ARV: \$1.39 CDN. **Small Barq’s Root Beer®:** Approximately 1,538,800 available to be won; Odds: 1 in 36; ARV: \$1.39 CDN. **Small Fries:** Approximately 1,538,800 available to be won; Odds: 1 in 36; ARV: \$1.39 CDN. **Large Sandwich:** Approximately 452,600 available to be won; Odds: 1 in 120; ARV: \$3.29-\$5.99 CDN. **McGriddles® Sandwich:** Approximately 452,600 available to be won; Odds 1 in 120; ARV: \$2.56 CDN. **Hash Browns:** Approximately 905,200 available to be won; Odds 1 in 60 to fill in; ARV: \$1.19 CDN.

NOTE: The stated ARVs for Food Prizes do not include any applicable taxes, are estimated as of July 21, 2009 and are based upon average price points as of July 21, 2009 at company-owned restaurants in Canada.

B. In-Restaurant “Instant Win” Prizes.

(i) Low-Level “Instant Win” Prizes:

(a) **\$50 Dollar McDonald’s Gift Card.** Five thousand (5,000) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a McDonald’s Gift Card in the amount of fifty dollars (\$50) CDN. The chances of winning are approximately 1 in 109,000.

(ii) High-Level “Instant Win” Prizes:

(a) **2010 Vancouver Prize Pack.** Three (3) Prizes are available to be won only *in Canada* at the outset of the Game. Any Canadian winner will receive a trip for two (2) to the Vancouver 2010 Olympics from February 25, 2010 to March 1, 2010 inclusive. Prize will include round trip, economy class air transportation for winner and one (1) guest on an airline designated by the Sponsor, from the Canadian commercial airport closest to a Winner’s residence to Vancouver, British Columbia, Canada; ground transfers between the Vancouver airport and the Metropolitan Hotel, and between that hotel and each event in a vehicle arranged by the Sponsor; accommodations include four (4) consecutive nights (February 25 – 28, 2009) for two (2) persons in a standard room (double occupancy) at the Metropolitan Hotel, Vancouver, including breakfast each morning at that hotel; two (2) tickets to each of the following Olympic events: Women’s Parallel Giant Slalom Snowboarding on February 26th (10:00 a.m. – 1:45 p.m.); Short Track Speed Skating Men’s 500m, Women’s 1000m, Men’s 5,000m Relay at Pacific Coliseum on February 26th (6 p.m. – 10:15 p.m.); Men’s Parallel Giant Slalom Snowboarding at Cypress Mountain on February 27th (12:15 p.m. – 1:45 p.m.); Men’s Curling – Gold Medal February 27th (3 p.m. – 6 p.m.). Men’s Ice Hockey – Bronze Medal February 27th (7 p.m. – 9:30 p.m.); Men’s Ice Hockey – Gold Medal February 28th (12:15-2:45 p.m.); and Closing Ceremony February 28th (5:30 p.m. – 8 p.m.). This Prize also includes vouchers for: lunch at Cypress Mountain on February 26th and 27th and a Sponsor-arranged dinner on February 27th. The Sponsor reserves the right in its sole discretion to designate all flight particulars and route or routes (as the case may be). The approximate value of each Prize may vary with fare fluctuations and point of departure. Prize includes only those items listed and does not include: additional ground or other transportation not expressly included above, car rental or rentals, personal and miscellaneous expenses of any kind for a Winner and/or his/her Guest, expenses of any kind of personal, medical, health, hospital and trip cancellation insurance, airport or other taxes and fees, gratuities, excess baggage fees, communication charges, meals, beverages (including alcoholic beverages), sightseeing and entrance or admission fees not expressly included in the Prize description above. The ARV of each of these Prizes, using Pearson International Airport in Toronto as an example for point of departure, is \$20,000 CDN; the actual value will vary with the actual point of departure. Any difference between the value of the Prize stated in the example and the actual value of the Prize will not be awarded. See Rule 6C for Prize Claim instructions and Rule 7 for Prize Conditions/Details. Chances of winning are approximately 1 in 18,104,000.

(b) **\$25,000 Dollars.** Four (4) Prizes are available at the outset of the Game on Premium Chicken Sandwiches and Angus Burgers to be won *only in Canada*. Any Canadian winner will receive a cheque in the amount of twenty-five thousand dollars (\$25,000) CDN. Chances of winning are approximately 1 in 809,000.

(c) **\$25,000 Dollars.** Eight (8) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for twenty-five thousand dollars (\$25,000) CDN. Chances of winning are approximately 1 in 67,755,000.

C. In-Restaurant “Collect & Win” Prizes.

(i) Low-Level Prizes:

(a) **Mediterranean Avenue (Stamp #101) & Baltic Avenue (Stamp #102). \$50 dollar McDonald’s Gift Card:** Five hundred (500) Prizes are available to be won *only in Canada* at the outset of the Game. Any Canadian winner will receive a McDonald’s Gift Card for fifty dollars (\$50) CDN. Chances of winning are approximately 1 in 471,000.

(b) **Reading Railroad (Stamp #123), Pennsylvania Railroad (Stamp #124), B & O Railroad (Stamp #125) & Short Line (Stamp #126). \$500 Dollars.** Seven hundred and fifty (750) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for five hundred dollars (\$500) CDN. Odds of winning are approximately 1 in 21,956,000.

(ii) Mid-Level Prizes:

(a) **Oriental Avenue (Stamp #103), Vermont Avenue (Stamp #104) & Connecticut Avenue (Stamp #105). \$1,000 Dollars.** One hundred and twenty-five (125) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for one thousand dollars (\$1,000) CDN. Odds of winning are approximately 1 in 64,603,000.

(b) **St. Charles Place (Stamp #106), States Avenue (Stamp #107) & Virginia Avenue (Stamp #108). \$2,000 Dollars.** Seventy-five (75) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for two thousand dollars (\$2,000) CDN. Odds of winning are approximately 1 in 34,165,000.

(c) St. James Place (Stamp #109), Tennessee Avenue (Stamp #110) & New York Avenue (Stamp #111). \$5,000 Dollars. Ten (10) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for five thousand dollars (\$5,000) CDN. Odds of winning are approximately 1 in 256,235,000.

(iii) High-Level Prizes:

(a) Kentucky Avenue (Stamp #112), Indiana Avenue (Stamp #113) & Illinois Avenue (Stamp #114). \$10,000 Dollars. Six (6) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for ten thousand dollars (\$10,000) CDN. Odds of winning are approximately 1 in 427,058,000.

(b) Atlantic Avenue (Stamp #115), Ventnor Avenue (Stamp #116) & Marvin Gardens (Stamp #117). \$25,000 Dollars. Eight (8) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for twenty-five thousand dollars (\$25,000) CDN. Odds of winning are approximately 1 in 320,293,000.

(c) Pacific Avenue (Stamp #118), North Carolina Avenue (Stamp #119) & Pennsylvania Avenue (Stamp #120). \$50,000 Dollars. Four (4) Prizes are available to be won in the Territory at the outset of the Game. Any Canadian winner will receive a cheque for fifty thousand dollars (\$50,000) CDN. Odds of winning are approximately 1 in 640,586,000.

(d) Park Place (Stamp #121) & Boardwalk (Stamp #122). One Million Dollars (\$1,000,000). One (1) Prize is available to be won in the Territory at the outset of the Game. Any Canadian winner will receive fifty thousand dollars (\$50,000) CDN annually for twenty (20) years without interest. Odds of winning are approximately 1 in 542,034,000.

D. Online Prizes. As noted in Rule 4D, a computer with Internet access and a valid email address is required to participate in the Online Game.

Prizes in the Online Game as described herein *are available to be won in Canada only*, except for the Online Pre-Promotion Sweepstakes Prize, the twenty-eight (28) Prizes available by landing on Chance, and the \$100,000 Jackpot, which are available in Canada and the U.S. The time a successful Code submission is recorded by the Game Computer will determine whether a Participant is a potential winner of a Prize in the Online Game, except for (1) the Online Pre-Promotion Sweepstakes and (2) the \$100,000 Online Jackpot, the potential winner(s) of which will be determined in separate random drawings as described in these Official Rules.

The first person to execute a successful Code submission that is recorded by the Game Computer on or after a randomly designated potential winning time (each a **"Winning Time"**) may see his/her Game token automatically move to a potential winning space on the virtual MONOPOLY Game Board.

Prizes at Free Parking are randomly seeded one (1) in each twelve hours — midnight to noon and noon to midnight—throughout the Game.

Prizes in the Online Game are randomly seeded to be available to be won at designated Winning Times throughout each Day during the Online Game Period based on projected traffic patterns. As a result, more of some Prizes for any given Day are allocated between 12:00:01 p.m. and 7:59:59 p.m. when user activity is expected to be the highest.

The odds of winning any Prize in the Online Game depend on the Winning Time randomly selected for that Prize to be available to be won, and the time any Participant's successful Code submission is recorded by the Game Computer. For Online Prizes, if no successful Code submissions are recorded by the Game Computer at the designated Winning Time, the Prize will remain available until it is potentially awarded; except that if another Winning Time for a higher value Prize occurs before the submission of the next Code, the person who submits a Code will win the "higher" value Prize and the remaining Prize will trigger a potential win upon the entry of the next valid Code (not a FREE Code) that is received and recorded by the Game Computer.

(i) Low-Level Online "Instant Win" Prizes:

(a) Game Board Position – Community Chest. \$100 Dollars. Two hundred and fifty (250) Prizes are available to be won over the course of the Online Game by Participants *only in Canada* whose Game token lands on the "COMMUNITY CHEST" space. A winner will receive a MasterCard Prepaid Card for one hundred dollars (\$100) CDN.

(b) Game Board Position – Free Parking. \$200 Dollars. Two hundred and seventy-five (275) Prizes are available one (1) every twelve (12) hours to be won over the course of the Online Game by Participants *only in Canada* whose Game token lands on the "FREE PARKING" space. A winner will receive a MasterCard Prepaid Card for two hundred dollars (\$200) CDN.

(c) Game Board Position – GO. \$300 Dollars. One hundred and thirty (130) Prizes are available to be won over the course of the Online Game by Participants *only in Canada* whose Game token lands on the "GO" space. A winner will receive a MasterCard Prepaid Card for three hundred dollars (\$300) CDN.

(ii) Low-Level Online "Collect & Win" Prizes:

(a) Mediterranean Avenue & Baltic Avenue. \$50 Dollars. At the outset of the Online Game, fifty-four (54) Prizes are available to be won by Participants *only in Canada*. A winner will receive a MasterCard Prepaid Card in the amount of fifty dollars (\$50) CDN.

(b) Reading Railroad, Pennsylvania Railroad, B & O Railroad & Short Line. \$100 Dollars. At the outset of the Online Game, thirty (30) Prizes are available to be won by Participants *only in Canada*. A winner will receive a MasterCard Prepaid Card in the amount of one hundred dollars (\$100) CDN.

(c) Oriental Avenue, Vermont Avenue & Connecticut Avenue. \$200 Dollars. At the outset of the Online Game, twenty-five (25) Prizes are available to be won by Participants *only in Canada*. A winner will receive a MasterCard Prepaid Card in the amount of two hundred dollars (\$200) CDN.

(d) St. Charles Place, States Avenue & Virginia Avenue. \$250 Dollars. At the outset of the Online Game, twenty (20) Prizes in total are available to be won by Participants *only in Canada*. A winner will receive a MasterCard Prepaid Card in the amount of two hundred fifty dollars (\$250) CDN.

(e) St. James Place, Tennessee Avenue & New York Avenue. \$400 Dollars. At the outset of the Online Game, twenty (20) Prizes in total are available to be won by Participants only in Canada. A winner will receive a MasterCard Prepaid Card in the amount of four hundred dollars (\$400) CDN.

(f) Kentucky Avenue, Indiana Avenue & Illinois Avenue. \$450 Dollars. At the outset of the Online Game, twenty (20) Prizes in total are available to be won by Participants only in Canada. A winner will receive a MasterCard Prepaid Card in the amount of four hundred and fifty dollars (\$450) CDN.

(g) Atlantic Avenue, Ventnor Avenue & Marvin Gardens. \$500 Dollars. At the outset of the Online Game, twenty (20) Prizes in total are available to be won by Participants only in Canada. A winner will receive a MasterCard Prepaid Card in the amount of five hundred dollars (\$500) CDN.

(iii) Mid-Level Online “Collect & Win” Prizes:

(a) Pacific Avenue, North Carolina Avenue & Pennsylvania Avenue. \$5,000 Dollars. At the outset of the Online Game, ten (10) Prizes in total are available to be won by Participants only in Canada. A winner will receive a cheque in the amount of five thousand dollars (\$5,000) CDN.

(iv) High-Level Online “Instant Win” Prizes:

(a) Game Board Position – Chance. \$1,000,000 or \$10,000. Twenty-Eight (28) Prizes are available to be won in the U.S and Canada combined, one per Day, October 6, 2009 to November 2, 2009 (12:00 midnight to 11:59:59 p.m. ET). Subject to the provisions of these Official Rules, each potential winning Participant will be eligible to receive as a Prize the results of a dice random roll that will take place on the following Day. For example, the dice random roll for the Participant who landed on Chance in the Online Game on October 6th will take place on October 7th. The dice random rolls will be conducted by use of a MONOPOLY dice random rolling machine onto a MONOPOLY board, conducted under the supervision of an independent auditor. The value of the potential Prize will be determined by the outcome of the dice random roll. If the dice random roll is two (2) sixes (6&6), provided the Participant on whose behalf the dice random roll is conducted complies with all of the provisions of these Official Rules, that Participant will receive \$1 million, payable \$50,000 a year for twenty (20) years, without interest; but if the dice random roll produces any other result, that Participant will receive a cheque for \$10,000. The dice random roll results can be viewed at PlayatMcD.ca through November 16, 2009. The Odds of landing on Chance are determined by the number of eligible entries received by the Game Computer on any given Day and the Odds of the dice random rolling 6&6 are 1 in 36.

(v) High-Level Online “Collect & Win” Prizes:

(a) Park Place & Boardwalk. \$10,000 Dollars. At the outset of the Online Game, five (5) Prizes are available to be won by Participants only in Canada. The winner will receive a cheque in the amount of ten thousand dollars (\$10,000).

(vi) High-Level Online “Sweepstakes Random Drawing Prize:

(a) Online \$100,000 Jackpot. One (1) Prize is available to be won in the U.S and Canada combined. One potential winning Participant will be selected in a random drawing which will be conducted on approximately November 17, 2009 to potentially receive a cheque for one hundred thousand dollars (\$100,000). The odds of winning depend on the number of eligible entries received for this drawing in accordance with the provisions of these Official Rules.

6. HOW TO REDEEM/CLAIM A PRIZE/DEADLINES.

IMPORTANT: In addition to complying in full with these Official Rules, including the Prize claim instructions set out in this Rule 6, a potential winning Participant first must: (a) correctly answer the Skill-Testing Question without assistance of any kind, whether mechanical, electrical, electronic or other; (b) complete and return to The Redemption Center, in a pre-paid envelope (when provided), the Prize Claim Document; and (c) submit the potential winning “Instant Win” Game Stamp—all of the Game Stamps for a Property Set that comprise a potential Winning Combination or the Game Stamp which contains the Code that triggered the winning message in the Online Game (collectively or individually “**Game Materials**”). In these Official Rules the Prize Claim Document and the Game Materials collectively are called the “**Prize Claim Materials**”.

Note: Using a Code to play the Online Game makes it possible to win three (3) Prizes using the SAME Game Stamp – for example, the SAME Game Stamp could (1) reveal an “Instant Win” Prize or be part of a potential Winning Combination in the In-Store Game, (2) result in an Online “Instant Win” Prize or an Online Winning Combination in the Online Game, and (3) be the randomly selected entry in the \$100,000 Jackpot Sweepstakes drawing. If this occurs, the potential winning Participant must submit the required Prize Claim Materials as detailed in the email instructions at www.iwonatmcd.com (the “**Online Claim Site**”), and via the toll-free number on the Game Stamp, when available. If the Official Rules require the submission of potential winning Game Materials as part of the Prize verification process, submit the original potential winning Game Stamp(s) for the highest-value Prize and submit a photocopy of the potential winning Game Stamp(s) as part of any other Prize Claim Materials together with a handwritten note explaining the original potential winning Game Stamp has been submitted previously for a higher-value Prize and identifying the higher-value Prize and when the claim for that Prize was submitted. For Online Prizes, a potential winning message will appear on the screen and a confirmation email with instructions to start the Prize verification and claim process (which you will need to complete to confirm any potential Online Winning Combination or Online “Instant Win” Prize), will be sent to the email address which is associated with your Registration. Both the message and email include a link or button to “Click Here to Begin Prize Redemption Process”. If you elect not to start the verification and Prize claim process immediately, you can access the Online Claim Site, or a copy of the email can be found in your My Game Play History – that email contains a link to “Click Here to Begin Prize Redemption Process”. Regardless of which method you select to initiate the Prize claim process, you MUST do so by 11:59:59 p.m. on December 15, 2009.

A. Food Prizes. Potential winning “Instant Win” Game Stamps for McDonald’s food items that are Food Prizes in the Game may be redeemed only in-store (not at or through a Drive-Thru) at any participating McDonald’s restaurant in Canada. A Participant should inform a McDonald’s restaurant counter person that he/she wishes to redeem a potential winning “Instant Win” Game Stamp for a Food Prize. The Participant should present the potential winning “Instant Win” Game Stamp for the Food Prize for redemption before the food order is placed. The counter person will provide the Participant with a Restaurant Level Food Prize Redemption Form (a “**Food Redemption Form**”), which contains a Skill-Testing Question. The Participant then should complete the Food Redemption Form legibly, and in full, including his/her signature and correct answer to the Skill-Testing Question (arrived at independently by the Participant without assistance of any kind, whether mechanical, electronic or other), which

is printed on the Food Redemption Form. Then, the Participant should present the following to the counter person for verification and redemption for the applicable Food Prize: his/her completed Food Redemption Form (including his/her correct answer to the Skill-Testing Question) and his/her potential winning "Instant Win" Game Stamp, with his/her initials signed in ink across the face of his/her potential winning "Instant Win" Game Stamp. "Instant Win" Game Stamps for Food Prizes may be redeemed only during the hours the menu item is served and only on a future visit. "Instant Win" Game Stamps for Food Prizes are not valid in combination with any other offer or discount. Only one (1) Food Prize redemption is permitted per Participant per visit. All visits to the same restaurant within a two-hour period are deemed to constitute a single visit. Participating McDonald's restaurants reserve the right to substitute a menu item of equivalent or greater retail value for the Food Prize specified. Some participating McDonald's restaurants may run out of their supply of specially marked packaging containing Game Pieces before the Game officially ends, but they will continue to honour winning Game Stamps for Food Prizes that are redeemed in accordance with these Official Rules. The deadline for claiming a Food Prize is November 23, 2009.

IMPORTANT NOTES: Participants should play the Online Game Code at the Website before redeeming the Game Stamp for a Food Prize because that Game Stamp (including the Code which appears on it) must be surrendered at the time of the Food Prize redemption and will thereafter be deemed invalid. **If you are playing the Online Game and you are a potential winning Participant for a mid- or high-level online Prize, save the Game Stamp that resulted in the completion of a potential Online Winning Combination or an Online "Instant Win" Prize. DO NOT REDEEM IT FOR A FOOD PRIZE BECAUSE YOU WILL BE REQUIRED TO SUBMIT THAT ORIGINAL GAME STAMP TO CLAIM THE MID- OR HIGH-LEVEL PRIZE. IF THAT GAME STAMP WAS A FOOD PRIZE GAME STAMP AND YOU ARE VERIFIED AS A POTENTIAL WINNER OF AN ONLINE PRIZE AND YOU SUBMITTED THAT GAME STAMP TO THE REDEMPTION CENTER IN CONNECTION WITH YOUR ONLINE PRIZE CLAIM, THE AVERAGE RETAIL VALUE OF THE FOOD PRIZE (AS STATED IN THESE RULES) WHICH APPEARS ON THE FOOD PRIZE GAME STAMP WILL BE SENT TO YOU VIA MAIL IN THE FORM OF A MCDONALD'S GIFT CARD.**

B. In-Store – "Instant Win" or "Collect & Win" Prize Claims/Low-, Mid- & High-Level. "Instant Win" Game Stamps, or one of the "Collect & Win" Game Stamps making up the Winning Combination will direct Participants to call a toll-free number. To start the verification and Prize claim process, the Participant may either call the toll-free number printed on the Game Stamp by 11:59:59 p.m. on December 15, 2009, and carefully follow the instructions provided during the telephone call; OR Participants who have reached the age of majority, or a parent/legal guardian of a Minor, can go online to the Online Claim Site by 11:59:59 p.m. on December 15, 2009. The potential winning Participant's (or his/her parent/legal guardian's) full contact information (first and last name, residential address, city/town, Province/Territory, postal code, daytime and evening phone numbers including area codes and confirmation that Participant has reached the age of majority or is the parent/legal guardian of the potential winning Minor) are required for online redemption. **To Claim Online:** Participants will be provided with detailed instructions to complete and mail the completed Prize Claim Document (including the Skill-Testing Question which appears in that document and which the Participant must answer correctly without assistance of any kind, whether mechanical, electronic or other) and Prize Claim Material(s) (any Game Stamps) to The Redemption Center for verification. **To Claim via Toll-Free Number:** Participants claiming a low-level Prize will be given detailed instructions to mail the Prize Claim Materials [the completed Prize Claim Document and any Game Stamp(s)] for verification; Participants who call the toll-free number to claim a mid- or high-level prize will be sent a redemption package (the "**Redemption Package**"). The Redemption Package will contain a Prize Claim Document (with the required Skill-Testing Question to be answered correctly by the Participant without assistance of any kind, whether mechanical, electronic or other), a pre-paid return envelope, and if applicable, a guest release form that must be completed by the potential winning Participant's guest - all to be completed and returned together with the Game Stamp(s) to The Redemption Center. **All of those materials must be received by The Redemption Center no later than December 31, 2009. Receipt after that date will invalidate the Prize claim and cause the Prize to be forfeited.**

C. In-Store – 2010 Vancouver Prize Package Prize Claim/High-Level. If a Participant reveals an "Instant Win" Game Stamp for the 2010 Vancouver Prize Package In-Store Prize, the potential winning Participant can claim the Prize in one of the two following ways: call the toll-free number on the potential winning Game Stamp or go online to the Prize Claim Site by 11:59:59 pm on December 15, 2009 to initiate the Prize claim process. **To Claim Online:** the Participant should provide his/her full contact information (first and last name, residential address, city/town, Province/Territory, postal code, and daytime and evening phone numbers including area codes and confirmation that Participant has reached the age of majority or is the parent/legal guardian of the potential winning Minor) and should complete the Prize Claim Document (including correctly answering — without electronic, mechanical or other assistance — the Skill-Testing Question which appears on that document). The Participant will then be provided with detailed instructions to print and mail the original properly completed Prize Claim Document (which will include the answer which he/she has provided to the Skill-Testing Question) and the properly executed guest release together with the original "Instant Win" Game Stamp to The Redemption Center. **To Claim via Toll-Free Number:** if a potential winning Participant calls the toll-free number, the Sponsor will send to the Participant a Redemption Package that contains the Prize Claim Document (including the Skill-Testing Question to be answered correctly by Participant without assistance of any kind, whether mechanical, electronic or other) and the guest release which the potential winning Participant (and his/her guest) must complete and return along with the original "Instant Win" Game Stamp to The Redemption Center. In addition to the materials just described, to claim this Prize, the potential winning Participant also must enclose in the pre-paid envelope and submit photocopies of all travel documents, (the "**Travel Documents**") which the Sponsor in its sole discretion deems will be necessary to enable the potential winning Participant and his/her guest to complete the travel which forms part of this Prize, including without limitation, copies of photo identification and any other documents (including without limitation a notarized parental consent form for any Minor guest traveling with the potential winning Participant) which the Sponsor requires; all such documents must be valid and must have been issued to the potential winning Participant and his/her guest by the proper governmental or other authorities as indicated upon or in them. The materials just described must be returned to The Redemption Center for receipt by December 31, 2009. **Receipt after that date, by mail or online methods, will invalidate the Prize claim and cause the Prize to be forfeited.**

D. Online Game – "Instant Win" or "Collect & Win" Prize Claims/Low-Level. Upon completing a potential Online Winning Combination or landing on an Online "Instant Win" space as identified in Rule 5D, a potential winning Participant will see a potential winning message appear on the screen, and the potential winning Participant will also receive an email, both of which include instructions to start the verification and Prize claim process. Unless otherwise expressly provided or allowed in these Official Rules, all Prizes in the Online Game must be claimed online at the Prize Claim Site. Both the winning message and Prize email include a link or button to "Click Here to Begin Prize Redemption Process" that will take a potential winning Participant directly to the Prize Claim Site. If the potential winning Participant elects not to start the verification and Prize claim process immediately, he/she can access the Prize Claim Site online, or he/she can find a copy of the email notification in Participant's My Game Play History until 11:59:59 p.m. on December 15, 2009. If the potential winning Participant is a Minor, he/she must have a parent/legal

guardian go Online to the Prize Claim Site to complete the Prize Claim Document (including the Skill-Testing Question which appears in that document and which the Participant must answer correctly without assistance of any kind, whether mechanical, electronic or other).

The deadline for claiming a Prize is 11:59:59 p.m. on December 15, 2009. Receipt after that date will invalidate Prize claim and will cause the Prize to be forfeited. The process of claiming a low-level Online Prize must be completed at the Prize Claim Site.

E. Online Prizes – “Collect & Win” and “Instant Win” Prize Claims including Chance/Mid- & High-Level. Upon completing the collection of an Online Property Set or landing on an Online “Instant Win” identified in Rule 5D as a mid- or high-level Online Prize, a potential winning Participant will see a potential winning message appear on the screen, and the potential winning Participant will also receive an email, both with instructions to start the Prize claim process. All claims for Online Prizes must be commenced online. Both the message and email include a link or button to “Click Here to Begin Prize Redemption Process” that will take the potential winning Participant directly to the Prize Claim Site. If Participant elects not to start the Prize claim process immediately, he/she can access the Prize Claim Site, or a copy of the email notification can be found in Participant’s My Game Play History. Any Participant who is the potential winner of a mid- or high-level Prize will be required to properly complete a Prize Claim Document. The Prize Claim Document will contain the required Skill-Testing Question. The Potential Winner must properly complete the Prize Claim Document (including correctly answering the Skill-Testing Question in that document without assistance of any kind, whether mechanical, electronic or other) and return it with any required Game Material(s) by mail. If a Participant is unable to print the Prize Claim Document, he/she can click on a button to request that a printout of the Prize Claim Document be mailed to him/her at the residential address he/she provided at Registration. He/she should allow ample time for receipt of the Prize Claim Document by mail as well as for submission of the properly completed Prize Claim Document (and any required Game Material) to The Redemption Center. **The deadline for claiming a Prize is 11:59:59 p.m. on December 15, 2009 and the deadline for required Prize Claim Materials to be received at The Redemption Center is 11:59:59 p.m., December 31, 2009. Receipt after that date will invalidate Prize claim and will cause the Prize to be forfeited.**

NOTE: To enable the verification and Prize claim process to proceed in respect to a claim for a mid- or high-level Prize in the Online Game, a Participant must submit the *original* Game Stamp, whose Code resulted in a potential “Instant Win”, or that completed the collection of the final virtual MONOPOLY property that makes up the potential Online Potential Winning Combination.

7. 2010 VANCOUVER PRIZE PACK CONDITIONS/DETAILS. Any potential winning Participant must be available to travel between February 25, 2010 and March 1, 2010. Sponsor reserves the right in its sole discretion to designate all flight particulars and route or routes (as the case may be). The Sponsor is not responsible for any delay, postponement or cancellation, for any reason, of any event(s) forming part of the Prize. A Winner and Guest must travel on the same airplane and itinerary. Departure/return from the city/town of origin in Canada will take place on a date to be determined by Sponsor between February 25, 2010 and March 1, 2010. This travel period cannot be modified under any circumstances and once travel arrangements are booked, no change will be permitted to travel dates or passenger names. A Winner and his/her Guest must possess and provide, at the Winner’s sole cost, proper legal identification to travel by air in Canada, and, if traveling with a Minor, must be in possession of the original notarized parental consent form(s) and the other Travel Documents required to undertake and complete the trip involved with the Prize. A Winner and his/her Guest accept full responsibility for obtaining the documents referred to in this paragraph at his/her sole expense. The Sponsor is not responsible for obtaining, or for the cost of, any insurance. If a potential winning Participant is unable to travel on the stated dates or fails to submit the required Prize Claim Materials including Travel Documents as required by the Sponsor, the Sponsor will have no further obligation to that potential winning Participant in respect to the Game or the Prize to which that Participant may be entitled, and that Prize will be forfeited and will not be awarded in the Game.

Important: The cost of return travel by a Winner of the 2010 Vancouver Prize Pack and his/her Guest between the Winner’s residence and the Canadian International Airport of departure is solely the responsibility of the Winner of that Prize.

By accepting the Prize, each Winner and his/her Guest acknowledge that the Prize is being supplied by, or through, the Sponsor which has the right, in its sole discretion, to substitute a Prize, or any part or parts thereof, of equal or greater value, and acknowledge that the Prize is not subject to the Sponsor’s control. The Sponsor is not responsible for any delay, postponement or cancellation, for any reason, of any event(s), forming part of the Prize. If any part or parts of any event is cancelled or postponed, each Winner agrees to accept the balance of the Prize, and as full satisfaction of the Prize in its entirety and agrees that he/she shall have no claim against the Sponsor or any other person in respect of the cancelled or postponed portion of the Prize. Winner and his/her Guest further agree that neither the Sponsor, the other Promotion Entities, nor the 2010 Vancouver Olympics Committee is liable to them or to their heirs and assigns for death, personal injury, property damage, or any other loss that may occur: (1) due to any act or omission of the supplier of a Prize, or of any part or parts thereof; or (2) by reason of any other event over which the Sponsor and/or 2010 Vancouver Olympics Committee have no control.

8. GENERAL AND PRIZE RESTRICTIONS. PRIZES NOT CLAIMED OR THAT ARE FORFEITED WILL NOT BE AWARDED, except that: (a) if the Pre-Promotion Prize is not claimed or is forfeited, that Prize will be awarded to a randomly selected alternate Participant who complies with all of the applicable provisions of these Official Rules; and (b) if the \$100,000 Online Jackpot Sweepstakes Prize is not claimed or is forfeited, that Prize will be awarded to a randomly selected alternate Participant who complies with all of the applicable provisions of these Official Rules. All ARVs and dollar values in these Official Rules are stated in Canadian Dollars. Monetary Prizes won in Canada will be awarded as a McDonald’s Gift Card, MasterCard Prepaid Card or cheque, as applicable, in Canadian dollars. A Prize is deemed won in the Winner’s country of residence. Residents of Canada will be deemed to reside in Canada for purposes of determining Prize currency. No cash alternative or substitution of any non-monetary Prize will be provided (other than as may be expressly provided in the Prize descriptions), except that Sponsor, in its sole discretion, reserves the right to substitute a Prize of equal or greater value if any non-monetary Prize cannot be awarded as described due to unavailability or for any other reason. Prizes will be delivered only to an address in Canada. Any income or other taxes (including, without limitation, federal, Provincial/ Territorial, and local income taxes) on or connected with any Prize, and the reporting consequences thereof, are solely the responsibility of the Prize winners. If required by law, Sponsor reserves the right to withhold and remit to the appropriate taxing authorities the amount of any taxes due. Any expenses which are applicable to any Prize, and which are not expressly included in the description of that Prize in these Official Rules are the sole responsibility of the Winner of that Prize. If a potential Prize Winner cannot accept a Prize as stated, that Prize will be forfeited in its entirety. If a winner of a Prize is a Minor, the applicable Prize will be awarded in the name of, or to, the Minor Winner’s parent/legal guardian, who must execute all documents and agree to all obligations and undertakings of a potential (or actual) Prize Winner, both on behalf of himself/herself and the Minor, or the Prize will be forfeited in its entirety.

Please note that shipping/courier companies may be unable to deliver to a Post Office Box. As a result, Participants must return their completed

Prize Claim Materials using Canadian Postal Service mail or, if provided, use the pre-paid envelope included with the Prize Claim Document. **The mailing of Prize Claim Materials, or the use of the pre-paid envelope provided in the Redemption Package, does NOT constitute proof of actual delivery of the Prize Claim Materials to The Redemption Center and does NOT constitute proof of actual receipt by The Redemption Center of the Prize Claim Materials. When Participants send Prize Claim Materials by mail, it is strongly recommended that they use registered mail. When Participants send Prize Claim Materials to The Redemption Center, whether by mailing or in the pre-paid envelope provided in the Redemption Package, as the case may be, in accordance with the requirements contained in this paragraph, it is strongly recommended that they obtain insurance for the Prize Claim Materials. Proof of mailing, or if applicable, transmission in the pre-paid envelope provided in the Redemption Package of Prize Claim Materials does not constitute proof of receipt by The Redemption Center of those Prize Claim Materials.** Prior to mailing Prize Claim Materials (or, if applicable, returning Prize Claim Materials using the pre-paid envelope provided), Participants should photocopy for their records all Prize Claim Materials being submitted, including without limitation the signed and completed Prize Claim Document and any potential winning Game Stamp(s). PARTICIPANTS SHOULD NOT SHOW OR GIVE ANY "INSTANT WIN" GAME STAMP, ANY POTENTIAL WINNING COMBINATION OF GAME STAMPS, ANY GAME MATERIALS AND/OR ANY PRIZE CLAIM DOCUMENT TO ANY McDONALD'S EMPLOYEE. McDONALD'S EMPLOYEES CAN ONLY VERIFY AND REDEEM "INSTANT WIN" GAME STAMPS FOR FOOD PRIZES.

9. VERIFICATION. "Instant Win" Game Stamps for Food Prizes are subject to verification at a participating McDonald's restaurant. All other Game Stamps and Prize Claim Documents are subject to verification at The Redemption Center. Game Stamps are null and void and will be rejected if not obtained through authorized, legitimate channels. Legitimate channels do **not** include purchasing Game Stamps online or at live auctions. If any part of any Game Stamp is counterfeited, or if any Game Stamp comes from other games or promotions, or if any part of any Game Stamp is illegible, mutilated, eaten, damaged or tampered with in any way, or if any Game Stamp contains or reflects printing, typographical, mechanical or other errors, the Game Stamp will be rejected and will be deemed void and invalid. Each Participant acknowledges and agrees that the decisions of the Sponsor and The Redemption Center shall be final, binding and conclusive in all matters relating to the Game, including, without limitation, determinations regarding the validity, state or status of Game Stamps submitted for verification. Only Game Stamps with 2009 Game artwork will be accepted for verification. Any person attempting in any way to forge any Game Stamps or to create materials such as screen shots in an apparent attempt to defraud the Sponsor in any way in connection with this Game will be prosecuted to the fullest extent permitted under the law. In the event of a dispute as to the identity of an online Participant, the online entry in question will be deemed submitted by the authorized account holder of the email account from which it was sent. The "authorized account holder" shall be the natural person to whom the applicable email address has been assigned by the Internet access provider, service provider, or other online organization responsible for assigning email addresses for the domain associated with the submitted email address. A potential winning Participant may be requested to provide the Sponsor with proof that the potential winning Participant is the authorized account holder of the email address associated with the winning entry. If a dispute cannot be resolved to the Sponsor's satisfaction, the Code submission and/or Sweepstakes entry will be deemed ineligible. Subject to the provisions of these Official Rules, if any potential Prize Winner (or in the case of a Minor, such Minor's parent or legal guardian) fails or refuses to properly sign and return the Prize Claim Materials by the redemption deadline or if the Prize is declined or if the Prize Claim Document is returned as unclaimed or undeliverable to any potential Prize Winner or if the potential Prize Winner is ineligible or does not correctly answer or fails to answer the skill-testing question, such potential Prize winner will be disqualified, in which case he/she will forfeit his/her Prize and will have no further claim against the Sponsor or any other person in respect to the Prize or the Game. If the Sponsor so elects, a potential Prize Winner may be required to submit to, and by playing the Game agrees to fully cooperate in, a confidential background check to confirm eligibility and to help ensure that the use of any such person in advertising or publicity for the Game will not bring the Sponsor into public disrepute, contempt, scandal or ridicule, or reflect unfavourably on the Game or the Sponsor as determined by the Sponsor in its sole discretion. If a Prize Winner makes any false statement in any document related to the Game, the Winner will be required to promptly return to the Sponsor upon demand the Prize(s) or, at the Sponsor's option, the cash equivalent of the Prize(s) based on the ARV as stated in these Official Rules.

10. TRANSFERS. A potential winning Participant of a Mid- or High-Level Prize may not transfer the Prize or the related potential winning "Instant Win" Game Stamp, or Winning Combination, as the case may be, unless authorized in writing by The Redemption Center before the transfer is made. Such authorization may be granted or withheld in the Sponsor's sole discretion. Any Participant must make any request for such authorization in writing and must sign and return the request to The Redemption Center in the Pre-paid envelope provided to the Participant by The Redemption Center for the return to The Redemption Center of the Prize Claim Materials.

11. GENERAL RELEASE AND CONDITIONS OF PARTICIPATION. Participants assume all risk of loss, damage, destruction, delay and misdirection of Prize Claim Materials and are advised to obtain insurance. The Sponsor is not responsible for colour discrepancies in or in relation to any Game Stamp(s). The Sponsor is not responsible for illegible, misdirected, late, lost, damaged, stolen, or any postage-due submissions of Prize Claim Materials (or for any submissions which are sent on a 'collect' basis), which may be judged void; for any damage to a Participant's computer system or wireless device which is occasioned by accessing the Official Website, by participating in the Online Game, or by redeeming or attempting to redeem an Online Prize; for lost, interrupted, inaccessible, incompatible or unavailable networks, servers, satellites, Internet Service Providers, wireless carriers, web sites (including the Official Website), or other connection; for availability or accessibility problems arising in connection with or over the course of the Game; for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions, or hardware or software malfunctions, failures or difficulties; for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error(s) in any materials connected to the Game including, without limitation, in any Game Stamps, Game Pieces, Codes, Prize Claim Document, the offering or announcement of any Prize or in any Prize notification or email or letter; for any errors of any kind, whether human, mechanical, clerical, electronic, or technical in nature; or, for the incorrect or inaccurate capture of information, or the failure to capture any information. Proof of mailing or of transmission or of attempted transmission of Game Materials and/or Prize Claim Documents does not constitute proof of delivery of the Game Materials/Prize Claim Documents. Game Materials and Prize Claim Materials submitted become the property of the Sponsor and will not be returned. By participating in the Game and redeeming a Prize, each Prize Winner (or, if applicable, each Minor Winner's parent or legal guardian) hereby releases and agrees to hold the Game Entities and every director, officer, employee, agent or franchise owner of any one or more of the Game Entities and the Game Entities' respective divisions, parents, subsidiaries or affiliated companies, advertising and promotion agencies, representatives, service agencies, or independent contractors harmless from and against any and all costs, injuries, losses or damages of any kind, including, without limitation, death, bodily injury, and property or other damage or loss, due in whole or in part, directly or indirectly, to participation in the Game or in any Game-related activity, or participation in any Prize-related activity or activities, or due in whole or part to the receipt, use or misuse of any Prize. Participants waive the right to assert as a cost of winning any Prize, any and all costs of verification and redemption or travel to redeem said Prize and any liability and publicity which might arise from redeeming or seeking to redeem

said Prize. By submitting Prize Claim Materials, except where legally prohibited, each verified Winner (or each Minor Winner's parent or legal guardian) hereby agrees and grants the Game Entities the right, but not the obligation, to use his/her name, voice, and likeness, along with his/her address (city/town and Province/Territory) and any statements made by or attributed to such Winner in any and all media (including the Internet), now known or hereafter devised, in perpetuity and throughout the universe for advertising and promotional purposes in connection with the Game and other promotions without further notice, review, approval or compensation, and releases the Game Entities and all directors, officers, employees, agents and franchise owners of one or more of the Game Entities and the Game Entities' respective divisions, parents, subsidiaries or affiliated companies, advertising and promotion agencies, representatives, service agencies, or independent contractors from any liability with respect thereto.

12. MISCELLANEOUS.

- A. Disqualification.** It is each Participant's responsibility to ensure that he/she has complied in full with all of the conditions and requirements contained in these Official Rules. The Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or with the operation of the Game, to be acting in violation of these Official Rules, or to be acting in an unsportsmanlike or disruptive manner, or with the apparent intent to disrupt or undermine the legitimate operation of the Game, or to annoy, abuse, threaten or harass any other person. The Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.
- B. Force Majeure/Printing and Production Errors.** Subject to any governmental approval which may be required, the Sponsor reserves the right, without prior notice and at any time, to terminate the Game, in whole or in part, or modify, suspend or extend the Game in any way, if it determines, in its sole discretion, that the Game is impaired or corrupted or that fraud or technical problems, failures or malfunctions (including, without limitation, computer viruses, glitches, or printing or production errors) have destroyed or severely undermined the proper play, integrity, and/or feasibility of the Game. In the event the Sponsor is impeded or prevented from continuing with the Game as planned or intended by any event beyond its control, including, but not limited to fire, flood, natural or manmade epidemic or health hazard or crisis, earthquake, explosion, labour dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared), any federal, Provincial, or local government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsor's control, then subject to any governmental approval which may be required, the Sponsor shall have the right to modify, suspend, extend or terminate the Game. Subject to the provisions of these Official Rules, only the type and quantity of Prizes described in these Official Rules will be awarded in the Game. If, due to printing or production errors or for any other reason whatever, the number of potential Prize Winners coming forward seeking to claim Prizes exceeds the number of each type of Prize as set out in these Official Rules, the Prize Winners, or remaining Prize Winners, as the case may be, of the number of Prizes described in these Official Rules as being available in the Prize category in question, in the sole discretion of Sponsor, may be selected in a random drawing from among all persons making purportedly valid claims for such Prize(s). Inclusion in such drawing shall be each Participant's sole and exclusive remedy under such circumstances.
- C. Invalidity.** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for ease of reference, and shall not be deemed or considered to affect in any manner the meaning or intent of these Official Rules or any provision hereof. These Official Rules cannot be modified or amended in any way except in writing by a duly authorized representative of the Sponsor. Subject to the provisions of these Official Rules, employees of the Sponsor, or of any of its franchisees, are not authorized to modify, amend or waive these Official Rules.
- D. Governing Law.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations as between one or more Participants and the Sponsor in connection with the Game shall be governed by and construed and interpreted in accordance with the internal laws of the Province of Ontario, Canada, including the procedural provisions of those laws, 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 Participants, the Sponsor, and all other parties hereby attorn to the jurisdiction of the courts of that Province, sitting in the City of Toronto, Ontario, in respect of the determination of any matter or dispute arising under or in respect of the Game or these Official Rules and agree that any such determination shall be brought solely and exclusively before such courts in the Province of Ontario.
- E. Language Discrepancy.** In the event there is a discrepancy or inconsistency between the English language version and the French language version of these Official Rules or of any Game Materials or Prize Claim Documents, the English version shall prevail, govern and control. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Game Materials or Prize Claim Documents or advertising or other publicity or materials concerning the Game and the provisions contained in these Official Rules, the provisions in these Official Rules shall prevail, govern and control.
- F. Quebec Residents.** RESIDENTS OF THE PROVINCE OF QUEBEC MAY SUBMIT ANY LITIGATION RESPECTING THE CONDUCT OF THIS PUBLICITY CONTEST TO THE RÉGIE DES ALCOOLS, DES COURSES ET DES JEUX 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.
- G. Official Rules.** These Official Rules will be available at participating McDonald's restaurants and online at www.mcdonalds.ca and at www.PlayatMcD.ca until December 31, 2009. To receive a copy of the Official Rules, mail a postage-paid, self-addressed stamped envelope to McDonald's Redemption Center: McDonald's 2009 MONOPOLY Game - Rules Request, P.O. Box 361, Station E, Toronto, Ontario, Canada, M6H 4E3. All requests must be received by December 31, 2009. Limit one (1) request per outer envelope.

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