

China Southern Airlines 'Picture Your Selfie' Photo Sweepstakes

OFFICIAL CONTEST ENTRY RULES

NO PURCHASE NECESSARY

Sweepstakes Period

1. The Picture Your Selfie Sweepstakes (the "Sweepstakes") starts at 11:00:00 a.m. on Wednesday February 19th, 2014 and ends at 11:59:59 p.m. on Thursday, February 27th, 2014 (the duration of which is the "Sweepstakes Period"). All times listed herein are in Pacific Standard Time ("PST").

Sweepstakes Days

2. Except where indicated by the Sponsors, each "Sweepstakes Day" begins at 9:00:00 a.m. and ends at 11:59:59 p.m. of the same day. The Sweepstakes Period comprises of five (5) Sweepstakes Days: Wednesday February 19, 2014 is Day One; Friday February 21, 2014 is Day Two; Sunday February 23, 2014 is Day Three; Tuesday February 25, 2014 is Day Four; Thursday February 27, 2014 is Day Five.

Eligibility

3. The Sweepstakes is open to all legal residents of Canada, excluding Quebec, who have reached the age of majority in their province or territory of residence at the Sweepstakes Start Date (the "Entrant").
4. The Sweepstakes is not open to employees of YVR Vancouver Airport Authority or China Southern Airlines Company Limited its parent and/or affiliated companies (collectively the "Sponsors"), representatives, dealers and agents of the Sponsors, Sweepstakes suppliers and judges, those with whom they are domiciled and members of their immediate families regardless of where they reside. For these rules, "immediate family" means mother, father, sister, brother, son, daughter and spouse.

Contest Entry Rules

5. To participate in the Sweepstakes, Entrants must have a valid Twitter, Instagram or email account. To register a valid Twitter or Instagram account, visit www.twitter.com or www.instagram.com, respectively, and follow the instructions. There are no fees associated with the creation of either of these accounts.
6. On each Sweepstakes Day, at approximately 7:00:00 a.m., the YVR Twitter account (@yvrairport) and Facebook account (www.facebook.com/VancouverInternationalAirport) will post instructions on where Entrants can locate the China Southern Airlines pop-up check-in counter (the "Counter").

Entrants will need to take a picture of themselves at the Counter and post the photo using the hashtag #CZselfie (#CZselfie) and YVR Twitter or Instagram handle (@yvrairport). For Entrants who do not have a Twitter or Instagram Account, but have a valid e-mail address, they may e-mail their photo to CZselfie@yvr.ca to enter the Sweepstakes.

7. Each valid entry (defined here, Rule 8) only receives one (1) entry into the Sweepstakes per Sweepstakes day (defined here, Rule 2). Maximum one (1) entry per day, per person, per Twitter, Instagram or email account.
8. An Entrant must warrant that his/her entry meets the Contest Entry Rules. The Sponsors reserve the right to deem ineligible and exclude from the Sweepstakes any entry that the Sponsors, in their sole and absolute discretion, determine does not meet the Contest Entry Rules.
9. To be considered valid, an entry must:
 - a. be submitted via valid Twitter, Instagram, or email account;
 - b. be submitted by 11:59:59 p.m. (the “**Daily Deadline**”) on that Sweepstakes Day;
 - c. contain an identifiable image of the Entrant at the Counter from that Sweepstakes Day;
 - d. include the designated hashtag #CZselfie and the YVR Twitter and Instagram handle @yvrairport. For example, a valid entry may be: #CZselfie (image attached) @yvrairport;
 - e. be an original creation and be a photograph taken solely by the Entrant. Reproducing, modifying, enhancing or altering a third party's pre-existing work does not qualify as your original creation;
 - f. not violate the rights of any third party, including, but not limited to copyright. For example, an Entrant's photo entry must not defame, infringe or violate publicity or privacy rights of any person, living or deceased, or otherwise infringe upon any person's, entity's or organization's personal or proprietary rights, including but not limited to, intellectual property rights;
 - g. not have been published previously, used commercially, submitted to another competition or Sweepstakes, or won any other award;
 - h. not contain any commercial content that promotes any product or service other than the Sponsors;
 - i. not contain any indecent, lewd, explicit or offensive content, as determined by the Sponsors, and be in general “good taste” and in keeping with the Sponsors' brand images;
 - j. not be false, inaccurate or misleading;
 - k. not violate any law or regulation;
 - l. not be libelous, threatening or harassing;
 - m. not instigate others to commit illegal activities or violate human rights; and
 - n. not contain any viruses, worms, or other interfering computer programming.
10. An Entrant's right to submit an entry must not be restricted in any way. An Entrant must be able to provide legal releases for use of their entry by the Sponsors in any format, and materials related to the Sweepstakes, including in relation to any third party's name, likenesses or work ("Third Party Elements") included in any entry.

11. The Sponsors' right to use photo entry: Entrants acknowledge that their entry will immediately appear in both their and YVR's Twitter and/or Instagram feed after it is posted and may appear in other electronic and print materials related to the Sweepstakes, including YVR or China Southern Airlines promotional materials. By posting content using the designated Sweepstakes #CZselfie hashtag and @yvrairport username, Entrants irrevocably, perpetually, and without limitation, grant the Sponsors the right to use, publish, adapt, sub-license, edit, dispose of, and/or modify such photo entry and the concepts and Third Party Elements embodied therein in any way, in commerce, and in any and all media worldwide in electronic and print materials related to the Sweepstakes, and waive all rights, including moral rights, in the entry, without notice or compensation, and agree that Entrants may be required to sign a release to that effect.

12. Any attempt or suspected attempt to use robotic, automatic, programmed, or otherwise, illicit means to enter the Sweepstakes, or any other methods not authorized by these Official Rules, for example, but not limited to, creating multiple Twitter or Instagram accounts, shall be deemed as tampering and may lead to the disqualification from entry, participation, and/or Contest Prize (defined herein, Rule 16), and preclude Entrants from participating in future Sweepstakes and promotions, at the sole discretion of the Sponsors. Entries that are late, lost, stolen, illegible, contain false information, are damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of the conditions outlined in these Contest Entry Rules will be judged void. All entries become the property of the Sponsors upon receipt and none will be returned.

Contest Finalists and Contest Winner Selection

13. Contest Finalists and the Contest Winner will be selected according to random draws.

14. One (1) Contest Finalist will be randomly selected from the pool of valid entries each Sweepstakes Day (the "**Daily Random Draw**"). Therefore, at the completion of the Sweepstakes Period, there will be five (5) Contest Finalists. The Daily Random Draw will:
 - a. take place within one (1) business day after the completion of a Sweepstakes Day. For example, a Daily Random Draw for Sweepstakes Day One, Wednesday, February 19th, 2014, may be conducted at 5:00:00 p.m. on Thursday, February 20th, 2014;
 - b. only be conducted from among valid entries that comply with the Contest Entry Rules and are submitted by the Daily Deadline; be conducted by Sweepstakes Judges.

15. Upon the completion of the Sweepstakes Period (Thursday, February 27th, 2014), a Contest Winner will be randomly selected from the pool of five (5) Contest Finalists (the "**Final Random Draw**"). The Final Random Draw will:
 - a. take place within three (3) business days after the close of the final Sweepstakes Period (Thursday, February 27th, 2014);
 - b. be conducted by Sweepstakes Judges;
 - c. select the Contest Winner, who will be eligible to win two (2) first class round trip tickets from YVR to Guangzhou (airport code: CAN) on a Boeing 787 Dreamliner on dates to be approved by the Sponsors (the "**Contest Prize**"), provided that the Contest Winner complies with the Contest

Finalist and Contest Winner Announcement and Verification rules as outlined below. The Contest Prize includes round trip airfare from YVR to CAN only – no other routings are permitted.

Contest Prize Rules

16. The Contest Prize, as defined in Rule 15 subsection c, is governed by the following:
- a. The Contest Winner will be asked to sign a statement that identifies the names and ID numbers (passport or permanent resident card) of the individuals who will be claiming the Contest Prize. To claim the Contest Prize, the signed statement must be brought to a local China Southern Airlines office, which will be responsible for issuing the tickets;
 - b. The Contest Winner must correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical, skill testing question to be administered by telephone at a pre-arranged, mutually convenient time;
 - c. Once the Contest Winner has submitted the signed statement identifying the individuals who will be claiming the Contest Prize, the changing, transferring and/or upgrading of the tickets is not permitted;
 - d. The Contest Winner will need to submit the signed statement by March 5th, 2014 (the “**Contest Prize Deadline**”) to China Southern Airlines Picture Your Selfie Sweepstakes c/o Edelman, 1400-1500 West Georgia St., Vancouver, B.C., Canada, V6G 2Z6, or by fax to +1 604 687 4304, or by email to CZselfie@yvr.ca. If the Contest Winner fails to do so, China Southern Airlines reserves the right to revoke and select a new recipient of Contest Prize. The Sponsors shall have no further liability if a Contest Winner fails to submit documentation required under these Content Entry Rules;
 - e. The Contest Prize shall be valid for a year from the Contest Prize Deadline, i.e. until 11:59:59 p.m., March 2nd, 2015. However, once the Contest Winner elects to redeem the Contest Prize, the awarded tickets can only be scheduled for the six months in advance, i.e. if the Contest Prize is redeemed on March 10th, then the tickets need to be scheduled for September 10th or earlier.
 - f. The Contest Prize has a retail value of \$26,000, however does not have any cash value that may be claimed by the Contest Winner. Any and all airport fees, fuel surcharges and taxes associated with the Contest Prize must be paid in full by the Contest Winner (approximately \$400 for one round trip ticket);
 - g. In the event the awarded tickets are cancelled by the Contest Winner, only the airport fees, fuel surcharges and taxes collected by China Southern Airlines will be refunded;
 - h. All other rules and guidelines concerning the purchase, issuance and/or cancellation of the Contest Prize shall be performed in accordance with the provisions and standards as stipulated in the *General Conditions of Carriage for International Passenger and Baggage of China Southern Airlines Company Ltd.*
 - i. Seated reservations are permitted in the cabin where and when available;
 - j. Awarded tickets are not eligible for frequent flyer miles;
 - k. China Southern Airlines retains the right of final interpretation and acceptance of booking and ticket purchasing related activities award through the Sweepstakes.

Contest Finalist and Contest Winner Announcement and Verification

17. Contest Finalists will be announced via the YVR Twitter and Facebook accounts at the beginning (approximately 10:00:00 a.m.) of the subsequent day. For example, the Contest Finalist selected from Sweepstakes Day One (Wednesday, February 19th, 2014) will be announced at approximately 10:00:00 a.m. on the YVR Twitter and Facebook accounts on the subsequent day (Thursday, February 20th, 2014).
18. If a Contest Winner is unable to meet the requirements set out in Rule 16, the Final Random Draw will be repeated until a Contest Winner able to meet the requirements is selected. If none of the Contest Finalists in the Final Random Draw are able to meet the requirements of Rule 16, a new pool of five (5) Contest Finalists will be compiled in accordance with Rules 13, 14, and 15, and the Final Random Draw repeated until a Contest Winner able to adhere to the requirements of Rule 16 is selected. This process can be repeated until a Contest Winner in compliance with Rule 16 is selected.

Conduct and Limitation of Liability

19. The Sponsors reserve the right, in their sole discretion, to disqualify any Entrant they find to be: (a) violating these Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes; (c) acting in an unsportsman-like or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person. Any attempt by an Entrant or any other individual to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and/or civil laws. Should any such attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law.
20. Sponsors takes no responsibility for typographical errors or other production errors, including but not limited to, in any photos or comments posted on the YVR Twitter, Facebook, or Instagram account and in any advertising.
21. By accepting a Prize, each declared Winner consents to the use of his/her photo entry, username, first name, statements, city of residence and/or photograph or other likeness in any advertising or promotional activities carried out in any medium by the Sponsors and/or their advertising agencies, without further notice or compensation.
22. Entrants release and hold harmless the Sponsors, its parent and affiliated companies, advertising and promotional agencies, and all of its directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releasees") from any liability in connection with this Sweepstakes or the awarding of the Contest Prize.
23. Sponsors and Releasees are not responsible for any errors or omissions in the advertising of this Sweepstakes. Sponsors and the Releasees assume no responsibility for failure of the internet or the website during the Sweepstakes Period, for any problems or technical malfunction of any telephone

network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to an Entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion.

General

24. This Sweepstakes will be run in accordance with these Official Rules, subject to amendment by the Sponsors only. By entering, Entrants agree to abide by these rules and will be deemed to have received, read and understood them by participating in the Sweepstakes.

25. All entries become the permanent property of the Sponsors and none will be returned. This Sweepstakes is void where prohibited and is subject to all applicable federal, provincial and municipal laws and regulations. The Sweepstakes is governed by the laws of the province of British Columbia and the federal laws of Canada applicable therein.

26. This Sweepstakes may be modified or cancelled by the Sponsors at any time during the Sweepstakes Period and that Sponsors shall not be liable in any manner to any Entrant that may have entered the Sweepstakes prior to such modification or cancellation. The Sponsors will make best efforts to notify those Entrants that have submitted entries of such modification or cancellation, but all entries submitted shall remain the property of the Sponsors in accordance with these Contest Entry Rules

Protection of Personal Information

27. Any personal information collected by the Sponsors about Entrants is solely for the purpose of administering this Sweepstakes. No further communication will be received by Entrants unless Entrants provide the Sponsors with permission. Please see the Sponsors' Privacy Policy at www.yvr.ca for information on policy towards maintaining the privacy and security of personal information.