



“Win your Bill for the Month” Contest

From July 1st to September 30th, 2010

Contest Rules

1. CONTEST PERIOD

The “Win your bill for the Month” Contest (the “**Contest**”) is run by Bell Canada and TELUS (collectively the “**Administrator**”) and will take place in Canada from July 1st 2010 at 8 a.m. (ET) to September 30th at 23:59 p.m. (ET) (the “**Contest Period**”).

2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, together with affiliates, including without limitation parent, sister and subsidiary companies, retailers, franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity directly involved in the Contest and their respective officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Canada;
- (b) have reached the age of majority in their province of residence; and
- (c) are Bell TV or TELUS TV customers with an account in good standing as at June 30, 2010.

Employees of the Contest Group, as well as members of the immediate family (such as their father, mother, brothers, sisters or children) of such employees, their legal or common-law spouses or any persons with whom such employees reside are not eligible to enter the Contest.

4. METHODS OF ENTRY

4.1. To enter the Contest on your TV, you must visit Game Galaxy on your receiver (channel 550) and sign up for a game (among Action Arcade, Puzzle Zone, Playin’TV, Playin’Casino, Buzztime Trivia, Disney Play, Kids Wise, Petits génies, Mini Kids and/or Playin’TV Max), or a theme pack (among Arcade Fun, Early Learning or Puzzle and Trivia). Each game costs \$4 per month, and each theme pack \$8 per month. You may unsubscribe from any game or theme pack at any time by calling 1-888 759 3473 (Bell TV) with 30-day notice. You will obtain one entry into the Contest (the “**Entry**”) per game or theme pack that you sign up for. There is a limit of twenty-five (25) Entries per day during the Contest Period.

4.2. **NO PURCHASE NECESSARY.** You may enter the Contest without purchase by mailing an original handwritten letter, at least ten lines in length, explaining why you should win one (1) of your DTH Satellite bills paid for the month, along with your full name (including middle initial), address (including postal code) and daytime

telephone number (including area code) to: Contest "Win your Bill for the Month", c/o Deandrea, 100 Wynford Drive, 3rd Floor, Toronto, ON. M3C 4B4 or by facsimile at 416 446 3040. To be eligible for the Contest, mailed entries must be postmarked by no later than the end of the Contest Period and received within ten (10) days from the end of the Contest Period. Mailed entries are subject to the same entry conditions, eligibility requirements and other terms and conditions applicable to other entries.

5. PRIZE(S)

- 5.1. **Grand Prize:** There is a total of one (1) grand prize available to be won. The grand prize consists of one free month of TV programming (for the month of September or October) and excluding all costs that are not programming-related, such as digital service fee, receiver rental, and installation, up to a maximum of \$200.00.

There is one (1) prize available to be won. Approx. total value of all prizes \$200.00.

6. DRAW

On October 11, 2010 at 8:00 a.m. (ET) in Toronto in the province of Ontario, at the offices of the Administrator one (1) entry will be randomly drawn from all eligible entries received during the Contest Period.

7. ODDS OF WINNING

The odds of winning depend on the number of valid entries received during the Contest Period.

8. AWARDING OF PRIZE(S)

- 8.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first:
- (a) Be reached by telephone or email by the Administrator or its representatives within ten (10) days immediately following the selection of the entry;
 - (b) Have correctly answered a mathematical skill-testing question in the declaration and release documentation; and
 - (c) Sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation within five (5) days following its delivery by the Administrator or its representatives.
- 8.2. **Disqualification:** If any one of the conditions mentioned above is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner.
- 8.3. **Delivery of Prize(s):** Following receipt of the selected entrant's signed declaration and release documentation, the Administrator or its representatives will send the prize(s) to the winner(s). Please allow four (4) to six (6) weeks for delivery. Shipped prize(s) shall not be insured and the Administrator shall not assume any liability for lost, damaged or misdirected prize(s).

9. GENERAL TERMS AND CONDITIONS

- 9.1. **Verification of Entries:** The validity of any Contest Entry is subject to verification by the Administrator. Any illegible, incomplete or fraudulent entries will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.
- 9.2. **Acceptance of Prizes:** All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.
- 9.3. **Substitution of Prizes:** The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.
- 9.4. **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, subject only to the prior approval of the *Régie des alcools, des courses et des jeux*, if required, in respect of the Province of Quebec, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those eligible entries validly submitted prior to the termination of the Contest.
- 9.5. **Other Changes to Contest Rules:** Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify, cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest subject to, in respect of the Province of Quebec, the approval of the *Régie des alcools, des courses et des jeux du Québec*.
- 9.6. **Release and Exclusion of Liability by the Entrants:** By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: **(i)** to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize; and **(ii)** if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving his/her prize. The

Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in the Contest. Any attempt to deliberately damage any website 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 Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

- 9.7. **Name/Image of Winners:** By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use his or her name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.
- 9.8. **Communication with Entrants:** No communication or correspondence will be entered into with entrants, other than with entrants who are selected as potential prize winners.
- 9.9. **Dispute – Québec Residents:** 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 resolution. Disputes about the awarding of a prize may be submitted to the *Régie* only for the purpose of helping the parties reach a settlement.
- 9.10. **Personal Information:** Unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact him or her, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies (available at www.bell.ca/bellprivacy) or TELUS privacy policy (as applicable), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.
- 9.11. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person whose name appears on the Bell TV or TELUS TV account (as applicable) in the case of automatic entries or, in the case of mailed entries, the person whose name is submitted as the entrant. It is to this individual that the prize will be awarded if selected and declared as the winner.