

**Anonymous on Blu-ray Contest**  
**From February 8 to February 13, 2012**

**Contest Rules**

**1. CONTEST PERIOD**

The “Anonymous on Blu-ray” Contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”) and will take place in Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Saskatchewan, Northwest Territories, Nunavut and Yukon from February 8t at 11:30 a.m.. (ET) to Feb 13 at 11:30 a.m. (ET) (the “**Contest Period**”).

**2. CONTEST GROUP**

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator together with 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 to the benefit of which this Contest is held, as well as their respective officers, directors, employees, agents, and other representatives.

**3. ELIGIBILITY**

The Contest is open to all individuals who:

- (a) reside in Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Saskatchewan, Northwest Territories, Nunavut and Yukon; and
- (b) have reached the age of majority in their province or territory of residence as of the date of entering the Contest.

Employees of the Contest Group, as well as any person with whom such employees reside, are not eligible to enter the Contest.

**4. METHODS OF ENTRY**

- 4.1. To enter the Contest, you must fully complete the entry form available online at [INSERT URL]. You will then obtain one entry into the Contest (the “**Entry**”). There is a limit of one Entry [per day] during the Contest Period. Any individual user may use only one (1) email address to enter the Contest.
- 4.2. Although online access and an e-mail account are required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers and other companies offer free e-mail accounts.

**5. PRIZE(S)**

- 5.1. **Grand Prize(s):** There are a total of 10 grand prizes available to be won. Each grand prize consists of Anonymous on Blu-ray. Approx retail value \$24.99.

## 6. DRAW

On February 13 at 1:30 p.m. (ET) in Toronto in the province of Ontario, at the offices of Sympatico, 10 entries 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 email by the Administrator or its representatives within two 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 the documentation to the address indicated in the documentation within the time stipulated by the Administrator.
- 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 an email to the winner(s) informing him or her of the method by which he or she may take possession of the prize(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, 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.
- 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 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, if applicable, 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. **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](http://www.bell.ca/bellprivacy)), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.
- 9.9. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person who is the holder of the email account submitted in the entry form. It is to this individual that the prize will be awarded if selected and declared as the winner.