1. **CONTEST PERIOD:** The Alaska Airlines Mastercard Credit Card NYC Contest ("Contest") begins at 9:00 a.m. Eastern Time ("ET") on August 15, 2017 and ends at 11:59 p.m. ET on October 15, 2017 (the "Contest Period"). The sponsor of this Contest is The Toronto-Dominion Bank operating a division as MBNA® ("MBNA" or "Sponsor").

2. **ELIGIBILITY:** The Contest is only open to Alaska Airlines World Elite® Mastercard, Alaska Airlines Platinum Plus® Mastercard, and Alaska Airlines® Preferred Mastercard® primary cardholders who are legal residents of Canada (excluding Quebec) who are the age of majority in their province/territory of residence at the time of entry. Employees, agents and representatives of the Sponsor, Mastercard International Incorporated, Alaska Airlines, each of their respective subsidiaries and affiliates and each of their respective advertising and promotion agencies or their subsidiaries and affiliates (collectively, the “Contest Parties”), are not eligible to win, nor is any person with whom any such employee, agent or representative is domiciled. Void where prohibited.

3. **HOW TO PARTICIPATE:**
   To enter, Entrants will receive one (1) entry into the Contest for each Qualifying Transaction performed on the Account by the Contest End Date.

   “Entrant” means (i) in respect of the method of entries described in this Paragraph 3, the primary cardholders of the Alaska Airlines World Elite® Mastercard, Alaska Airlines Platinum Plus® Mastercard, or Alaska Airlines® Preferred Mastercard® account (the “Account”) associated with the Qualifying Transaction (defined below) and (ii) in respect of the Alternate Means of Contest Entry described in Paragraph 4 below, the person whose name is printed on the entry.

   “Qualifying Transaction” means any one (1) transaction type made by an Entrant and which is posted to the Account, by the Contest End Date. Transaction types in respect of the Account include purchase transactions, cash advances, balance transfers and access cheques. For greater certainty, fees, interest, finance charges, refunds, rebates or other similar credits and corrections/adjustments to the Account posted by the end of the Contest Period are not Qualifying Transactions.

   **Opt-Out:** If, at any time, applicants do not wish to be entered into the Contest, they must indicate their preference to opt-out by contacting MBNA by (I) telephone at 1-888-876-6262 (toll-free 24-hour service) or (II) mail at MBNA Alaska Airlines Mastercard NYC Contest, 23 Prince Andrew Place, Toronto, Ontario, M3C 2H2.

4. **NO PURCHASE NECESSARY. ALTERNATE MEANS OF CONTEST ENTRY:** To enter the Contest without performing a Qualifying Transaction (see section 3 above), an Entrant must legibly hand-print: the date, their first and last name, complete mailing address, daytime telephone number.
number, and the last four digits of their eligible Alaska Airlines Mastercard credit card Account number on a piece of paper and mail it to:

"MBNA Alaska Airlines Mastercard NYC Contest"
c/o Armstrong Partnership 23 Prince Andrew Place
Toronto, Ontario, M3C 2H2

All entries become the property of the Sponsor and will not be acknowledged or returned. Entries into the Contest by the Alternate Means of Contest Entry cannot also have any Qualifying Transaction Entries. Alternate Means of Contest Entries must be postmarked on or prior to the Contest End Date, and must be received on or prior to October 15, 2017. MBNA will not be responsible for late, lost, invalid, illegible, delayed incomplete, stolen, misdirected, or postage due to entries. By using this Alternate Means of Contest Entry, you are providing your permission for us to enter you in the Contest and to communicate with you via telephone, email in writing or by email.

Entries to the Contest by this method are limited to one (1) per Entrant per day during the Contest. Each Entry must be submitted as a single Entry. **NOTE: Entry into the Contest may be by either method of entry outlined in Paragraph 3 or 4, but not both. If both methods of entry are submitted, both entries will be disqualified.**

5. **PRIZES:** There is one (1) Grand Prize available to be won, consisting of one (1) trip for the Grand Prize winner plus one (1) guest to New York, NY, USA (the “Grand Prize”). Grand Prize includes: (i) roundtrip economy airfare; (ii) three (3) nights of luxury hotel accommodation; (iii) Welcome Reception at the hotel; (iv) daily breakfasts at hotel; (v) private shopping trip with a personal stylist, the cost of the stylist will be covered; (v) two (2) dinners for two at a location selected at the sole discretion of the Sponsor (2); (vi) VIP seats to a holiday show as determined by the Sponsor; (vii) Guided Tour of NYC; (viii) ground transportation between the destination airport and hotel; and (ix) a $2,000 USD Prepaid Mastercard credit card. The hotel accommodations will be selected at the sole discretion of the Sponsor. Total approximate retail value of the Grand Prize is $18,500 USD. Actual value of the Grand Prize depends upon point of departure and airfare and hotel rate fluctuations. Grand Prize winner is not entitled to any differences between stated approximate retail value and the actual value.

**Grand Prize trip must occur December 5 - 8, 2017.** All expenses not specifically included above are the sole responsibility of the Grand Prize winner and/or his/her guest, including, but not limited to the following costs: additional meals, fees, gratuities, health or other insurance and items of a personal nature, any item purchased as part of the personal shopping trip (NOTE: winner will be required to present a valid major credit card in winner’s name at the time of hotel check-in to cover any incidental expenses). Grand Prize winner and his/her guest are responsible for obtaining valid government identification, documents and/or other travel documents required for the trip. The Sponsor and/or its designated agent will not replace any lost or stolen tickets, vouchers, gift certificates, or any other prize components once they are in the winner’s possession. The Grand Prize winner and/or his/her guest may not be permitted into any licensed area unless they can show valid identification to verify proof of legal drinking age.
according to the applicable laws in New York, NY, USA. The Sponsor does not condone and will not be held responsible for any illegal purchase or consumption of alcohol.

Without limiting the generality of the foregoing, the following general conditions apply to the Grand Prize: (i) Grand Prize must be accepted as awarded, is not transferable, assignable or convertible to cash, and there can be no substitutions (except as may otherwise be specifically permitted by Sponsor in its sole and absolute discretion); (ii) Grand Prize winner and his/her travel companion must travel on same itinerary in both directions; (iii) if the Grand Prize winner (and/or his/her guest) does not utilize any part(s) of the Grand Prize trip, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; (iv) Sponsor reserves the right at any time to: (a) place reasonable restrictions on the availability or use of the Grand Prize or any component thereof; and (b) substitute the Grand Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, a cash award; (v) all travel arrangements relating to the Grand Prize must be made through the Sponsor’s designated agent; (vi) by accepting the Grand Prize, the Grand Prize winner agrees to waive all recourse against the Sponsor if the Grand Prize or a component thereof does not prove satisfactory, either in whole or in part; (vii) Grand Prize winner’s guest must be the age of majority in their jurisdiction of residence and must sign and return the Sponsor’s release (by the date indicated on the release form) indicating that they waive all recourse against the Released Parties relating to their participation in the Grand Prize (including, without limitation, any travel related thereto); and (viii) Grand Prize winner and his/her travel companion must not have any barrier to enter the destination country or re-enter into Canada.

6. **DRAW DATE:** One (1) random draw ("Draw") for the Prize will be held at Armstrong Partnership located at 23 Prince Andrew Place in Toronto, Ontario on October 27, 2017 at 1:00 p.m. Eastern Time. The odds of winning depend on the number of eligible entries.

7. **PRIZE AWARDING:** If you are a selected Entrant in the Draw, you will be provided specific instructions on what you are required to do in order to claim your Prize. The Prize will be awarded only upon verification and final approval by MBNA. The Prize must be accepted as awarded and no substitution, transfer, conversion or assignment of Prize will be allowed. No correspondence will be entered into with Entrants except with the selected Entrants.

The Sponsor or its designated representative will make three (3) attempts to contact the selected Entrant by telephone or email within 48 hours of the applicable Draw Date. If the selected Entrant cannot be contacted within the allotted time, MBNA reserves the right to void that entry and select another eligible Entrant for the Prizes. If the second selected Entrant cannot be contacted within the allotted time, the Prize will not be awarded. Prior to being declared the winner of the Grand Prize, the selected Entrant will be required to: (i) correctly answer a time-limited, mathematical, skill-testing question (without electronic, mechanical or other assistance) administered by phone or mail at a prearranged mutually convenient time; and (ii) sign and return within 48 hours of notification the Sponsor’s Declaration and Release Form, which (among other things): (i) confirms compliance with these Official Rules; (ii) acknowledges acceptance of the Grand Prize as awarded; and (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “Released Parties”) from any and all liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the Grand
Prize or any portion thereof. If a selected Entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the applicable prize and Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant from among the remaining eligible entries for the applicable Promotional Period. Prizes will be forfeited if they cannot be awarded in accordance with these Official Rules. Mastercard International Incorporated and its affiliates are not the sponsors or administrators of this Contest and shall have no liability whatsoever with respect to this Contest.

8. CONTEST GENERAL RULES: By entering the Contest, Entrants agree to abide by these Contest Rules and the decisions of MBNA, which are final. All Entrants release and forever discharge the Released Parties, their advertising and promotional agencies, and their respective affiliated companies, supplier and all of their respective officers, directors, employees and agents from all claims, demands, damages, actions and causes of action arising or to arise by reason of his/her participation in the Contest and/or the administration of the Contest, including, without limitation, the selection and awarding of the Prizes. MBNA will not be responsible for late, lost, invalid, illegible, delayed, incomplete, stolen, or misdirected entries/prize claims. All entries/prize claims become the property of MBNA, and will not be returned. MBNA shall in no way bear any liability whatsoever regarding any of the Prizes. In no event shall MBNA be liable for any special, incidental, consequential, indirect or punitive damages arising out of or in connection with this Contest and/or the Prizes, however arising, including negligence. The Sponsor, at its sole discretion, reserves the right to cancel, amend or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason. This Contest is in no way sponsored, endorsed, administered by or associated with Facebook and/or Twitter. Each of Facebook and Twitter are completely released of all liability by each Entrant in this Contest. Any questions, comments or complaints regarding the Contest should be directed to MBNA, not Facebook and/or Twitter.

9. DISQUALIFICATION: MBNA is not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic. Persons found tampering with or abusing any aspect of this Contest, as determined by MBNA, will be disqualified. In the event any portion of this Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of MBNA, which, in the sole opinion of MBNA, corrupts, or impairs the administration, security, fairness or proper entry into the Contest, MBNA reserves the right, at its sole discretion, to suspend or terminate this Contest. Any Entrant found tampering with or undermining the Contest will be disqualified.
10. **APPLICABLE LAWS**: This Contest is subject to all applicable federal, provincial and municipal laws in Canada. *Except where prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the Entrant and the 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.*

11. **PRIVACY**: By entering this Contest, you consent to the collection, use and sharing of information about you by MBNA for the purpose of administering this Contest in accordance with the MBNA Privacy and Personal Information Protection Notice at www.mbna.ca/privacy. MBNA may share your information with third parties that assist us with administering the Contest.

The Toronto-Dominion Bank is the issuer of the Alaska Airlines World Elite Mastercard, Alaska Airlines Platinum Plus Mastercard, and Alaska Airlines Preferred Mastercard credit cards. MBNA is a division of The Toronto-Dominion Bank.

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