

GRAND PRIZE: One Year Fitness Plus Membership at GoodLife Fitness

CONTEST RULES AND REGULATIONS

Inside Sports at the Movies

1. THE CONTEST AND THE CONTEST PERIOD

Inside Sports at the Movies contest (the "Contest") commences at 5:30 AM on March 12, 2010 and concludes at 11:59 PM on April 9, 2010 (the "Contest Period").

2. NO PURCHASE NECESSARY

To enter the Contest without the automatic entries, simply visit the 630 CHED studios at 5204 84th St. and complete a 630 CHED ballot including the answer to the trivia question. Enter as often as you wish but each entry must be original (i.e.: no copies or facsimiles acceptable) and completed at the 630 CHED studio. Each ballot entry will count as one (1) entry into the Grand Prize draws.

3. ELIGIBILITY

The Contest is open to residents of Alberta but excluding employees, directors and officers of 630 CHED Corus Entertainment Inc. ("Corus"), any affiliate (as defined in the *Canada Business Corporations Act*) of 630 CHED or Corus (the "Affiliates"), employees, directors and officers of GoodLife Fitness (the "Sponsor(s)"), employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing.

4. HOW TO ENTER AND WIN

Watch for the "Inside Sports at the Movies" big screen advertisement, between 14 - 7 minutes before the start of any Cineplex Odeon movie. Simply text the word SPORT and your answer to the on screen trivia question to 21 22 23. Each text is \$0.50 CDN.

One entry will be drawn from all text and ballot entries and will be declared the winner.

5. THE GRAND PRIZE

If you are identified as the winner, you will receive a one year fitness plus membership at GoodLife Fitness on Calgary Trail, Edmonton. (the "Grand Prize").

6. THE GRAND PRIZE VALUE

The approximate retail value of the Grand Prize is \$760.00 CDN.

7. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize winner must claim the Grand Prize by 11:59 AM on April 11, 2010 (the "Deadline"). If the Grand Prize winner fails either to claim the Grand Prize or inform 630 CHED of his or her inability to claim the Grand Prize before the Deadline, his or her entry will be forfeited and another eligible entrant will be selected.

8. EXPENSES

The Grand Prize winner is responsible for all incidental expenses incurred in connection with accepting the Grand Prize, including, but not limited to transportation to and from the concert (the "Expenses"). The Grand Prize winner understands that he or she may not seek reimbursement for the Expenses from 630 CHED, Corus, the Affiliates, the Sponsor(s) or their respective advertising and promotional agencies.

9. LIMITATION ON NUMBER OF ENTRIES PERMITTED

There is no limit to the number of entries any one person can submit however, there is a \$0.50 charge to all text messages.

10. CHANCES OF WINNING

Chances of winning depend on the number of entries received during the Contest Duration.

11. NO REPRESENTATIONS OR WARRANTIES

Neither 630 CHED nor Corus makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize. The Grand Prize winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from 630 CHED or Corus should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

12. DECLARATION AND RELEASE OF GRAND PRIZE WINNER

Before being awarded the Grand Prize the Grand Prize winner must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question;
and
- b) Sign a standard form confirming that by entering the Contest:
 - he or she read, understood and accepted these rules and regulations;
 - that he or she understands that acceptance of the Grand Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and

negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death;

- that he or she nevertheless freely and voluntarily agrees and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and winning the Grand Prize; and
- that he or she releases 630 CHED Corus, the Affiliates, the Sponsor(s), and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance of the Grand Prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Grand Prize, whether suffered by the Grand Prize winner, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

13. GRAND PRIZE TO BE ACCEPTED AS AWARDED

The decision of the Contest judges is final, and the Grand Prize must be accepted as awarded. No portion of the Grand Prize is transferable. The Grand Prize is not redeemable for cash and no substitute for any portion of the Grand Prize is offered. Should the Grand Prize winner be unable to claim the Grand Prize as awarded, his or her entry will be forfeited and another eligible Contest participant will be selected.

14. SUBSTITUTION OR CHANGE TO THE CONTEST

630 CHED, Corus, the Sponsor(s) and their respective advertising and promotional agencies reserve the right to substitute the Grand Prize or any component thereof, for those of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

15. OWNERSHIP OF ENTRIES

All entries shall become the property of 630 CHED, Corus, the Sponsor(s) and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

16. CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including the Grand Prize winner consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, in all media used by 630 CHED, Corus, the Sponsor(s), promoters and their advertising and promotional agencies, without any payment or compensation. The Grand Prize winner further agrees that his or her audio reaction may be used for on-air promotional purposes. **The entrants understand and acknowledge that 630 CHED may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.**

17. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "Registrant Information"), each Contest entrant grants permission to 630 CHED, Corus and the Sponsor(s) to the collection and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Grand Prize winner(s). No correspondence will take place between 630 CHED, Corus, the Sponsor(s) and the entrants except in connection with the Contest and, in the case of the Grand Prize winner, as a result of entering the Contest and winning the Grand Prize.

18. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at 630ched.com.

19. COMPLIANCE WITH CONTEST RULES

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of 630 CHED, Corus and the Sponsor(s).

20. COMPLIANCE WITH LAWS

This Contest is void where prohibited by law and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.