

CONTEST RULES AND REGULATIONS

"Tropical Words of the Day"

1. THE CONTEST AND THE CONTEST PERIOD

CISN COUNTRY'S Tropical Words of the Day contest (the "Contest") commences on September 28 at 7:15 a.m and concludes on March 7 at 11:59 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, but excluding employees and directors of CISN Country 103.9, Corus Entertainment Inc. ("Corus"), any affiliate (as defined in the *Canada Business Corporations Act*) of CISN Country 103.9 or Corus (the "Affiliates"), employees, directors and officers of Signature Vacations (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

Each weekday from September 28 through to March 5, 2009 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 Tropical Word(s) of the day. At each of these times, a CISN Announcer will announce a Tropical Word. The tropical word will be different at each time. Once the Tropical 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 Tropical 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 second Monday, 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, October 5, 19, November 2, 16, 30, December 14, 2009 and January 4, 18, February 1, 8, 22, March 8, 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 \$2500 (2500 CDN dollars). Prize includes one of 12 trips to the Mayan Riviera or Huatulco, Mexico courtesy of Signature Vacations and New West Travel. There will be 4 trips for two given away to Huatulco, Mexico and 8 trips for two given away to Mayan Riviera.

HUALTULCO with Chris Scheetz - The trip includes, an all inclusive package for 2 (two) to Huatulco, round trip airfare from Edmonton to Huatulco 7 nights, accommodation at the Dreams Huatulco (Hotel Room) and round trip airport transfers between airport and the hotel. Departure date January 28 or February 4, 2010. Exact departure date to be determined.

MAYAN RIVIERA with Bruce Bowie - The trip includes, an all inclusive package for 2 (two) to the Mayan Riviera, round trip airfare from Edmonton to the Mayan Riviera, 7 nights accommodation at the Adult Only El Dorado Seaside Suites by Karisma (Hotel Room) and round trip airport transfers between airport and the hotel. Departure Date is March 14 or 17, 2010. Exact departure date to be determined.

MAYAN RIVIERA with Sean Burke - The trip includes, an all inclusive package for 2 (two) to the Mayan Riviera, round trip airfare from Edmonton to the Mayan Riviera, 7 nights accommodation at the Star Azul Sensatori by Karisma (Hotel Room) and round trip airport transfers between airport and the hotel. Departure Date is March 14 or 17, 2010. Exact departure date to be determined.

Limit one winner per household.

7. PRIZE VALUE

The approximate retail value each trip is approximately \$2500.

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

- Each trip must be taken on the trip dates stated in #6. If the trip prize winner is unable to travel during the Travel Period, he or she will forfeit the trip prize, and another eligible Contest entrant will be selected.
- Passengers are responsible for their travel own insurance. It is recommended that passengers take out suitable travel insurance
- Signature Vacations accepts no responsibility or liability for hotel accommodation.
- Transfer to onwards destinations are not the responsibility of either Signature Vacations. Passengers must organize their own transfers as they see fit. Transfer service will be offered from the airport to the hotel only upon arrival, and from the hotel to the airport upon departure.
- Signature Vacations reserves the right to vary any of the terms and conditions of this offer at their absolute discretion.
- Signature Vacations reserves the right to cancel this promotion without notice or obligation.

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, departure taxes, 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, the Sponsor(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 five entries (one entry per Tropical Word) per person 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.

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 nor Corus 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 or Corus 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 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 CISN Country 103.9, 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 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 Prize, whether suffered by the 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, the Sponsor(s) and their respective advertising and promotional agencies reserve the right to substitute the 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 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.

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 Sponsor(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 Sponsor(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 and the Sponsor(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.