

Class of the Week

OFFICIAL RULES AND REGULATIONS

1. TO ENTER the **Class of the Week** contest (the "Contest") simply visit the web site located at **www.am800cklw.com**, 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, name of the class and school that you are nominating, address, email address, age, ten digit telephone number. Limit of one (1) entry per individual per class. If it is discovered that you attempted to enter more than once, all your entries will be void. For mail in entries, each entry must be sent separately and must bear sufficient pre-paid postage. Entries will be rejected if entry form is not fully completed and received during the Contest Period. Illegible entries, bulk drop-offs, or mechanical reproductions are ineligible. Contest starts on Monday, January 4th, 2010 at 3:00 p.m. Eastern Time ("ET") and closes on Thursday, June 10th, 2010 at 12:00 p.m. Eastern Time ("ET") (the "Contest Period"). There are twenty-one grand prizes (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 **AM800 CKLW**, a division of CTV Limited, **McDonald's Restaurants** and **Monarch Basics** (hereinafter referred to as the "Contest Sponsors").

3. To enter and to be eligible to win, entrant must be a legal resident of Ontario. Only classes of schools in Windsor and Essex County are eligible to win. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsors, their agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter.

4. Prize - There are **twenty-one (21)** Prizes consisting of a McDonald's Breakfast Meal for each student in attendance, an embroidered backpack for each student in attendance and a framed certificate for the classroom. Grand Prizes will be delivered to the winning classes on Thursdays at approximately 9:00am. Dates for visits are Thursdays between January 21, 2010 and June 17, 2010 except for the week of the March Break Holiday. Approximate retail value of each Grand Prize is approximately three hundred dollars, depending on the number of students in the winning class.

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.

6. Every week for twenty-one weeks, starting the week of January 11, 2010 (with the exception of the week of the March Break holiday), a winner will be selected from all

eligible entries based on the creativity and merit of their entry. Selection will happen at **AM800 CKLW** in Windsor, Ontario by the employees of the AM800 CKLW Promotions Department. Selection will be announced on-air on the Friday of that week. The odds of winning the Prize will depend upon the total number of eligible entries received during the Contest Period. The **AM800 CKLW Promotions Department Employee**, acting reasonably, will attempt to contact potential winner by telephone immediately after the announcement and arrange the Breakfast delivery for the following Thursday. In the event the potential winner cannot be contacted within two business days, he or she will be disqualified and an alternate potential winner will be drawn. Further, if there is not a clear telephone connection between the **AM800 CKLW Promotions Department Employee** and the potential prize winner, such that one or each other cannot hear the other, such potential prize winner is disqualified, and the Contest Sponsors will not be liable in any way for such failed connection. In conducting the contest, the **AM800 CKLW Promotions Department Employee** has the full and absolute discretion to disqualify any potential prize winner who fails to respond on the phone or whose response cannot be heard by such AM800 CKLW representative, and the Contest Sponsors shall have no liability or responsibility to any caller so disqualified. 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 CTV Limited/AM800 CKLW. Before being awarded a Prize, potential winner, and his or her travelling companion, as applicable, 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, 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 participation in this Contest and receipt and use of the Prize. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify potential winner, and draw an alternate potential winner 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, if applicable, shall be applied, with the necessary amendments, until a qualified winner has been duly selected.

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.

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 names of 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 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 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, 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 CTV Limited, AM800 CKLW, 1640 Ouellette Avenue, Windsor, Ontario, N8X 1L1

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, radio, television, print or online advertising, the terms and conditions of these 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.