

The Heart & Stroke Foundation The Heart Truth Fundraising Challenge Contest

NO PURCHASE NECESSARY

1. To Enter: To enter, visit the website at fundraise.thehearttruth.ca and sign up as an official The Heart Truth fundraiser between 12:01 a.m. ET February 9, 2009 and 11:59 p.m. ET April 6, 2009 (Contest Closing Date). Entrants must complete the on-line registration form as indicated by registering their first name, last name, phone number and e-mail address. All entries must be received by the Contest Closing Date. Entries will be rejected if entry form is not fully completed and submitted by the Contest Closing Date. Each qualified entrant will receive one contest entry.

2. Eligibility: The Contest is open to Canadian residents who are a minimum of 21 years old and who have registered as The Heart Truth fundraisers and raised a minimum of \$100 through their fundraising efforts. Fundraisers who raise a minimum of \$100 for The Heart Truth campaign will automatically receive one (1) contest entry. Entrants may not be an employee of, or domiciled with an employee of, the Heart and Stroke Foundation of Canada and/or the provincial affiliates of the Heart and Stroke Foundation of Canada, or any of The Heart Truth campaign sponsors [e.g. Canada Bread, Ocean Spray, Pfizer Canada, Shoppers Drug Mart, Rogers Publishing Limited (as Chatelaine), The Heart + Lung Institute at St. Paul's Hospital, Unilever Canada Inc. (as Becel)]. This includes any affiliated companies, representatives, agents, advertising or promotional agencies. The Contest is subject to all applicable federal, provincial, and municipal laws and regulations. By participating, entrants agree to abide by and be bound by these Official Contest Rules and to accept the decisions of the Heart and Stroke Foundation of British Columbia and Yukon (the "Contest Sponsor") and the Contest judges as final.

3. Notification: A contest entrant will be randomly selected on April 8, 2009. Entrant will be contacted by e-mail or telephone and must have their eligibility verified to the satisfaction of the Contest Sponsor and correctly answer a mathematical skill-testing question before being announced as the winner. The Prize will be forfeited if the selected entrant cannot be contacted within (3) business days of the Contest Closing Date, if the skill-testing question is not correctly answered, or if the selected entrant does not meet the eligibility criteria.

4. Prize: One (1) Prize will be awarded to the selected entrant once eligibility has been confirmed. Prize must be accepted as awarded and may not be transferred, exchanged and is non-refundable. The prize has no cash surrender value. The Contest Sponsor reserves the right to substitute a Prize, or portion of a prize with one of at least equal value for whatever reason. The prize consists of two (2) round-trip tickets to Toronto from the nearest airport to the entrant's city of residence, hotel accommodations and two (2) VIP tickets to the Becel "Love Your Heart" Benefit Concert (the "Prize"). It is the winner's responsibility to provide for any additional expenses not described herein, including, but not limited to, meals, travel insurance, health insurance, gratuities, in-room movies, taxis, return transportation between the finalist's home and the major airport nearest his/her Canadian residence, etc. Exact dates to be confirmed, and are at the sole discretion of, the Contest Sponsor. The odds of winning depend on the number of entries received and the time of entry for that prize period.

5. Additional Terms: The winner will be required to return a signed Declaration and Release of liability and publicity within the time period specified on the form, failing which, the opportunity to claim the Prize will be forfeited. By participating, entrants agree to a) these Official Contest Rules and the decisions of the Contest Sponsor which are final in all respects; and b) release, indemnify and hold harmless the Contest Sponsor and its subsidiaries, affiliates, officers, directors, employees, agents, dealers, advertising and promotional agencies, prize suppliers and the Contest judges from all liability relating to the Contest, participation in the Contest and in the Grand Finale Events and the acceptance or use, misuse, or possession of a Prize. By accepting the Prize, the winner agrees that the Contest Sponsor and its representatives, agents,

advertising and promotional agencies may use his/her name, city, province or territory of residence, likeness and photograph, for advertising and publicity purposes in perpetuity without further notice or compensation.

6. For Québec residents only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

7. The Contest Sponsor shall not be responsible for print or typographical errors in any Contest-related materials. The Sponsor assumes no responsibility for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any entry to be received by the Sponsor on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof. Further, the Contest Sponsor, its advertising and promotion agencies and the contest judges will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the contest. The Sponsor reserves the right, in its sole discretion to modify, cancel or suspend this contest or these contest rules, subject to approval from the Régie in Quebec, should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the contest. Any attempt to deliberately damage or 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.

8. The Sponsor is collecting personal data about entrants for the sole purpose of administering this Contest and by entering this Contest, each entrant expressly consents to the Contest Sponsor, its agents and/or representatives, storing, sharing and using the personal data submitted for this purpose. No further informational or marketing communications will be received by entrants unless entrants provide explicit permission as indicated on the entry form. Please see our Privacy Policy at thehearttruth.ca.

9. If the identity of an on-line entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

10. For a copy of these Official Rules and regulations see the Contest Sponsor's website at fundraise.thehearttruth.ca or send a self addressed postage stamped envelope to: The Heart Truth Fundraising Challenge Contest Rules Request, 200-1212 West Broadway, Vancouver, British Columbia V6H 3V2. The Contest Sponsor has the sole responsibility for the operation of this contest. Any queries with respect to this Contest can be directed to the Contest Sponsor at the above-noted address.