

«Born to be Wild 3D – IMAX® TELUS»

CONTEST RULES

1. **HOW TO ENTER**

Every TELUS client who, text the word “FILM” to shortcode 4004 from your mobile phone will be entered for a chance to win a family Combo pass to IMAX® at the Montreal Science Centre. No purchase necessary. Text messages are free of charge. Only one text messaging entry per person will be accepted for the duration of the contest. In the event of a dispute, the person who is the holder of the phone number will be deemed to be the entrant. TELUS does not accept entries for this contest by phone, fax, courier, mail or email. This contest is intended for residents of Quebec only and will be interpreted according to Canadian law. Contest runs April 8, 2011 at 10:00 AM ET to June 23, 2011 at 11:00 PM ET.

2. **THE PRIZE**

The awarded prize(s) will consist of:

One (1) of five (5) family Combo pass for 1 IMAX® movie and one regular exhibition (excluding Indiana Jones and the Adventure of Archaeology. (approx retail value \$60.50 each)

Total retail value of the prizes are approximately \$302.50.

Prize(s) must be accepted as awarded, are/is not transferable and cannot be exchanged with TELUS for cash. No telephone contact or correspondence will be entered into except with the winning entrant. TELUS reserves the right to substitute the prize or any portion of the prize which is, in their sole opinion, a prize of equivalent value and/or to terminate or withdraw this contest at any time. The chances of winning are dependent upon the total number of eligible entries received.

3. **ELIGIBILITY**

To be eligible, entries must be received on or before June 23, 2011 at 11:00 PM ET (the Contest Closing Date). This contest is open to all residents of Quebec, who have reached the age of majority according to the laws of the Province where they reside, excluding employees of TELUS Corporation, its affiliated companies or subsidiaries (collectively “TELUS”), its advertising and promotional agencies and members of their respective immediate households and any person domiciled with any of the above.

4. **THE DRAW**

A random draw for all Prizes will take place at the TELUS office located at 111, rue Duke, Bureau 4200, Montréal, Québec, H3C 2M1, on **Monday, June 27, 2011 at 11:00 AM ET** by a TELUS representative. The selected entrants will be notified by telephone within four business days of the draw. If the selected entrants cannot be reached within four business days, or if the selected entrants do not meet all of the contest rules, another entrant will be selected from the remaining eligible entries. To win, the selected entrant must correctly answer, unaided, a time-limited mathematical skill-testing question to be administered by telephone at a pre-arranged mutually convenient time.

The winning entrant of the prize must sign a standard Release form confirming compliance with the Contest Rules and releasing TELUS and its directors, officers, partnership interest holders, representatives, advertising and promotional agencies from any and all liability arising out of, pursuant to, or as a result of the carrying out of the contest including liability arising from the acceptance of and usage of the prizes as awarded. Failure to comply with the Contest Rules or to sign and return the Release form within 7 days of receipt will result in disqualification and another entry will be drawn.

5. **ENTRIES**

All entries become the property of TELUS. TELUS assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for any failure of the website, for any problems or technical malfunction of any computer online systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received by TELUS on account of technical problems 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 this contest. TELUS reserves the right, at its sole discretion, to change, cancel or suspend this contest should a virus, bug or other cause beyond the reasonable control of TELUS and its advertising and promotional agencies, corrupt the security or proper administration of the contest or for any other reason. Entries are subject to verification and will be declared invalid if they are illegible, mechanically reproduced, mutilated, forged, falsified, altered or tampered with or unlawful in any way. Entries submitted by unauthorised means or by spamming will be disqualified. In the event that it has been determined that an entry has been made in a manner not sanctioned by these rules and/or an entrant has submitted more than the number of entries permitted by these rules, the entrant and all of his/her entries will be disqualified. Entrants agree to abide by the contest rules and the decisions of the contest judges, which are final. This contest is subject to all applicable laws and regulations.

6. **PRIVACY**

By entering the contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by TELUS, without payment or compensation. Entrants agree to TELUS' use of the entrants personal information as described in the TELUS Privacy Commitment located at telus.com.

7. **QUEBEC RESIDENTS**

Any litigation respecting the conduct or organization of a publicity contest may be submitted 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.

8. **OTHER**

Entrants that are customers of TELUS at the time of entry and/or at the time of prize award must have their TELUS accounts in good standing (with a current account balance that is no more than 30 days past due) in order to be eligible to win the prize.