

EMERGENCY PREPAREDNESS CHALLENGE

Contest Rules and Regulations

The Emergency Preparedness Challenge is limited to Ontario residents.

Introduction

1. The Emergency Management Ontario Emergency Preparedness Challenge (the "Contest") begins on April 29th 2010, at 12:00:01 am Eastern Daylight Time and ends on May 31st 2010, at 11:59:59 pm Eastern Daylight Time (The "Contest Period"). Emergency Management Ontario's computer is the official time keeping device for this Contest. The time that an entry is received by Emergency Management Ontario will be the time at which it is received by Emergency Management Ontario's mail server or web server (as applicable) as determined in accordance with the applicable server's clock.
2. By entering the Contest, entrants accept and agree to be bound by these Contest Rules and Regulations, and to accept the decisions of Emergency Management Ontario as final and binding in all respects.
3. The prizes for this Contest have been generously sponsored by the Insurance Bureau of Canada (the "Sponsor").

Eligibility

4. The Contest is open to all residents of Ontario who are age eighteen (18) or older at the date they have entered the Contest. Employees or individuals appointed to positions in any ministry of the Ontario Government, and the Sponsor and the spouses, parents, siblings, and children of these employees are not eligible to enter the Contest. This Contest is void outside of Ontario. Entrants must have an Ontario mailing address.

How to Enter

5. No purchase or payment is necessary to enter the Contest. To be eligible for the random draws after the Contest Period, the entrant must fill out and submit the online entry form as instructed including submitting all personal information that is requested. Emergency Management Ontario is not responsible for entries that are incomplete, illegible, damaged, irregular, that have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest Rules and Regulations and all such entries shall be disqualified. All entries become the sole property of Emergency Management Ontario and none will be returned.
6. Only one entry per person is allowed during the entire Contest Period. Only one prize will be awarded per entry. In the event it is discovered that you entered or attempted to enter more than one entry, all of your entries will be void. Once the on-line entry form is filled out, entrants can elect to have a verification email and Challenge completion certificate sent to the email address indicated on the online entry form.

The Draw

7. The random Contest draw will take place on or about June 2, 2010 at 12:00 p.m. at 25 Grosvenor Street, Toronto, Ontario.

8. All winning entrants will be notified by telephone or email (if provided) by June 11th 2010. If the first winning entrant does not respond to Emergency Management Ontario by June 30th, 2010, Emergency Management Ontario will have the right to disqualify that entrant and to randomly draw another eligible entry. The second winning entrant must respond to Emergency Management Ontario by July 30th, 2010, or will similarly be disqualified. By entering, you agree that if you are a winning entrant that is disqualified and the prize is forfeited for any reason, Emergency Management Ontario and the Sponsor shall be fully and completely released and discharged from any liability or responsibility. Emergency Management Ontario and the Sponsor are not responsible for the failure for any reason whatsoever of the winning entrant to receive notification.

9. Winning entrants must correctly answer a mathematical skill-testing question unaided. This question will be contained in the Declaration and Release Form. In the event that a winning entrant is unable to answer the skill-testing question correctly, or does not meet the eligibility or other requirements in these Contest Rules and Regulations, Emergency Management Ontario shall have the right to disqualify said entrant and to randomly draw another eligible entry, and Emergency Management Ontario and the Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.

Prizes and Approximate Retail Value

10. Prizes have been provided by the Sponsor and include (approximate value per item):

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| Three (3) | Acer Notebook (548.96 each) |
| One (1) | Camping Package (gift certificate and membership for Mountain Equipment Co-op) (\$505) |
| Five (5) | Canadian Tire Gift Cards (\$100 each) |
| Ten (10) | Night at the Movies Package (\$30 each) |

Winners will be responsible for any transportation, meals, incidentals, and all other expenses not specifically mentioned as included. No alternative value will be included for any prize available and not accepted.

Claiming Prizes

11. Winning entrants must provide a valid mailing address to the Sponsor who will arrange for the prize to be shipped to the mailing address provided by the winner. EMO and the Sponsor will not assume responsibility for the damage or loss related to shipping. Winning entrants will be required to sign a Declaration and Release Form confirming their age and identity prior to receiving the prize.

General Conditions

12. The odds of winning depend on the number of eligible entries received.

13. Emergency Management Ontario, in its sole discretion, and subject to available law, reserves the right to substitute any portion of a prize for something of equal or greater value if the advertised prize or any portion thereof becomes unavailable.

14. Emergency Management Ontario reserves the right, in its sole discretion, to terminate or to suspend the Contest, or to amend or to modify the official Contest Rules and Regulations at any time without any prior notice, for any reason whatsoever.

15. Prizes must be accepted as awarded. Except as identified in these Contest Rules and Regulations, no substitutions of prizes will be made. The winning entrant may not transfer or sell any prizes that they have been awarded to anyone else.

16. By entering the Contest, the winning entrant agrees to sign and to return to the Sponsor within fourteen (14) day of being notified a Declaration and Release Form confirming:

- a. Compliance with the Contest Rules and Regulations;
- b. Acceptance of the prize as awarded; and
- c. The release of Her Majesty the Queen in Right of Ontario, (which includes Emergency Management Ontario), the Sponsor, and their respective directors, employees, officers, agents and affiliates, from all liability arising from or relating to the acceptance, receipt, possession, use or misuse of the awarded prize, any portion of the prize, participation in any Contest-related activity including any travel related thereto and/or participation in this Contest.

17. Emergency Management Ontario reserves the right at its sole discretion to disqualify any individual who tampers with or who attempts to tamper with the entry process. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, EMERGENCY MANAGEMENT

ONTARIO RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION.

18. In the event of a dispute, entries made by Internet will be declared made 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 email address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email addresses.

19. This Contest is governed by the laws of Ontario and the laws of Canada applicable therein.

Limitation of Liability

20. Emergency Management Ontario (which includes Her Majesty the Queen in Right of Ontario), the Sponsor, and the suppliers of all prizes, as well as their respective officers, directors, employees, agents, affiliates, volunteers, and contractors shall not be liable or responsible in any way for:

(a) any human or technical errors that may arise or occur in connection with the Contest, including but not limited to any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of the entries;

(b) any problems or technical malfunctions of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any email or entry to be received by Emergency Management Ontario as a result of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, or any injury or damage to the entrant's or any other person's computer related to or resulting from participation or downloading or accessing any materials in this Contest; and,

(c) any injury, loss or damage of any kind to persons or property, including but not limited to death, resulting in whole or in part directly or indirectly from the acceptance, receipt, possession, use or misuse of the awarded prizes, including any travel resulting from the awarding of a prize.

Freedom of Information Collection Notice

21. Emergency Management Ontario, and the Sponsor when acting on its behalf, is collecting personal information about entrants under the authority of section 38(2) of the *Freedom of Information and Protection of Privacy Act*, for the sole purpose of administering the Contest. No further marketing communications will be received by entrants unless entrants provide explicit permission to do so. Questions regarding the collection of your personal information may be directed to:

Public Education Program Officer
Emergency Management Ontario
Tel: 416. 212.3466.