



**PIONEER -
"PayDay Swipe and Win" + Prize Draw**

1. This contest is being conducted by Pioneer Petroleum LLC (the contest "sponsor", "Pioneer"). There are two components to the contest: a Swipe & Win component, and a Grand Prize draw. Both parts of the contest begin on January 18, 2012 at 1:00:00 ET and end March 13, 2012 at 23:59:59 ET
2. An eligible entrant is defined as follows: the entrant must be a resident of Ontario who have a driver's license issued by the Province of Ontario and who is age 19 years and up who is not an employee of the Sponsor, the Sponsor's Retailer/Agent, or domiciled with any of the foregoing, and who is a Pioneer Bonus Bucks Member (if you do not have a Pioneer Bonus Bucks Card, one can be issued to you at the same time that you wish to participate in the Contest; there is no cost to become a Bonus Bucks Member).

Every time an Eligible Entrant purchases Bonus Bucks Eligible Products or Services (namely, a minimum purchase that earns at least five cents (5¢) in Bonus Bucks on Bonus Bucks eligible products or services (for example, natural gas, tobacco, gift cards, prepaid long distance cards, prepaid cellular cards, bill payments and lottery tickets are not eligible for Bonus Bucks*) at any participating Pioneer station in Ontario, the Eligible Entrant:

- (i) automatically qualifies for a chance to win a swipe and win prize and
- (ii) also automatically obtains one (1) entry for the Grand Prize draw.

One (1) additional entry into the Grand Prize draw can be earned by registering your Bonus Bucks card during the contest period.

* visit www.bonusbucks.ca for the full list of eligible and non-eligible products

NO PURCHASE NECESSARY: if you are a Pioneer Bonus Bucks Member and also meet the entry requirements noted above, simply write a two page essay on why you love Bonus Bucks and send it to Pioneer at the following address and you will be mailed a swipe & win card that you can take to any participating Pioneer station in Ontario which will be swiped by an attendant at the station and you will be able to determine if your swipe has won a swipe prize and at the same time you will be automatically entered upon swiping into the Grand Prize draw. Allow sufficient time for the no purchase request to be received and returned to you in the normal course of the mail before the contest closing date. Only one such request per person throughout the entire contest period. A no purchase request will not be honoured if the envelope containing the request does not bear sufficient postage.

No Purchase Entry Request
PayDay Swipe & Win Contest
1122 International Blvd.
Suite 700

Burlington, Ontario
L7L6Z8

To qualify and be eligible to enter both parts of this contest, Eligible Entrants must present their Bonus Bucks Membership Card at the time of the swipe transaction; the Bonus Bucks Member is the only person eligible to be awarded any prize.

Swipe & Win

1. The process will be as follows for the awarding of the Bonus Bucks Swipe Prizes:

Any swipe at the Pump itself, or by Pre Pay Transactions

- This method may only be used with a registered Bonus Bucks Card (if the Bonus Bucks Card is not registered, entry may only be made via an attendant)
- Two attempts will be made, each on a successive business day, to notify potential winners (who have been selected either at Pay at Pump, or as a Pre Pay potential entrant) by telephone at the telephone number on the records of a registered Bonus Bucks card (no message will be left for a return call, meaning the person must be available at the time the call is placed)
- If the customer is reached, a skill testing question will be asked
- If the skill-testing question is answered correctly, the awarded prize will be deposited into their account and will show up by the next business day
- If the question is answered incorrectly, or the person is not reached, the prize is deemed as unclaimed and will not be re-awarded

Any swipe that occurs through an attendant (including no purchase swipe cards)

- Potential winner will be identified on the transaction receipt as a potential winner; the transaction receipt will state if a Swipe Prize has been won and which Swipe Prize has been won (for no purchase swipe cards, a no purchase internal transaction will be generated)
- The skill testing question will be asked on the receipt if a Swipe Prize has been won
- The potential winner answers the question by writing their response on the merchant receipt which is given to the attendant for verification and then retained by the site

- If the question is answered correctly, the respective Swipe Prize will be automatically added to the customer's account and will be available to be redeemed subject to the terms and conditions of the program

- If the question is answered incorrectly, or the person does not choose to claim the prize, the prize is deemed as unclaimed and will not be re-awarded

To win any Swipe prize, the sponsor's skill-testing question must first correctly be answered without mechanical or other assistance.

2. Swipe Prizes: In total, a maximum of 338,755 Swipe Prizes will be available to be awarded through the contest period. The overall odds of winning a Swipe Prize will depend on the total number of people actually participating (since not all participants will win a Swipe Prize), but all prizes are available to be won at the outset of the contest (the number of prizes available to be won will diminish as prizes are claimed during the contest period). All Swipe Prizes will be randomly awarded by computer generation throughout the contest period. Any Swipe Prizes not awarded during the contest period will not be awarded.

Swipe Prize	# available to be won	Aprox retail value of each prize
2x the Bonus Bucks amount	210,070	\$0.60
5x the Bonus Bucks amount	84,026	\$1.50
10x the Bonus Bucks amount	42,014	\$3.00
100x the Bonus Bucks amount	2,645	\$30.00

The maximum amount of Bonus Bucks to be distributed as an instant prize will be capped at \$500 per winning occasion.

Grand Prize draw contest:

1. The following Grand Prizes will be awarded at the conclusion of the contest period:

Two (2) prizes, each consisting of:

Included:

Round trip air from Toronto Pearson International Airport
 Hotel Accommodation for 7 nights, at the Gran Bahia Principe Jamaica In Runaway
 Bay all Inclusive resort (Standard Room)

Not Included:

Checked baggage charges from the airlines, and Items of a personal nature &

Insurance.

Documentation:

Valid Canadian Passport required for travel, must be valid for at least 6 months.

Validity:

The voucher is valid from April 1, 2012 - April 1, 2013

Blackout dates:

Christmas, New Years, March Break, Easter and any National or USA Holidays

Rules:

Travel must be booked within 6 weeks prior to your desired departure date
The Prizes must be accepted as awarded without substitution and are non transferable/non refundable, not for resale and have no cash surrender or redemption value. We reserve the right, in our sole discretion, to substitute another prize of equal or greater value for all or any component of the Prizes, without liability, in the event that the Prizes or any component of the Prizes cannot be awarded as described for any reason. Preferred dates chosen by the winner are based on availability, with all components: airline & hotel, at time of booking. If preferred dates are not available alternative dates will be provided as an option. Once package is booked no changes are permitted

- Two (2) prizes, each consisting of Free Gas For A Year: the term and prize "free gas for a year" consists of \$3,000 in free gas [this amount of free gas for the year has been calculated based on the approximate average gas purchased by Bonus Bucks members in an average year]. This prize must be used within one year of being awarded, and any amount not used will be forfeited and nothing will be awarded in the place of the amount forfeited. If the winner purchases more than \$3,000 of gas in the year, only the \$3,000 will form the prize and the excess amount must be paid by the winner. This prize will be awarded in the form of the equivalent amount of Bonus Bucks being deposited into the winning Bonus Bucks Member's registered Bonus Bucks account
 - Two (2) prizes, each consisting of \$1,000 in Bonus Bucks: this prize will be awarded to the winner's Bonus Bucks computerized account.
2. Odds of winning any of the Grand Prizes depends on the number of entries received.
 3. All Grand Prizes winners will be notified by registered mail at the address on the records of Pioneer for their Pioneer Bonus Bucks Card of their having been selected so that releases can be signed. Draw will take place 30 days following the contest closing date.

Before being declared a winner of a Grand Prize, a selected entrant must: (i) first correctly answer, without mechanical or other assistance, sponsor's mathematical, skill-testing question administered as part of winner's release, (ii) be in full compliance with these rules and (iii) sign and return sponsor's release within 30 days

of it having been sent and in the case of the trip winner have their travelling companions also do the same within the same time period (in the case of a travelling companion who is under the age of majority in their Province of residence the release must be signed by their parent or guardian).

Potential prize winners who do not or fail to comply fully with the contest rules will automatically forfeit their opportunity to win that prize and nothing else will be substituted or given to that potential winner and no alternate winner will be chosen in their place.

There is no limit on the number of Swipe Prizes which a Member can be awarded, except in the case of a system error or other computer or similar defect or any technical error and if any of the foregoing occur, and an Eligible Entrant is awarded more than one (1) Prize, any Prize(s) that would be awarded to the Eligible Entrant, due to system error or defect, will be returned to the Prize pool(s), to be awarded as detailed above.

No person may win more than one Grand Prize.

General rules

1. By accepting any prize, that person agrees to these contest rules and consents to the use without compensation of their photograph, name and city of residence in any publicity campaigns related to the contest.
2. Awarding of Prizes: Subject to these Rules for the Contest, all Prizes will be awarded to the Eligible Entrant whose name and address appears on Pioneer Petroleum's Bonus Bucks database for the Bonus Bucks Membership Card that was used on the potentially winning purchase transaction or Mail-In entry. This awarding is irrespective of the name appearing on the credit card or direct payment debit card that may have been used as the form of payment for the potentially winning purchase transaction.
3. The decision of the contest judges is final in respect of any matter relating to this contest. No correspondence will be entered into except with the winners. The contest is subject to all Federal, Provincial and Municipal laws and regulations.
4. At the sole option of Pioneer, in the event of computer or any other type of irregularities related to the awarding of Swipe & Win prizes, and Swipe & Win prizes are different in quantity or as otherwise described or designated in these official rules or claims exceeds the number of prizes set forth in these official rules for that respective prize category: (i) in the case of different prizes appearing on the printed transaction receipt (for example, 1000 x Bonus Bucks, which prize does not exist to be awarded), the maximum prize of 100 x Bonus Bucks in this contest will be awarded to the person making the claim for the prize [therefore, under no circumstances will more than a 100 x Bonus Bucks prize be awarded], and (ii) if claims exceeds the number of prizes available to be won as set forth in these official rules for that respective prize, a random drawing will be conducted among all those entries making a purportedly valid claim to award the total number of prizes in the category(s) in question as set forth in these official rules (or at the sole option of Pioneer it may designate some other method of addressing

- the situation). Pioneer at its sole option, and for any reason, reserves the right to: (i) place reasonable restrictions on the availability or use of a prize or (ii) substitute a prize or aspect of a prize of equal or greater value for a prize or aspect stated in these rules.
5. All entries are the property of the sponsor. Persons abusing the contest rules will be disqualified. The sponsor, including its agents, representatives and those associated with them, are not responsible for any entry, a prize winning notification or the claim for prize, which fails to get entered, is lost, misdirected, miscommunicated or which arrives late, as the case may be, whether or not due to the fault of the sponsor or of any other person or thing and whether or not due to any computer, software or any other technical malfunctions. Sponsor will not be responsible for incorrect or inaccurate transcription or input of contest entry information, prize winning notification (whether on the transaction receipt or otherwise), technical malfunctions, lost, delayed, incomplete, interrupted, misdirected, stolen, illegible, or deleted data/network transmissions, line failures of any telecommunication network, failure of computer equipment, software, or any other malfunction or human or technical error, or any injury or damage to entrant's or any other person's computer related to or resulting from participation in this Contest, or for late, lost, stolen, postage due, illegible or misdirected entries. The sponsor reserves the right to modify or amend the contest, in its sole discretion, if any of the foregoing technical problems prevents the fair or proper administration of the contest. All purchase transaction receipts obtained through unauthorized sources or which are illegible, mutilated, altered, reproduced, forged or irregular in any way, are automatically void. Contest Sponsor will be the sole and final reference source in validating Prize claims.
 6. Purchase transactions where payment is made via manual purchase transaction (in the event the system is down) or at a station that requires pre-payment, are eligible transactions in the Contest. However, Eligible Entrants whose transaction is selected as a potentially winning purchase transaction will not be notified while they are at that station; the eligible entrant will be required to claim the Prize as per the rules above relating to any swipe at the Pump itself, or by Pre Pay Transaction (this will apply as well in the event that the computerized system is unable to fully process the purchase transaction while the Eligible Entrant is at the participating Pioneer station, for example, due to system problems, or an inability to read one of the Eligible Entrant's cards). Contest Sponsor assumes no responsibility for lost, stolen, delayed, damaged or misdirected claims or for any failure, or for any problems or technical malfunction of any telephone network or lines, or computer system during the promotional period.
 7. By completing the entry form all entrants consent to the collection, use and distribution of their personal information by the Contest sponsor for the purposes of: (i) running the contest (ii) as permitted by these rules (for example, pursuant to these rules, all entrants who accept a prize consent to the use of their personal information for publicity usages) including as permitted by any release signed, and (iii) unless the entrants opts out to the receipt of marketing information from the Sponsor about the Sponsor's products and services. Personal information is

defined as anything that identifies an entrant as an individual, such as home telephone number, age, home address, email address, gender. Contest sponsor will not sell or transmit this information to third parties except for the purposes of administering the Contest. To opt out of receiving marketing information from Pioneer or any inquiry concerning the personal information held by the Contest sponsor or Pioneer should be addressed as follows:

Privacy Officer
Pioneer Petroleums LLC
1122 International Blvd.
Suite 700
Burlington, Ontario
L7L6Z8