

## GRAND PRIZE:

### CONTEST RULES AND REGULATIONS

#### [The Perfect Fit Contest]

#### 1. THE CONTEST AND THE CONTEST PERIOD

[The Perfect Fit ] contest (the "Contest") commences at [12:01] [a.m. ] on [September 14<sup>th</sup>, 2009] and concludes at [11:59] [p.m.] on [October, 18<sup>th</sup>, 2009] (the "Contest Period").

#### 2. NO PURCHASE NECESSARY

#### 3. ELIGIBILITY

The Contest is open to residents of [British Columbia], who have attained the age of majority (19) in [B.C.], but excluding employees and directors of [CKNW], Corus Entertainment Inc. ("Corus"), any affiliate (as defined in the *Canada Business Corporations Act*) of [CKNW] or Corus (the "Affiliates"), employees, directors and officers of [Vancouver Honda] (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 HOW TO WIN

To enter, log on to [www.cknw.com](http://www.cknw.com), and join the CKNW News Club to get a bonus entry to play the Honda Slider Puzzle Contest for a chance to win a one year lease of a Vancouver Honda 2009 Honda Fit. Once the puzzle is solved just click the "Submit" button to officially qualify for the Contest. On Wednesday, October 19<sup>th</sup>, 2009, a qualified entrant will be randomly selected on-air as the Contest winner.

#### 5. THE GRAND PRIZE

The entrant whose name is randomly drawn on Monday, October 19<sup>th</sup>, 2009 will be awarded a [2009 Honda Fit,] (the "Grand Prize").

#### 6. THE GRAND PRIZE VALUE

The approximate retail value of the Grand Prize before freight, PDE and taxes is [MSRP \$4800.00].

#### 7. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize winner must claim the Grand Prize by [5] [p.m.] on [November 16th, 2009] (the "Deadline"). If the Grand Prize winner fails either to claim the Grand Prize or inform [CKNW] 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 paying for all expenses associated with acquiring the one year lease of the Grand Prize 2009 Honda Fit including, but not limited to, insurance, extended warranty, maintenance fees and fuel costs (the "Expenses"). The Grand Prize winner understands that he or she may not seek reimbursement for the Expenses from [CKNW], Corus, the Affiliates, Vancouver Honda or their respective advertising and promotional agencies.

## **9. LIMITATION ON NUMBER OF ENTRIES PERMITTED**

Only one entry per person per household is permitted. Multiple entries will be discarded. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

## **10. CHANCES OF WINNING**

Chances of winning depend on the total number of registered Contest entrants.

## **11. 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 [CKNW] Corus, the Affiliates, Vancouver Honda, 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.

## **12. 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 entrant will be selected.

## **13. NO REPRESENTATIONS OR WARRANTIES**

Neither [CKNW] or 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 [CKNW] or Corus should the Grand Prize fail to be fit for its purpose or is in any other way unsatisfactory to the Grand Prize winner.

## **14. SUBSTITUTION OR CHANGE TO THE CONTEST**

[CKNW], Corus, the Vancouver Honda and their respective advertising and promotional agencies reserve the right to substitute the Grand Prize or any component thereof, for one 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 [CKNW], Corus, Vancouver Honda 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 [CKNW], Corus, Vancouver Honda, 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 [CKNW] 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 [CKNW], 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 [CKNW], 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 [www.CKNW.com](http://www.CKNW.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 [CKNW], Corus and Vancouver Honda.

#### **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.