

“Toronto International Film Festival SMS” Contest

From September 8, 2009 to September 18, 2009

Entry Rules

1. CONTEST PERIOD

The “Toronto International Film Festival SMS” Contest (the “**Contest**”) is run by Bell Canada (the “**Sponsor**”) and will take place in Ontario from **September 8, 2009** at 9 a.m. (ET) to **September 18, 2009** at 12 a.m. (ET) (the “**Contest Period**”).

2. CONTEST GROUP ENTITIES

For the purposes of the Contest, the “**Contest Group**” is composed of the Sponsor, Bell Canada together with their affiliates, including without limitation their 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:

- (i) reside in the province of Ontario; and
- (ii) are at least 18 years of age or older as of the date of entering the Contest; and

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, you must send an SMS with the keyword “Film” to 43376 or reply back with the word “Film” to an SMS received from Bell Mobility. You will then obtain one entry into the contest (the “**Main Entry**”).
- 4.2. **Limit of Entries:** There is a limit of one (1) entry per person during the Contest Period.

For the purposes of this Contest, whenever used in these rules, “Entry” shall mean and refer to the Main Entry.

5. PRIZES

- 5.1. There are a total of 160 prizes available to be won in the Contest. Each prize consists of two (2) Movie tickets. Approx. retail value \$40 CDN ea.

6. DRAWS

On **September 8, 9, 12, 16 2009** at 12 p.m. (ET) in Mississauga, Ontario, at the offices of Bell Mobility, 20 entries for each film 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 (the "**Winner**"):
- (a) Be reached by telephone or SMS by the Sponsor or its representatives **within one (1) day** immediately following the selection of the entry; and
 - (b) Have correctly answered a mathematical skill-testing question by telephone or SMS.
- 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 Sponsor 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):** The Sponsor or its representative will contact the Winner by telephone or SMS advising the Winner of the location of where to pick up their Prize.

9. GENERAL TERMS AND CONDITIONS

- 9.1. **Verification of Entries:** The validity of any Contest Entry is subject to verification by the Sponsor. 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 which is contrary to these official Contest Rules or which 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 Sponsor 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 Sponsor 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 below.

- 9.3. **Substitution of Prizes:** The Sponsor 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 Sponsor shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these official 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 Sponsor reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, 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 Sponsor 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 Sponsor, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.
- 9.6. **Release and Exclusion of Liability:**
- (a) **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 Sponsor's form(s) of declaration and release documentation (see Rule 8.1 above) 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 Sponsor 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 Sponsor 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. **Personal Information:** 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, which are available at www.bell.ca/bellprivacy. No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by Bell, unless the entrant has otherwise authorized Bell or one of its affiliates, as the case may be, to do so.
- 9.10. **Identity of the Entrant:** For the purposes of these rules, the entrant is the person whose name appears on **the Bell Mobility** account, in the case of automatic entries. It is to this individual that the Prize will be awarded if selected and declared as the Winner.