

GRAND PRIZE: Natural Defense Prize Pack

CONTEST RULES AND REGULATIONS

Natural Defense!

1. THE CONTEST AND THE CONTEST PERIOD

The Natural Defense! contest (the "Contest") commences at 12:00 a.m. on March 14, 2010 and concludes at 11:59 p.m. March 27, 2010 (the "Contest Period").

2. NO PURCHASE NECESSARY

3. ELIGIBILITY

The Contest is open to residents of Ontario, but excluding employees, directors and officers of CIQB-FM, Corus Entertainment Inc. ("Corus"), any affiliate (as defined in the *Canada Business Corporations Act*) of CIQB-FM or Corus (the "Affiliates"), employees, directors and officers of Mars Incorporated (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

Visit www.B101fm.com, and sign up to become a member of Club 101. Once a member, visit the Contest Page, and click the link to enter.

5. THE GRAND PRIZE

If your name is randomly selected as the winning name after the contest period ends, you will win a Natural Defense Prize Pack, including Natural Defense dog food and snacks (the "Grand Prize").

6. THE GRAND PRIZE VALUE

The approximate retail value of the Grand Prize is \$200.00.

7. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize winner must claim the Grand Prize by 5:00 p.m. on May 3, 2010 (the "Deadline"). If the Grand Prize winner fails either to claim the Grand Prize or inform CIQB-FM 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 (the “Expenses”). The Grand Prize winner understands that he or she may not seek reimbursement for the Expenses from CIQB-FM, Corus, the Affiliates, the Sponsor(s) or their respective advertising and promotional agencies.

9. LIMITATION ON NUMBER OF ENTRIES PERMITTED

Only one entry per person per email 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 number of entries during the Contest Period.

11. NO REPRESENTATIONS OR WARRANTIES

Neither CIQB-FM 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 CIQB-FM 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 CIQB-FM 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

CIQB-FM, 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 CIQB-FM, 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 CIQB-FM, 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 CIQB-FM 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 CIQB-FM, 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 CIQB-FM, 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.B101fm.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 CIQB-FM, 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.