



'WIN THE WINDOW' Contest OFFICIAL CONTEST RULES

Official contest entry online form and contest rules are available at
www.charmdiamonds.com

1. **CONTEST:** Enter the Win the Window contest by filling out a contest ballot at a Charm Diamond Centres store location or entering the contest via the Charm website at charmdiamondcentres.com/contests.cfm by providing entrant name and contact information.
2. No purchase is necessary.
3. This Contest is open to all residents of Canada who have reached the age of majority in their respective jurisdictions. All in-store entries must be filled out on the designated contest ballots. All online entrants must have existing internet access and a valid email account/address. In-store ballots and online entries must be received between November 7, 2011 at 12:01am Atlantic Time and Thursday, December 15th, 2011 at 1:00 pm Atlantic Time.
4. Prize to be accepted as awarded. No substitutes, exchanges and/or returns. There will be one (1) prize available to be won. The contest prize consists of one (1) prize of a \$2,500 CAD Charm Gift Card.
5. On Friday, January 6th, 2012 a draw will be made from among all eligible entries received by 1:00 pm (Atlantic Time) Thursday, December 15th, 2011.
6. The random draw from all entries received by the dates and times indicated above will be conducted by Contest Judge, Charm Diamond Centres at its offices at 140 Portland Street, Dartmouth, Nova Scotia to determine the potential winner. All eligible entries received are subject to a random draw to select the potential winner. Immediately after the draw, Charm Diamond Centres will contact the potential winner by return email at the account/address used to enter the contest which must still be valid. The potential winner will have up to 7 days after being contacted by email to contact Charm Diamond Centres by email using the email address provided (or telephone). If the potential winner, who otherwise complies with all the requirements of the rules, is to be declared winner, he or she will be required to correctly answer a mathematical skill-testing question without the aid of any mechanical electronic or similar device. Upon answering the question correctly, Charm Diamond Centres will make

arrangements for awarding the prize pack. Should the potential winner not reply to Charm Diamond Centres by email (or telephone) by the end of the Contact Deadline, or potential winner does not otherwise comply with the contest requirements, that potential winner will be deemed to have forfeited any rights to his or her prize and Charm Diamond Centres will have the right to select an alternate potential winner from among the remaining eligible entries and contact such persons in the manner provided above except that the alternate potential winner will be given a new Contact Deadline which will expire 7 days after the contact is made. Before being declared a winner, a selected entry must be verified by the Contest Judge, Charm Diamond Centres. Winner agrees to accept his or her prize as awarded, and the prize is not transferable or convertible to cash or credit. The winner will have until Friday, January 13th, 2011 to claim their prize.

7. Chances of winning depends on the total number of eligible entries received. Charm Diamond Centres assume no responsibility for late, illegible, delayed, incomplete, or misdirected entry forms, or human error, or technical malfunctions, including and not limited to inability to access the website, lost, delayed or incorrect data transmission, interruption or failure, or other electronic malfunctions, computer or telephone hardware or software failures, malfunctions or garbled transmissions. Charm Diamond Centres and its affiliates are not responsible for any problems or technical malfunction or any telephone lines, computer online systems, servers, or providers, computer equipment, software, or injury or damage to entrant's or any other person's computer related to or resulting from participation in the contest or downloading of any materials in relation to the contest. Any attempt by the entrant to deliberately damage any website or undermine the legitimate operation of the contest will result in disqualification. Any such action may be in violation of civil and criminal laws and Charm Diamond Centres reserves the right to seek damages from any such person to the fullest extent permitted by law. None of Charm Diamond Centres nor their affiliates, or advertising or promotional agencies or agents, officers, directors, managers, employees and representatives shall be responsible in any way for the use of or bear any liability whatsoever in any way attributable to an entrant's participation in this contest or the prizes awarded in this contest, including the liability for any injury, loss or damages of any kind to persons, including death, and property. Prior to delivery of his or her prize, and in any event not later than 7 days after the draw date, the potential winner will be required to sign and return a form satisfactory to Charm Diamond Centres confirming compliance with the contest rules and acceptance of the prize; permitting Charm Diamond Centres to announce a winner. In the event that the potential winner fails to sign such form, he or she will be deemed to have forfeited the prize, and an alternative potential winner will be selected.

8. Employees, officers, managers, directors, representatives, and agents of Charm Diamond Centres and affiliated companies and their respective promotional agents and contest judges as well as those with whom such persons are domiciled, are not eligible. By entering, each entrant agrees to abide by the contest rules and to the decision of Charm Diamond Centres which are final and binding in all respects. All entries become the property of Charm Diamond Centres
9. Charm Diamond Centres reserves the right in its absolute discretion to modify or withdraw this contest at any time, in whole or in part, without prior notification, for any reason.
10. For information on prize winners, send a self-addressed, stamped envelope to Charm Diamond Centres, 140 Portland Street, Dartmouth, Nova Scotia, B2Y 1J1. All requests must be received by January 16th, 2012.