

CONTEST RULES AND REGULATIONS

THE TODD AND KAREN JAMESON EXPERIENCE TO THE OLD JAMESON DISTILLERY IN IRELAND

1. **THE CONTEST AND THE CONTEST PERIOD**
The Todd and Karen Jameson Experience to the Old Jameson Distillery in Ireland contest (the "Contest") commences at 12:00 a.m. on Monday, February 22, 2010 and concludes at 11:59 p.m. on Sunday, March 7, 2010 (the "Contest Period").
2. **NO PURCHASE NECESSARY**
3. **ELIGIBILITY**
The Contest is open to residents of British Columbia, who are 19 and older, but excluding employees and directors of CFOX-FM, Corus Entertainment Inc. ("Corus"), any affiliate (as defined in the *Canada Business Corporations Act*) of CFOX-FM or Corus (the "Affiliates"), employees, members of the immediate family of an employee, or domiciled with an employee, directors and officers of: Corby Distilleries Limited (the "Sponsor"), the Liquor Control and Licensing Branch (the "LCLB"), retailers and their employees, liquor licensees, prize suppliers, including their respective advertising and promotional agencies, (including the "independent contest organization). Void where prohibited by law.
4. **HOW TO ENTER AND WIN**
To qualify, log on to www.cfox.com (the "Website") and become a registered member of "THE FOX ROCKS CLUB" by completing an online registration form at the Website. All previously registered FOX ROCKS CLUB members are eligible to enter the Contest. Once a member, listen to CFOX-FM for a password to be broadcast once per hour during the Contest Period as part of Contest-specific segment. Click on the Contest page at www.cfox.com, click on the "ENTER NOW/ENTER" link and submit the password. One (1) entrant who has submitted a valid password will be randomly selected on March 8, 2010 and awarded the Grand Prize, as defined below. The entrant selected will be contacted by telephone at the phone numbers provided in the FOX ROCKS CLUB membership form on March 7, 2010 between the hours of 3:00pm and 6:00pm. If he or she is unavailable by telephone, he or she will forfeit the Grand Prize.
5. **THE GRAND PRIZE**
There will be one (1) Grand Prize awarded. The Grand Prize will include the following:
 - Return airfare for the winner and his/her guest from Vancouver, Canada to Dublin, Ireland, leaving on Sunday, March 14th 2010 and returning on Thursday, March 18th 2010;
 - Hotel accommodation for three (3) nights for the winner and his/her guest in the Fitzwilliam Hotel in Dublin Ireland;
 - Opportunity to participate in the 321 challenge/pub crawl;
 - Opportunity to participate in the Jameson 360 St. Patrick's Day Party on Saturday, March 13th
 - Land transfers to and from the airport in Ireland, plus air transfer from Dublin to the Old Jameson Distillery in Middleton, Ireland;
 - A guided tour of the Old Jameson Distillery for the winner, his/her guest plus the opportunity to attend the live 2010 Jameson Global Broadcast Program event on

Wednesday, March 17th 2010 and the festivities during the St. Patrick's Day Festival in Dublin;

- Welcome Gala dinner and Farewell dinner;
- Participation in a live radio broadcast in the Church Pub, as well as the St. Patrick's Day Broadcast;
- Meals and activities for the winner and his/her guest as included in the Jameson Global Broadcast program itinerary;
- \$500.00 Cdn. spending money.

6. **GRAND PRIZE VALUE**

The approximate retail value of the Grand Prize is \$10,000.00 Cdn.

7. **DEADLINE FOR CLAIMING GRAND PRIZE**

The Grand Prize winner must claim the Grand Prize by 5:00 p.m. on Tuesday, March 9, 2010 (the "Deadline") by attending at the CFOX-FM offices located at 2000-700 West Georgia Street, Vancouver, BC. If the Grand Prize winner fails either to claim the Grand Prize or inform CFOX-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. If you have not been contacted by this date, you may assume that you are not a selected potential winner.

8. **LIMITATIONS ON DATES OF TRAVEL**

The Grand Prize must be taken between Sunday, March 14th, 2010 and Thursday, March 18th 2010 (the "Travel Period"). Blackout periods may apply. If the Grand Prize winner is unable to travel during the Travel Period, he or she will forfeit the Grand Prize, and another eligible Contest entrant will be selected. Grand Prize winner and travel companion will be required to travel together, on the same itinerary.

9. **EXPENSES**

The Grand Prize winner and his or her guest, if applicable, are responsible for all incidental expenses incurred for the purpose of taking or during the trip including, but not limited to, ground transportation not specifically mentioned in Section 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**"). The Grand Prize winner and his or her guest, if applicable, understand that they may not seek reimbursement for the Expenses from CFOX-FM, Corus, the Affiliates, the Sponsor(s) or their respective advertising and promotional agencies. **The Grand Prize winner and his or her guest are responsible for ensuring that they have all necessary travel documents prior to departure.**

10. **LIMITATION ON NUMBER OF ENTRIES PERMITTED**

FOX ROCKS CLUB members may enter once per hour with the appropriate password. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

11. **CHANCES OF WINNING**

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

12. **NO REPRESENTATIONS OR WARRANTIES**

Neither CFOX-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 CFOX-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.

13. **DECLARATION AND RELEASE OF GRAND PRIZE WINNER**

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

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question;
- b) Must both be of legal drinking age in, their province or territory of residence
- c) 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 CFOX-FM, Corus, the Affiliates, the Sponsor(s), liquor licensees, prize suppliers, the LCBO, 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.

18. **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.

19. **SUBSTITUTION OR CHANGE TO THE CONTEST**
CFOX-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.
20. **OWNERSHIP OF ENTRIES**
All entries shall become the property of CFOX-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.
21. **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 CFOX-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 CFOX-FM may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.**
22. **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 CFOX-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 CFOX-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. If an entrant would like their personal information removed from the Sponsor's database at the conclusion of the contest, send this request in writing to the Chief Privacy Officer, Corby Distilleries Limited, 225 King Street West, Toronto, Ontario M5V 3M2.
23. **NO DISRUPTION TO CONTEST**
All Contest entrants agree to respect the entry process and the operation of the Contest as outlined in these rules and regulations. CFOX-FM, Corus or the Sponsor(s) may disqualify or ban from future contests any Contest entrant or person who CFOX-FM, Corus or the Sponsor(s) believes is tampering with the entry process or the operation of the Contest, to be acting in a disruptive or unsportsmanlike manner, or behaving with the intent to annoy, abuse, threaten or harass any person associated with CFOX-FM, Corus or the Sponsor(s). Any attempt to deliberately damage a website or to undermine the legitimate operation of a contest is a violation of criminal and civil laws, and should any such attempt be made by a Contest entrant or other person, CFOX-FM, Corus and the Sponsor(s) may seek damages or other relief from such Contest entrant or other person to the fullest extent permitted by law.

24. **WHERE CONTEST RULES AND REGULATIONS AVAILABLE**
These rules and regulations are available online at www.cfox.com through The Fox Rocks Club.
25. **COMPLIANCE WITH CONTEST RULES**
All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of CFOX-FM, Corus and the Sponsor(s).
26. **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.
27. **LIQUOR BOARDS**
The LCLB is not connected with this Contest in any manner whatsoever, and is not liable in any way whatsoever in regard to any matter that relates to this Contest.