

# MuchMusic and Virgin Mobile Liz's +1

## CONTEST

### OFFICIAL RULES AND REGULATIONS

August 10, 2011 - August 22, 2011

---

1. TO ENTER the MuchMusic and Virgin Mobile Liz's +1 contest (the "Contest") simply visit the web site located at [www.mtv.ca/plusone](http://www.mtv.ca/plusone), click on the Contest page, complete and submit your entry by following the instructions found on the site. In the event of a dispute, entries received on-line shall be deemed to be submitted by the "Authorized Account Holder" of the email address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries must include your first and last name, address, email address, age, ten digit day time and evening telephone number, a {4 x 6} photograph, in JPEG format, maximum 2mb depicting themselves only and a maximum 150 word essay, in English describing why he/she would be the perfect person to travel to LA with Liz and hang out backstage at the VMAs. Limit of one (1) entry per individual throughout the Contest Period. If it is discovered that you attempted to enter more than during the Contest Period, all your entries will be void. Contest starts at 11:00 a.m. Eastern Time ("ET") on Wednesday, August 10, 2011 and closes on Monday, August 22, 2011 at 11:00 a.m. ET (the "Contest Period"). There is one (1) grand prize (the "Prize") to be won from among all the eligible entries received during the Contest Period. No purchase necessary. Void where prohibited.

2. The contest sponsors are Bell Media Inc. and Virgin Mobile Canada (hereinafter referred to as the "Contest Sponsors").

3. To enter and to be eligible to win, entrant must be a legal resident of Canada (excluding Quebec) and be thirteen (13) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsors, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter. Entrants who are under the age of majority at the date of entry are eligible to enter the Contest and win the Prize provided that the parent or legal guardian of the entrant accepts any such prize and the terms and conditions hereof for and on behalf of such entrant, and accompanies the entrant on the Prize trip. A winner of a Bell Media Inc. contest within the three (3) months preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) and persons domiciled with a winner are not eligible to enter.

4. Prize - There is one (1) Prize consisting of a trip to Los Angeles, California, United States Of America to L.A. to experience the MTV Video Music Awards. The trip includes: round trip economy air fare for one (1) from a major Canadian airport closest to the Prize winner's place of residence in Canada (hereinafter referred to as the "Departure Point"); five (5) nights accommodation (based on one (1) room, single occupancy) as chosen by the Contest Sponsors, one (1) ticket to the MTV Video Music Awards plus Five Hundred Dollars (\$500.00) Canadian in spending money.

In the event that the Prize winner is under the age of majority, the trip will also include round trip economy airfare from the Departure Point for the Prize winner's parent or legal guardian as well as shared accommodation with the Prize winner (one room, double occupancy) for five (5) nights as set out above. Prize winner and his/her travelling companion (if applicable) are solely responsible for all costs not expressly described herein including, without limitation, applicable taxes, fuel/currency surcharges, ground transportation, meals and beverages, other than described herein, as applicable, room service, gratuities, merchandise, telephone calls, insurance together with any required travel documentation, and all personal expenses of any kind or nature, together with any applicable overnight layover. Departure dates and accommodation are subject to availability and change without notice or compensation. Prize winner and his/her travelling companion (if applicable) are also solely responsible for all costs incurred to and from the Departure Point as the Prize originates and terminates there. It is the sole responsibility of the Prize winner and his/her travelling companion (if applicable) to obtain all necessary travel documentation including passports and visas, as applicable and to comply with any customs and immigration requirements. Prize winner and his/her travelling companion (if applicable) must be able to travel at the times and dates as determined by the Contest Sponsors in their sole discretion and authority failing which the Prize will be forfeited. It is recommended that the Prize winner and his/her travelling companion (if applicable) obtain sufficient personal insurance prior to departure.

Travel must take place between Wednesday, August 24, 2011 and Monday, August 29, 2011. Approximate retail value of the Prize is Two Thousand Dollars (\$2,000.00) Cdn. based on Toronto departure for a Prize winner who is over the age of majority; and Three Thousand Dollars (\$3,000.00) based on Toronto departure for a Prize winner who is under the age of majority.

5. Prize must be accepted as awarded. The Prize may not be sold, transferred and is not convertible to cash. Contest Sponsors reserve the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs not expressly described herein. No change in travel arrangements can be made by the winner once the booking has been confirmed. The Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program.

6. On or after Monday, August 22, 2011 an impartial panel of judges (the "Judges") in Toronto, Ontario, will review all eligible entries submitted. The criteria that will be used by the Judges to determine the Prize winner, in no particular order, includes passion, creativity and originality of essay and photo,. The odds of winning a Prize will depend on the number and caliber of eligible entries received during the Contest Period. All criteria will be weighed equally, in the event of a tie, the entry with the highest score in the creativity category will be deemed the potential winner. Bell Media Inc., acting reasonably, will attempt to contact potential winner or, if under the age of majority, his or her parent or legal guardian, by telephone on the day of the judging. In the event the potential winner cannot be contacted on the day of the judging, he or she will be disqualified and an alternate potential winner will be selected. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Bell Media Inc. Before being awarded a Prize, potential winner (and in the event of a minor, his/her parent or legal guardian) will be required to sign and return within the time stipulated by the Contest Sponsors, a full release and indemnity form stating that he/she has read and understood these official rules and regulations ("Rules"), grants all consents required, authorizes the Contest Sponsors to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or

publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner and/or his/her traveling companion (if applicable), beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsors from any and all liability of any kind arising out of the potential winner's and/or his/her traveling companion's (if applicable) in this Contest and receipt and use of the Prize. In the event that the potential winner and/or his/her traveling companion do not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify potential winner and/or traveling companion, and select an alternate potential winner and/or traveling companion and the Contest Sponsors shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner and/or his/her traveling companion shall be applied, with the necessary amendments, until a qualified winner has been duly selected, but no winner will be selected after **August 23<sup>rd</sup>, 2011**.

7. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest. Make sure your entry is original and does not include any third party's proprietary content, including trade-marks or copyrighted content. Contest Sponsors, in their sole discretion, may disqualify any entrant who uses third party proprietary content. Contest Sponsors further reserve the right, in their sole discretion, to edit any entry submission to blur out any trade-marks or to remove any copyrighted content, including but not limited to, music or video clips, as applicable. Submissions must not include any illegal, defamatory or in any way obscene content. Entries remain the property of the entrant. By entering this Contest each entrant (i) represents that his/her entry submission is her or her original work and does not infringe on any third party's copyright, trade-mark or other intellectual property rights, (ii) grants the Contest Sponsors, an unlimited, royalty free, irrevocable, right and license to reproduce, post and/or broadcast the submission in any form of media now known or hereinafter developed; (iii) waives all moral rights in the submission in favour of the Contest Sponsors, (iv) agrees to release, indemnify, discharge and hold harmless the Contest Sponsors, their respective parent, subsidiary and affiliated companies, and their respective officers, directors, employees, agents and representatives from any claim or liability arising from or related to the submission, participation in this Contest, and/or acceptance and or use of any Prize awarded, and (v) consents to the publication and/or use, in any medium of the entrant's entry, name, city of residence, photograph and/or image for publicity purposes carried out by the Contest Sponsors or their advertising and promotional agencies without payment or compensation of any kind. Contest Sponsors assume no responsibility for any claims against infringement of the right of privacy with respect to any submission submitted.

8. All entries become property of Contest Sponsors who assume no responsibility for garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting the name of the prize winner (for which a self-addressed, postage paid envelope must be included). Contest Sponsors do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials-data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsors, in their sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is

corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsors reserve their right to cancel, terminate, modify, amend, extend or suspend the Contest including canceling any method of entry, and select a winner from previously received eligible entries. Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsors reserve their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsors reserve their right to seek remedies and damages to the fullest extent of the law. Contest Sponsors shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest web site, where applicable.

9. Contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this Contest, each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsors for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsors will not sell or transmit this information to third parties except for the purposes of administering this Contest. Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to Bell Media Inc. at 299 Queen St W, Toronto, ON, M5V 2Z5.

10. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.

11. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsors and or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

## **LEGALS for the MuchMusic and Virgin Mobile Liz's +1 Contest**

No purchase necessary. Contest starts at 11:00 a.m. ET on Wednesday, August 10, 2011 and closes on Monday, August 22, 2011 at 11:00 a.m. ET. Complete contest rules and regulations available at [mtv.ca/plusone](http://mtv.ca/plusone). Open to legal residents of Canada (excluding Quebec) thirteen (13) years of age or older. Must correctly answer, unaided, a mathematical skill testing question to be declared a winner. Approximate retail value of the Prize is Two Thousand Dollars (\$2,000.00) Cdn. based on Toronto departure if the Prize winner is over the age of majority and Three Thousand Dollars (\$3,000.000) Cdn based on Toronto departure if the Prize winner is under the age of majority . The odds of winning the Prize will depend on the number and caliber of eligible entries received during the Contest Period. Entries will be judged based upon the following criteria, weighted equally: passion, creativity, and originality.