

THE FOX \$1000 PAYDAY CONTEST (the “Contest”)
Official Rules and Regulations (the “Contest Rules”)

1. THE CONTEST PERIOD

The Contest entry period commences at 7:15 a.m. Standard Time (“PT”) on September 7, 2010 and concludes at 11:59 p.m. PT on November 12, 2010 (the “Contest Period”).

2. ELIGIBILITY

The Contest is open to residents of British Columbia, who are nineteen (19) years of age or older. Employees, directors and officers of CFOX-FM and Corus Entertainment Inc. (“Corus”, and together with CFOX-FM, the “Contest Sponsors”) any affiliate (as defined in the *Canada Business Corporations Act*) of the Contest Sponsors (the “Affiliates”) employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing or those with whom they are domiciled are not eligible to enter the Contest.

3. HOW TO ENTER

NO PURCHASE NECESSARY.

Every weekday morning during the Contest Period at 7:15 a.m. PT, a member The Jeff O’Neil Show will announce The Fox “Song of the Day”. The next time the Song of the Day is played in its entirety on CFOX-FM, listeners are invited to call (604) 280-2396 or 1-877-369-76257 (the “Contest Line”). The listener that is the ninth caller through to the Contest Line and correctly identifies the Song of the Day will be awarded \$1,000 (the “Grand Prize”). If the ninth caller is unable to correctly identify the Song of the Day, the next caller to get through and to correctly identify the Song of the Day will be awarded the Grand Prize

NOTE: Any one person may only win one (1) Grand Prize. Wildcard contest occasions may occur at randomly at any time including weekends during the Contest Period, but will not take place on statutory holidays that fall within that period.

4. WINNER SELECTION

The Grand Prize winner will be contacted by a representative of CFOX-FM within two (2) days of being announced a winner, at the contact information provided by the entrant to CFOX-FM at the time of winning. Potential Grand Prize winners found to be ineligible, decline to accept the Grand Prize or who are unable to be contacted (including failing to return phone calls or emails) within five (5) business days of the winning call will forfeit the Grand Prize.

5. THE GRAND PRIZE AND GRAND PRIZE VALUE

There are fifty (50) Grand Prizes to be won. Each Grand Prize consists of One Thousand Dollars (\$1,000) (the “Grand Prize”).

6. DEADLINE FOR CLAIMING GRAND PRIZE

Following confirmation as a Grand Prize winner in accordance with the Contest Rules, selected entrants will be given instructions and a deadline as to how they must claim the Grand Prize. Potential winners who fail either to claim the Grand Prize as or to inform CFOX-FM of his/her inability to claim the Grand Prize before the deadline, as instructed, will forfeit the Grand Prize.

7. **PRIZE CONDITIONS**

All incidental costs and expenses not specifically referred to herein as part of the Grand Prize description (the “**Expenses**”) are the sole responsibility of the Grand Prize winner (and/or guest where applicable). The Grand Prize winner (and/or guest where applicable) shall not seek reimbursement for the Expenses from the Contest Sponsors.

8. **CHANCES OF WINNING**

Chances of winning depend on the number of entrants during the Contest Period.

9. **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 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 the Contest Sponsors should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

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

Before being awarded the Grand Prize, the Grand Prize winner 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 Contest Rules;
 - 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 the Contest Sponsors, the Affiliates, 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 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.

11. 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. 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 that prize or prize portion will be forfeited.

12. TERMINATION/MODIFICATION

Subject to applicable law, the Contest Sponsors reserve the right to cancel, suspend, terminate, 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.

13. OWNERSHIP OF ENTRIES

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 or equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

14. PUBLICITY

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 the Contest Sponsors, 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.**

15. 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 Grand Prize winner(s). No correspondence will take place between the Contest Sponsors 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.

16. 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 or winning a prize 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 unfair playing practices (including the use of automated quick entry programs) 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.**

17. 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 any 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 an potential entrant's ability to participate in the Contest.

18. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at www.cfox.com and at CFOX-FM offices, located at 2000-700 West Georgia Street, Vancouver BC, V7Y 1K9.

19. COMPLIANCE WITH CONTEST RULES

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

20. 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.