

IMPERIAL OIL MOBIL Delvac “Win with Mobil Delvac Consumer” CONTEST

OFFICIAL RULES AND REGULATIONS (the “CONTEST RULES”)

1. The Imperial Oil Limited “Win with Mobil Delvac Consumer” contest (the “Contest”) starts on January 1, 2009 at 9:00PM Mountain Time (“MT”) and closes on May 31, 2010 at 11:59PM MT (the “Contest Period”).
2. **Eligibility:** To enter and to be eligible to win, a person must be a legal resident of Canada and be of the age of majority in the province or territory in which he/she resides. Employees, agents and representatives of Imperial Oil Limited, its partners and associates, and its advertising or promotional agencies and their immediate family members or persons with whom they are domiciled are not eligible to enter or win a prize. “Immediate family member” means parents, sisters, brothers, children, husband and wife.
3. **How To Enter:**

The Contest is comprised of two portions: (a) one (1) Grand Prize draw and (b) five (5) Monthly draws. To register for the Contest, text your participating oil service provider’s unique four digit code (the “shortcode”) that the latter will provide to you at the service provider’s place of business to “222555” during the Contest Period. To obtain information concerning the participating oil service providers the entrant may contact Imperial Oil Limited at winwithmobil1@exxonmobil.com. No purchase is necessary to enter or win. Instructions on how to participate without purchase are contained in the Contest Rules. Any entrant agrees that he/she assumes payment of its wireless carrier’s standard text messaging fees.

Grand Prize. You will automatically receive one (1) entry into the Grand Prize Draw upon successfully texting your participating oil service provider’s shortcode to “222555” during the Contest Period. There is no limit to the number of entries per person into the Grand Prize Draw during the Contest Period.

Monthly Draws. You will automatically receive one (1) entry for the Monthly Draw prizes upon successfully texting your participating oil service provider’s shortcode to “222555” during the Contest Period. For each month of the Contest Period three (3) eligible entrants will be randomly drawn to win one of the Monthly Draw prizes depending on the cut off dates and times and prizing quantities as set out in the chart in Clause 5 below. There is no limit to the number of entries per person into the Monthly Draws during the Contest Period. All valid entries that do not win a prize from a Monthly Draw will be rolled over to the following month’s draw during the Contest Period provided that subsequent month has prizes as set out in Clause 5 below.

No Purchase Necessary. If you have obtained a mail –in ballot from a participating oil service provider it must be completed in full and mailed with sufficient postage to:

Trigger Communication – Win with Mobil Delvac
No purchase entry participation
200 - 1725 10 Ave SW
Calgary Alberta T3C 0K1

If you do not have a mail-in ballot and would like to receive one, please send in a request by post, stating your full name and address and including a postage-paid self-addressed envelope bearing sufficient postage to:

Trigger Communication – Win with Mobil Delvac
No purchase ballot request
200 - 1725 10 Ave SW
Calgary Alberta T3C 0K1

Neither Imperial Oil Limited nor Trigger Communication shall be responsible to send the No purchase entry ballot if the Contest Rules are not complied with. The ballot, completed in full, must be duly received before the specific cut off dates and time set out in the chart in Clause 5 below for a chance to win

a Monthly Draw prize and before the end of the Contest Period for a chance to win the Grand Prize.

4. The Contest Sponsor is Imperial Oil Limited (hereinafter referred to as the “Contest Sponsor”). The Contest is being administered by Trigger Communications which will be conducting the various draws as an independent judging organization (hereinafter referred to as “Trigger”).

5. **Prizes:**

All dollar amounts contained in these Contest Rules are denominated in Canadian Dollars.

Monthly Draw Prizes: there is a total of fifteen (15) Monthly Draw prizes available that could be won, consisting of five (5) 50” Panasonic plasma HDTVs (approximate retail value \$1500 each) and ten (10) 8GB iPod touches (approximate retail value \$200 each). The Monthly Prizes will be awarded according to the chart below:

Month	Prize	Entry Cut off Date & Time	Draw Date, Time & Place
December 2009	One (1) 50” Panasonic plasma HDTV Two (2) 8GB iPod touches	12:00:00 PM MT, December 31, 2009.	12:00:00 PM MT, in Calgary, Alberta at Trigger, on Monday, January 4, 2010.
January 2010	One (1) 50” Panasonic plasma HDTV Two (2) 8GB iPod touches	12:00:00 PM MT, January 31, 2010.	12:00:00 PM MT, in Calgary, Alberta at Trigger, on Monday, February 1, 2010
February 2010	One (1) 50” Panasonic plasma HDTV Two (2) 8GB iPod touches	12:00:00 PM MT, February 28, 2010.	12:00:00 PM MT, in Calgary, Alberta at Trigger, on Monday, March 1, 2010.
March 2010	One (1) 50” Panasonic plasma HDTV Two (2) 8GB iPod touches	12:00:00 PM MT, March 31, 2010.	12:00:00 PM MT, in Calgary, Alberta at Trigger, on Monday, April 5, 2010
April 2010	One (1) 50” Panasonic plasma HDTV Two (2) 8GB iPod touches	12:00:00 PM MT, April 30, 2010.	12:00:00 PM MT, in Calgary, Alberta at Trigger, on Monday, May 3, 2010

As specified above, Trigger will proceed to the Monthly Draws at its place of business indicated in Clause 3. Winning entrants will be informed by cellular phone if they entered the contest through a text message or other phone number provided in a mail in ballot if it is a “No purchase entry” within two weeks of the respective draw. All Monthly Draw prizes won must be claimed before August 31, 2010.

Grand Prizes

There is a total of two (2) Grand Prizes of a Weekend Golf Trip for two available to be won, consisting of a \$6,500.00 travel voucher from Carlson Wagonlit Travel. Depending on the type of vacation selected, the winner acknowledges that there may be restrictions applicable such as black out periods and the Contest Sponsor is not responsible for same. Contest Sponsor is also not responsible for any other expenses or obligations relating to the type of vacation selected, such as any other travelling fees, transfer fees, taxes, insurance or spending money. For clarity the Contest Sponsor’s obligation is limited to the \$6,500 travel voucher. The travel voucher will have an expiry date of December 31, 2011 and must be redeemed prior to that date.

Winners must claim the Grand Prize within 30 days of notification by cellular phone at the number provided (or other phone number if it is a “No purchase” entry). The winners must produce adequate personal identification. Grand Prizes will not be released unless winners first show valid identification and a recent phone bill for the winning mobile device (if applicable) as proof of ownership.

The random draw for the Grand Prizes will be held at approximately 12:00:00 p.m. MT on June 7, 2010 by Trigger at its place of business specified in Clause 3 from all valid entries received for the Grand Prizes.

6. Contest shortcodes obtained through unauthorized sources or which are incomplete, mutilated, altered, reproduced, forged, counterfeited or irregular in any way, are automatically void and any entries relating to same will also be automatically void.

In order to claim a prize, each winning entrant must (a) first correctly answer, unaided, a time limited mathematical skill testing question; (b) sign and return within 10 days of receipt, a standard release (the “Release”) that allows the Contest Sponsor to publish the winner’s name in potential future advertisements and confirms understanding, acceptance and compliance with these Contest Rules, acceptance of the prize as offered, and acknowledging that the Contest Sponsor and all or any of its subsidiaries, affiliates, divisions, advertising or promotional agencies, administrators, agents, representatives and participating oil service providers (collectively, the “Released Parties”) are not responsible for any claims arising out of any matter related to the Contest and the prize; and (c) acknowledge compliance with the Contest Rules. Attempts will be made to contact winning entrants as indicated above within fourteen (14) days following the respective draw date to provide instructions on how to claim their prize, including details on the administration of the skill-testing question and the Release, and winning entrants must be able to be reached within fourteen (14) days of the first attempt to make contact with him/her. Traveling companion (or their parent/legal guardian if a minor) of the Grand Prize winners must also complete and return a duly signed Release.

7. In the event that a winning entrant cannot be contacted within the specified amount of time described above, is not eligible, does not correctly answer the mathematical skill testing question within the time limit, does not sign and return the Release within the specified time, or does not otherwise comply with the Contest Rules, Contest Sponsor shall have the right to disqualify that winning entrant, in which case he/she will not receive any prize, and the Released Parties shall be fully and completely released and discharged from any liability or responsibility in this regard. In such event, for a Monthly Draw prize and for the Grand Prize, Contest Sponsor may, at its sole discretion, randomly select an alternative entry from the remaining eligible entries and proceed with the winner notification and qualification procedure outlined above.

Odds of Winning:

Monthly Draw Prizes: The odds of winning a Monthly Draw prize depend on the total number of eligible entries received up to the cut off date and time for the applicable month as set out in Clause 5.

Grand Prize: The odds of being selected as a Grand Prize winner depend on the total number of eligible entries received for the draw during the Contest Period.

8. All Monthly Draw prizes must be accepted as awarded and are not transferable or convertible to cash. Winners of the Grand Prize may choose to receive a cash equivalent of \$3,500.00 in lieu of the proposed Grand Prize. Subject to the jurisdiction of the *Régie des alcools, des courses et des jeux* in Quebec, Contest Sponsor reserves the right in its sole discretion to substitute a prize, in whole or in part, for a prize of equal or greater value, for any reason including due to any component of the prize being unavailable or for any circumstances beyond its control. The refusal by an entrant to accept any prize or part of the prize releases and forever discharges the Contest Sponsor and its agents from all obligations related to the prize, including delivery.

9. Contest Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data, or any combination thereof, including any damage to an entrant's or any other person's computer and to any cellular phone or other property related to or resulting from participation in or downloading any materials relating to this Contest. For greater certainty, the Contest Sponsor is not responsible if the cellular phone number given by an entrant is incorrect, disconnected or no longer in service. Entry materials/data that have been tampered with or altered are void. If, for any reason, in the opinion of the Contest Sponsor, the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond its control, the Contest Sponsor, at its sole discretion, subject to the approval of the *Régie des alcools, des courses et des jeux* (the "Régie") in Quebec, reserves the right to cancel, terminate, modify, or suspend the Contest without notice. The Contest Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest Rules or otherwise in a disruptive manner. The Contest Rules are subject to change at the discretion of the Contest Sponsor, subject to the jurisdiction of the Régie in Quebec, without notice to entrants individually.
10. By entering the Contest, all entrants consent to the collection, use and disclosure of their personal information by the Contest Sponsor, the participating oil service provider, Trigger and sponsors of the prizes, solely for the purpose of running the Contest and the awarding of the prizes, and that such personal information will not be sold or shared with any other third parties. Each person participating in this Contest agrees that he/she may receive service reminders and saving offers from a participating oil service provider if they have elected to do so. Each declared winner agrees to the use of his/her name, city of residence, photograph, voice, statement, image or likeness for advertising, publicity and promotional purposes in all media, without further compensation and agrees said specific consent to such use by signing the Release. By entering the Contest, entrants automatically agree to accept and abide by these Contest Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest. To view the Imperial Oil Limited Privacy Policy please visit http://www.imperialoil.ca/Canada-English/About/A_Privacy.asp
11. Entrants, including Contest winners, agree to release, forever discharge, indemnify and hold harmless the Released Parties from any and all injuries, liability, losses and damages of any kind resulting from their participation in the Contest or their acceptance, use or misuse of a prize.
12. Winners' names: For the names of the prize winners, send a request along with a self-addressed, stamped envelope bearing sufficient postage to: "Win with Mobil Delvac Consumer" Contest, Winners' Request List, 200 1725 10th Avenue SW, Calgary, AB, T3C 0K1. Prize winners' names will be available until December 15, 2010.
13. For Quebec residents only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the *Régie des alcools, des courses et des jeux du Québec* for a ruling. Any litigation with regards to the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
14. This Contest is subject to all applicable federal, provincial and municipal laws and is void where prohibited.
15. Except if prohibited by law, all issues and questions concerning the construction, validity, interpretation and enforceability of these Contest Rules, or the rights and obligations of entrants and Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of the Province of Alberta without regard to any conflict of law issues. Except if prohibited by law, all entrants consent irrevocably to the jurisdiction and venue of the courts of the Province of Alberta.