

THE PURINA® DOG CHOW® FAMILY PAW-TRAIT CONTEST (the “Contest”)

Official Rules and Regulations (the “Contest Rules”)

1. THE CONTEST PERIOD

The Contest entry period commences at 10:00 a.m. Eastern Time (“ET”) on June 17, 2013 and concludes at 9:59 a.m. ET on July 22, 2013 (the “Contest Period”).

2. ELIGIBILITY

The Contest is open to legal residents of Canada, who have reached the age of majority in his or her province of residence as of the start of the Contest Period. Employees, directors and officers, independent contractors, representatives and agents of YTV Canada, Inc., W Network Inc., Country Music Television Inc. (individually and collectively, the “Networks”), and Nestlé Purina PetCare Canada, a division of Nestle Canada Inc. (“Purina”), and Corus Entertainment Inc. (collectively, the “Contest Sponsors”), any affiliate of the Networks (as defined in the *Canada Business Corporations Act*) of Corus Entertainment Inc. (the “Affiliates”), their respective parents, employees, directors and officers of their respective advertising and promotional agencies, as well as those with whom any of the foregoing are domiciled (whether legally related or not) are not eligible to enter the Contest or win any prize. See “HOW TO ENTER” for further details.

If you wish to receive future news or offers from Purina, select the opt-in box on the entry form. Entry into the Contest is not conditional upon this opt-in and you may opt out of receiving news or offers from Purina at any time.

3. HOW TO ENTER

NO PURCHASE NECESSARY.

During the Contest Period visit www.ytv.com, www.wnetwork.com or www.cmt.ca (each, a “Website”, collectively, the “Websites”), click on the Contest page and complete the entry form and include a photograph of a “Purina® Dog Chow® Family Paw-trait”, including a picture of yourself, your relatives and/or group of friends (with their permission) along with your dog (each, a “Photo Submission”).

Each Photo Submission must comply with the Content Guidelines as stated below. Photo Submissions may be posted on the Websites and other Contest-related materials and advertisements until the closing date of the Contest Period, such decision to be made by the Contest Sponsors in their sole and absolute discretion.

The only method of entry for this Contest is online entry (internet access required). Online entry is available through the Website(s) only; no other means of submission will be accepted.

Although online access and an email account are required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer

free access to computers and a number of Internet service providers and other companies offer free email accounts.

CONTENT GUIDELINES: Each Photo Submission must comply with the content guidelines (collectively, “**Content Guidelines**”) below. Photo Submissions that do not meet the following Content Guidelines are subject to disqualification and/or removal from the Contest Websites (if applicable) at any time, to be determined in Contest Sponsors’ sole and absolute discretion:

Photo Submissions must:

- be in jpg format
- not be smaller than 320 x 320 pixels
- not exceed 3 MB in size
- not infringe the rights of any third party (e.g., famous or non-famous persons) and the entrant must have consent from the third parties who are present in the photo
- must not contain images of third party materials, for example, identifiable logos owned by third parties
- except for materials in the public domain, must be original, owned by the entrant
- not have been submitted previously in any previous contest or exhibited or distributed publicly previously
- must not contain any hateful, negative, obscene, offensive or graphic content or content that disparages or damages the goodwill of the Contest Sponsors or any other person, all of which shall be determined by Contest Sponsors in their sole and absolute discretion

NOTE: Only one (1) Submission per person per day during the Contest Period is permitted. For greater certainty, entrants may only use one (1) email address to enter the Contest. If it is discovered that any person has attempted to: (i) use more than one (1) email address during the Contest Period; and/or (ii) use (or attempt to use) multiple names, and/or identities to enter the Contest; then (in the sole and absolute discretion of the Contest Sponsors) he/she may be disqualified from the Contest and all of his/her entries voided. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Contest Sponsors.

In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be deemed to be made by the authorized account holder of the email address at the time of entry. The authorized account holder is the natural person who is assigned an email

address by an Internet service provider or other organization responsible for assigning email addresses for the domain associated with the email address in question.

Multiple entries, i.e., those that exceed the permitted amount, will be discarded. In the event that the Contest Sponsors receive more than one (1) Submission per person per day, the Contest Sponsors reserve the right to void and destroy any entries from that entrant, and that entrant may, at the sole discretion of the Contest Sponsors, be disqualified from the Contest. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

4. WINNER SELECTION

- (i) On July 23, 2013 at 11:00 a.m. ET, one (1) eligible entrant will be randomly selected as the potential winner of the Grand Prize, as described below.
- (ii) On each of June 21, 2013; June 28, 2013; July 5, 2013; July 12, 2013; July 19, 2013 and July 23, 2013 at approximately 11:01 a.m. ET, one (1) eligible entrant will be randomly selected as a potential winner of a Secondary Prize, as described below.

Hereinafter, the Grand Prize and the Secondary Prize may be referred to individually as a "Prize", or collectively as "Prizes", unless otherwise indicated.

Prizes will be awarded within two (2) weeks of receiving the signed Release Forms as outlined in Section 11.

The potential Prize winners will be contacted by a representative of one of the Contest Sponsors within two (2) business days of the draw by telephone or email, (the method selected in Contest Sponsor's sole discretion), as provided by the entrants in their Contest entry forms. The Contest Sponsors are not responsible for false, incorrect, changed, incomplete or illegible contact information. Notification is deemed to have occurred immediately upon sending of an email or placing a phone call. Potential Prize winners found to be ineligible, decline to accept the Prize or who are unable to be contacted (including failing to return phone calls or emails) within three (3) business days of the draw will forfeit their Prize and another eligible entrant may be selected in Contest Sponsors' sole discretion.

5. THE GRAND PRIZE AND GRAND PRIZE VALUE

There is one (1) Grand Prize to be won. The Grand Prize consists of the following:

- One (1) cheque in the amount of \$10,000.00 CDN, and
- Twelve (12) 16 Kg bags of Purina® Dog Chow®.

The approximate retail value of the Grand Prize is \$ 10,410.00 CDN.

Only one (1) Grand Prize OR Secondary Prize will be awarded per person.

6. THE SECONDARY PRIZE AND SECONDARY PRIZE VALUE

There are six (6) Secondary Prizes to be won. Each Secondary Prize consists of the following:

- Twelve (12) 16 Kg bags of Purina® Dog Chow®.

The approximate retail value of each Secondary Prize is \$410.00 CDN.

7. **DEADLINE FOR CLAIMING A PRIZE**

Following confirmation as a Prize winner in accordance with the Contest Rules, selected entrant(s) will be given instructions and a deadline as to how they must claim their Prize. Potential winners who fail either to claim their Prize or to inform the Contest Sponsors of his/her inability to claim their Prize before the deadline, as instructed, may be required to forfeit their Prize and another eligible entrant may be selected in Contest Sponsors' sole discretion.

8. **PRIZE CONDITIONS**

All incidental costs and expenses not specifically referred to herein as part of the Prize description, including but not limited to banking fees related to cashing the Grand Prize cheque, or any dog paraphernalia (the "**Expenses**") are the sole responsibilities of the Prize winners. All Prize elements are subject to availability and substitution for a prize of equal or greater value, to be decided in the sole discretion of the Contest Sponsors. The Prize winners shall not seek reimbursement for the Expenses from the Contest Sponsors.

9. **ODDS OF WINNING**

Odds of winning depend on the total number of valid, eligible entries received during the Contest Period.

10. **NO REPRESENTATIONS OR WARRANTIES**

None of the Contest Sponsors makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Prize awarded in connection with the Contest. The Prize winners understand and acknowledge that they may not seek reimbursement or pursue any legal or equitable remedy from the Contest Sponsors should their Prize fail to be fit for their purpose or are in any way unsatisfactory to a Prize winner.

11. **DECLARATION AND RELEASE OF THE PRIZE WINNERS**

Before being awarded a Prize, each selected entrant must:

- a) correctly answer, unaided, a time-limited skill-testing mathematical question; and
- b) sign a standard form Declaration and Release of Liability (the "**Release Forms**") confirming that by entering the Contest:
 - he or she read, understood and accepted these Contest Rules; and

- that he or she releases, discharges, indemnifies and holds harmless the Contest Sponsors, the Affiliates, and each of their respective directors, officers, employees, independent contractors, representatives, licensors and agents as well as their respective advertising and promotional agencies (collectively, the “**Releasees**”) from and against any and all liability due to any injuries, damages or losses to any person (including death) or property of any kind, arising in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the Prize, or in connection with participation in this Contest or a Contest-related activity, 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 a Prize, whether suffered by a 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.

Release Forms will be emailed to potential winners at the email address provided on their Contest entry forms. Prizes will only be awarded upon (a) verification of the answer to the skill questions and (b) return of the fully executed Release Forms to the email or fax number provided to the Prize winners. Failure to return a signed Release Form as instructed by the Contest Sponsors will result in disqualification.

12. PRIZE SUBSTITUTION

Prizes and prize portions are non-exchangeable, non-transferable, non-refundable, have no cash surrender value and must be accepted as awarded with no substitutions, except as may be decided by Contest Sponsors in their sole and absolute discretion. The Contest Sponsors reserve the right, in their sole discretion, to substitute and/or modify a Prize, or prize portion, with (a) prize(s) of equal or greater value for any reason. Should a winner be unable to claim his/her Prize or prize portion as awarded, his/her rights to the Prize or prize portion will be forfeited and another entrant may be selected, to be decided in Contest Sponsors’ sole discretion.

13. SUSPENSION/TERMINATION/MODIFICATION

Subject to applicable law, the Contest Sponsors, with the consent of the Regie des alcools, des courses et des jeux, reserve the right to cancel, suspend, terminate and/or modify the Contest Rules or administration of the Contest, in whole or in part, without prior notice with no obligation or liability, including, if for any reason, the Contest is not capable of running as planned, whether due to technical failure, tampering, fraud, corruption of security or other causes beyond the control of the Contest Sponsors. The Releasees are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply a Prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorists acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, tsunami, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather,

hurricane, embargo, labor dispute or strike (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, performers' illness, injury or death, or any other cause beyond the Releasees' sole control.

14. OWNERSHIP OF ENTRIES

Subject to the terms contained in Section 16 below, all entries shall become the property of the Contest Sponsors 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.

15. PUBLICITY RELEASE

By entering the Contest, each entrant 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, throughout the world, in all media, in perpetuity, by the Contest Sponsors, promoters and their advertising and promotional agencies, without any obligation, notice, payment or compensation. Such consent shall also be included in the Release Form that the Prize winners sign, as set out above.

16. 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 the Contest Sponsors to collect and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Prize winner(s). Unless consent has been provided by the entrant, no correspondence will take place between the Contest Sponsors and the entrants except in connection with the Contest and, in the case of the Prize winners, as a result of entering the Contest and winning the Prizes. To review Contest Sponsors' privacy policy, visit <http://www.ytv.com/info/privacy>, <http://www.cmt.ca/privacy-policy/>, <http://www.wnetwork.com/Privacy-Terms-of-Use.aspx>, and <http://www.purina.ca/privacy-policy.aspx>.

17. TAMPERING

If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of the Contest Sponsors that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the Contest Sponsors reserve the right, at their sole discretion, to cancel, terminate, modify, extend or suspend the Contest and/or Prizes. The Contest Sponsors further reserve the right to disqualify, from this Contest and future contests of the Contest Sponsors, any individual who tampers with or in any way corrupts the entry process. The Contest Sponsors may prohibit an entrant from participating in the Contest, future contests of the Contest Sponsors and/or

winning a prize(s) if, in the Contest Sponsors' sole discretion, the Contest Sponsors determine that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any unlawful or unfair playing practices relating to the Contest (including but not limited to the use of automated quick entry programs), prize(s), or intending to annoy, abuse, threaten or harass any other entrants or the Contest Sponsors representatives. **Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the contest may be in violation of criminal and civil laws and should such an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages (including lawyers' fees) from any such entrant or any other individual to the fullest extent permitted by law, including criminal prosecution.**

18. **LIMITATION OF LIABILITY**

By entering the Contest, the entrant agrees that the Releasees shall have no liability and shall be held harmless by the entrant for any damage, loss or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use, enjoyment or misuse of a Prize, or while preparing for, participating in any Contest-related or Prize-related activity. The Releasees are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by any of the Releasees, users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions that may cause damage to a user's system or limit a potential entrant's ability to participate in the Contest.

19. **WHERE CONTEST RULES AND REGULATIONS ARE AVAILABLE**

These rules and regulations are available online at the Websites and at Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5.

20. **COMPLIANCE WITH CONTEST RULES**

All entrants agree to abide by the Contest Rules, which are subject to change at the sole discretion of the Contest Sponsors.

21. **COMPLIANCE WITH LAWS**

This Contest is void where prohibited or restricted 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.

22. **R.A.C.J.**

For residents of Quebec, any litigation respect the conduct and awarding of a Prize in this publicity contest may be submitted to "La Régie des alcools, des courses et des jeux" for a ruling. Any litigation respecting the awarding of a Prize may be submitted to La Régie only for the purpose of helping the parties reach a settlement. All taxes on the Prizes have been paid in accordance with the rules laid down by La Régie des alcools, des courses et des jeux du Québec.

23. MISCELLANEOUS

The invalidity or unenforceability of any provision of these Contest Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Contest Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Contest Sponsors failure to enforce any term of these Contest Rules will not constitute a waiver of that provision. When terms such as "may" are used in these Contest Rules, Contest Sponsors have sole and absolute discretion. Entrants agree to waive any rights to claim ambiguity of these Contest Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the any provision of these Contest Rules. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on the Website and/or the terms and conditions of the Contest Rules, the Contest Rules shall prevail, govern and control and the discrepancy will be resolved in Contest Sponsor's sole and absolute discretion.

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