

CANADA TOURISM SWEEPSTAKES OFFICIAL RULES
NO PURCHASE NECESSARY.
OPEN ONLY TO LEGAL U.S. RESIDENTS RESIDING, EXCLUDING NY & FL,
WHO ARE 18 YEARS OF AGE OR OLDER AS OF DATE OF ENTRY.
VOID WHERE PROHIBITED.

1. **TO ENTER:** The Canada Tourism Sweepstakes (“Sweepstakes”) begins at 12:01 a.m. CT on January 8, 2009 and ends 11:59 p.m. CT on May 15, 2009 (“Promotion Period”). You may enter the Grand Prize drawing online by visiting <http://www.canadagreatoutdoors.com/> and completing the Sweepstakes entry form as prompted. Normal Internet access and usage charges imposed by your on-line service will apply. Online Entries must be received by 11:59 p.m. CT on May 15, 2009 to be eligible for the Grand Prize drawing. Limit one online entry per person, per day.
2. **ELIGIBILITY:** Sweepstakes open to legal U.S. residents, excluding NY and FL, who are 18 years of age or older as of date of entry. Employees and their immediate families (spouse and parents, children and siblings and their spouses) and members of their households of Canada Tourism, and each of their affiliates, subsidiaries, advertising and promotion agencies, including Lucidia Ltd. and Don Jagoda Associates, Inc. are not eligible to win. This offer is void where prohibited, and subject to all federal, state and local laws.
3. **PRIZE AND APPROXIMATE RETAIL VALUE (“ARV”):** Grand Prize (1): A 7-day/6-night trip for two (2) to the Lost Island Lodge, in Lac Suel, Ontario, Canada from August 15, 2009 through August 21, 2009. Prize includes round-trip coach air transportation, accommodations (based on double occupancy), some meals, a fishing guide, use of motor fishing boat for five (5) days, with gas included for use on excursion, some bait for fishing and a fishing license for winner and guest (ARV: \$6,500CDN).
4. **RANDOM DRAWING:** Grand Prize winner will be selected in a random drawing from among all eligible entries received throughout the entire Promotion Period on or about May 22, 2009. Odds of winning a prize depend on the number of eligible entries received. Drawing will be conducted by Don Jagoda Associates, Inc., an independent judging organization whose decisions are final on all matters relating to this Sweepstakes.
5. **GENERAL RULES:** Grand Prize winner will be required to sign and return an Affidavit of Eligibility, Liability Release/Publicity Release (where legal) within 10 days of notification attempt, or prize will be forfeited and an alternate winner selected. Taxes, related to the Grand Prize, are the responsibility of the individual winners. Prize is nontransferable/no substitutions allowed except by Sponsor who reserves the right to award a prize of equal or greater value if advertised prize (or portion of prize) is unavailable. Participants agree to hold Sponsor and its parents, subsidiaries, divisions, affiliates and agencies and their respective officers, directors, employees and agents harmless from all liability or damage, losses or injury to person or property resulting from or incurred in connection with their acceptance, forfeiture or use of a prize or their participation in the Sweepstakes. Grand Prize winner must have valid travel documents (i.e. valid passport, photo ID, etc.) prior to departure. Airline carrier’s regulations and conditions apply. Certain restrictions may apply. Grand Prize trip must be taken in on dates specified by Sponsor and is subject to availability at Lost Island Lodge; certain restrictions and blackout dates apply. All other expenses and costs, not expressly listed above, including, but not limited to, taxes, tips, and ground transportation are the Grand Prize winner’s sole responsibility. Acceptance of Prize constitutes permission to use winner’s name, photograph, likeness, geographical data and any video or audio footage or photographs taken during the trip for advertising and promotional purposes in any media throughout the world, without further notice, right of review or approval or compensation except where prohibited by law. No responsibility is assumed for technical, hardware or software malfunctions, faulty or mistranscribed telephone communications, telephone failures of any kind, lost or unavailable network connections,

or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Sweepstakes which may limit the ability to participate or by any human error which may occur in the processing of the entries in this Sweepstakes. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Sweepstakes or website; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Sponsor reserves the right to cancel the Sweepstakes if it becomes technically corrupted and select winner from among all eligible entries received prior to cancellation. By entering this Sweepstakes, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the judging organization.

6. **GRAND PRIZE WINNER:** For the name of the Grand Prize winner, available after June 22, 2009, visit www.canadagreatoutdoors.com and click on the winner's link.
7. **SPONSOR:** The Sponsor of this Sweepstakes is Ontario's Sunset Country Travel Association, 114 Main Street S, 2nd Level, Kenora, ON P9N 1S9.
8. **ADMINISTRATOR:** The administrator of this Sweepstakes is Don Jagoda Associates, Inc., 100 Marcus Drive, Melville, NY 11747.