

Esso Cooler Giveaway Contest Rules

The Esso Cooler Giveaway Contest (the “**Contest**”) is organized by Imperial Oil, a partnership of Imperial Oil Limited and McColl-Frontenac Petroleum Inc (the “**Sponsor**”). The Contest begins on June 15, 2009, at approximately 8:00 a.m. Eastern Time (ET) (the “**Contest Starting Date**”) and closes on Saturday 30, August 2009, at approximately 9:59 AM Eastern Time (ET)(the “**Contest Closing Date**”).

SECTION 1: HOW TO ENTER

1. Starting June 15, 2009, at approximately 8:00 a.m. Eastern Time (ET), entrants can enter the Contest by calling into the participating radio stations at the time of day to be decided by each participating radio stations.
2. There are 30 Esso Coolers package (each, a "Prize") available to be won during the Contest. Each Prize includes:
 - o One (1) Cooler
 - o One \$50 Esso Gift Card
 - o Six assorted non alcoholic beverages
 - o A total of 20 prizes will be given away by each radio station on air

The approximate retail value of each Prize is One Hundred dollars CDN (\$100).

3. All information obtained for this Contest will be used only for the purposes of conducting the Contest.
4. Vancouver 99.3 The Fox: Call in to win - (1) Mid day - listeners are prompted to call in. A clip of a movie is played and the listener has to identify the title of the movie to win. Winners must come to the station to collect their prize. (2) Evening - 2 songs pitted against each other, listeners asked to call-in, random selection of a listener who calls in and votes. Winners must come to the station to collect their prize. (3) The Fox Rocks club (Street Team) - Teams compete in street challenges (games) at live events and the winner of the street challenge wins. Prize is awarded on site.

SECTION 2: ELIGIBILITY

5. The Contest is open to all individual residents of Canada.
6. This Contest is not open to employees, representatives, and agents of the Sponsors, their respective parent, related and affiliated companies, advertising and promotional agencies and the members of the households of such employees, representatives and agents. By entering the Contest, entrants agree to abide by the Contest rules and all decisions of the judges, which shall be final and binding on all entrants in all matters relating to this Contest. This Contest is subject to all applicable Federal, Provincial, and Municipal laws and regulations. Void where prohibited by law. The Sponsor reserves the right to cancel or suspend this Contest in the event of any accident, administrative or other error of any kind. A skill-testing question is required in order to be confirmed a winner for a Prize.
7. In order to be eligible to win a Prize, entrants must comply with these Contest Rules and Regulations.

SECTION 3: GENERAL CONDITIONS

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8. All Contest entries become the property of the Sponsor and no correspondence will be entered into except with selected entrants.
9. By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsor, its parent, related and affiliated companies, subsidiaries, members, dealers, advertising, franchisees, promotional agencies and each of their respective directors, successors, sponsors, partners, licensees, officers, subsidiaries, agents, employees, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the prize awarded.
10. For Quebec participants, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.