

CONTEST RULES AND REGULATIONS

"Words that Win with WestJet Vacations"

1. THE CONTEST AND THE CONTEST PERIOD

CISN COUNTRY'S Words that Win with WestJet Vacations contest (the "Contest") commences on March 8, 2010 at 7:15 DT a.m and concludes on April 4, 2010 at 11:59 DT p.m (the "Contest Period").

2. NO PURCHASE NECESSARY

3. ELIGIBILITY

The Contest is open to residents of Alberta, who have attained the age of majority in Alberta, excluding employees and directors of CISN Country 103.9, Corus Entertainment Inc. ("Corus"), WestJet, an Alberta Partnership, WestJet Vacations Inc. any affiliate (as defined in the *Canada Business Corporations Act*) of CISN Country 103.9 or Corus (the "Affiliates"), employees, directors and officers of WestJet, an Alberta Partnership (the "Prize Supplier(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

Each weekday from March 8, 2010 through to April 2, 2010 CISN Rewards Club members must listen to CISN at the following times: 7:15 a.m, 10:15 a.m, 2:15 p.m, 4:15 p.m and 8:15 p.m for the Words that Win with WestJet. At each of these times, a CISN Announcer will announce a WestJet Word. The WestJet Word will be different at each time. Once the WestJet Word of the Day is announced, CISN Rewards Club members can enter the word in the Listen & Win Section of the CISN Rewards Club at www.cisnfm.com. Each time a word is entered, it counts as an entry/ballot into the grand prize draw.

Listeners who are not CISN Rewards Club members can join by visiting www.cisnfm.com.

5. HOW TO WIN

Each weekday during the Contest Period a WestJet Word will be announced at the following times: 7:15a.m, 10:15a.m, 2:15p.m, 4:15p.m and 8:15p.m. CISN Rewards Club members can enter the words in the Listen & Win Section at www.cisnfm.com. Each word entered counts as one entry into the grand prize draw. The more words entered, the greater your chances are of winning. Every Monday within the contest period, at approximately 7:10 am, Bruce and Sean will draw one winner from all entries received the week prior in the Listen and Win Section. The grand prize draw dates are, March 15, 22, 29 and April 5, 2010. The person whose name is called will be contacted after the announcement.

All prize claims are subject to verification of the claimant's eligibility and compliance with the Official Rules.

The odds of a winning are based on an estimated number of entries received for each drawing.

6. PRIZE

Each verified winner will receive a prize valued at \$1900.00 CDN dollars. Prize is one (1) of four (4) trips for two (2) people to San Francisco from Edmonton International Airport. Includes airfare and up to 3 nights' accommodations courtesy of WestJet Vacations.

Limit one winner per household.

7. PRIZE VALUE

The approximate retail value each trip is approximately \$ 1900.00 CDN Dollars

8. AWARDING OF THE PRIZES

Winners name will be announced by the morning show and contacted by the CISN Promotions Department with instructions on how to pick up/redeem their prize.

9. DEADLINE FOR CLAIMING PRIZING

Winners must claim their prizes by one week after announcing his/her name on-air as the winner. (the "Deadline"). If a winner fails either to claim their prize or inform CISN

Country 103.9 of his or her inability to claim their prize before the Deadline, his or her entry will be forfeited and another eligible entrant may be selected.

10. LIMITATIONS ON DATES OF TRAVEL

This prize includes one WestJet Vacations Package for 2 (two) guests from Edmonton, Alberta to San Francisco, California including roundtrip airfare and up to 3 nights accommodation. This package is subject to availability and can be used up to a maximum value of \$1900.00 CAD inclusive of fees, taxes and surcharges. If the package amount chosen by the prize winner exceeds the maximum value, any additional amount remaining is the responsibility of the prize winner and must be paid at the time of booking. If the total maximum value is not used, any remaining amount will be forfeited. Airline peak dates such as statutory holidays, Easter & Spring break, long weekends and airline blackout periods are not available for this prize. Additional dates may apply. The hotel prize excludes any mandatory service or incidental charges. Credit card will be required upon check-in. Prize is not valid for any flights departing after such date and extensions to the expiry date are not permitted.

Travel and accommodation must be completed by September 30th, 2010. Package cannot be booked more than 30 days prior to departure. Once the booking has been confirmed, changes to guest names and/or flights are not permitted. No credit or reimbursement will be provided if the prize is not used. Prizes are non-transferable, carry no cash value and must be accepted as awarded. WestJet regular schedule may not apply to the above destination at all times of the year; WestJet schedule may change without notice. For up to date information on scheduling please visit westjet.com.

In the event that WestJet cannot fulfill the prize as described herein, in its sole determination, WestJet shall provide the contest winner an alternate prize package of equal or greater value, based on the same terms and conditions.

11. EXPENSES

Each trip prize winner is responsible for all incidental expenses incurred for the purpose of taking or during the trip including, but not limited to, accommodation, ground transportation not specifically mentioned in paragraph 6, above, airport improvement fees, travel insurance, trip cancellation insurance, connector flights, sightseeing tours, tips, fees and surcharges, excess baggage fees, costs associated with obtaining travel documents, visas, or necessary vaccinations, or items of a personal nature (the "Expenses"). All winners understand that he or she may not seek reimbursement for the Expenses from CISN Country 103.9, Corus, the Affiliates, WestJet, an Alberta Partnership, WestJet Vacations Inc. the Prize Supplier(s) or their respective advertising and promotional agencies. **All trip winners and his or her guest are responsible for ensuring that they have all necessary travel documents prior to departure.**

12. LIMITATION ON NUMBER OF ENTRIES PERMITTED

Only four entries (one entry per Tropical Word) per person are 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.

13. CHANCES OF WINNING

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

14. NO REPRESENTATIONS OR WARRANTIES

Neither CISN Country 103.9, Corus nor WestJet, an Alberta Partnership, WestJet Vacations Inc. makes any representation or offers any warranty, express or implied, as to the quality or fitness of the prizes. Each prize winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from CISN Country 103.9, Corus, or WestJet, an Alberta Partnership, WestJet Vacations Inc. should the prize fail to be fit for its purpose or is in any way unsatisfactory to the prize winner.

15. DECLARATION AND RELEASE OF PRIZE WINNER

Before being awarded the Prize the Prize winner and his or her guest must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question; and
- b) Sign a standard waiver 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 CISN Country 103.9, Corus, the Affiliates, WestJet, an Alberta Partnership, WestJet Vacations Inc. 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 his or her guest, 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.

16. 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.

17. SUBSTITUTION OR CHANGE TO THE CONTEST

CISN Country 103.9, Corus, WestJet, an Alberta Partnership, WestJet Vacations Inc. the Prize Supplier(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.

18. OWNERSHIP OF ENTRIES

All entries shall become the property of CISN Country 103.9, Corus, the Prize Supplier(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.

19. CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including the 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 CISN Country 103.9, Corus, the Prize Supplier(s), promoters and their advertising and promotional agencies, without any payment or compensation. The Prize winner further agrees that his or her audio reaction may be used for on-air promotional purposes. **The entrants understand and acknowledge that CISN Country 103.9 may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.**

20. 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 CISN Country 103.9, Corus and the Prize Supplier(s) to the collection and use of the Registrant Information for the purpose of administering the Contest and selecting the prize winner(s). Future correspondence may take place between CISN Country 103.9, Corus, the Sponsor(s) and the entrants.

An individual may request that the promoter refrain from sending that individual any other sweepstakes or contest related mailings. To do so, they can submit their request via mail at CISN Country 103.9, 5204-84th Street NW, Edmonton, AB T6E 5N8. An individual can also reverse the removal request by submitting a written request to receive such promotions to the above address.

21. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at www.cisnfm.com

22. COMPLIANCE WITH CONTEST RULES

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of CISN Country 103.9, Corus, WestJet, an Alberta Partnership, WestJet Vacations Inc. and the Prize Supplier(s) at any time.

23. 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.