

**FLAVOURS OF ONTARIO'S LAKE COUNTRY CONTEST
CONTEST RULES AND REGULATIONS**

A. Description of the Contest:

1. The Contest is operated by Ontario's Lake Country ("OLC").
2. Obtain an official ballot ("Ballot") for the Flavours of Ontario's Lake Country Contest (the "Contest") by:
 - (a) visiting any of the participating restaurant contest partners (the "Participating Contest Partners") and purchasing a minimum \$20.00 of food from the Participating Contest Partners Flavours of Ontario's Lake Country set menu (one Ballot per purchase); or
 - (b) mailing, postage prepaid, a self-addressed stamped envelope bearing sufficient postage and return address legibly printed manually in ink to Ontario's Lake Country, Box 2525, Orillia, ON L3V 7A3. No purchase is necessary to obtain a Ballot by requesting by mail from Ontario's Lake Country ("OLC").
3. A list of Participating Contest Partners can be found at www.ontarioslakecountry.com.
4. A printed copy of these Rules may be requested by writing to Ontario's Lake Country, Box 2525, Orillia, ON L3V 7A3 or by telephone 1-866-329-5959 or by visiting www.ontarioslakecountry.com.
5. By participating in the Contest, each person unconditionally accepts and agrees:
 - (a) to comply with these Rules and Regulations (the "Rules");
 - (b) that the decisions of OLC shall be final and binding with respect to all aspects of the Contest; and
 - (c) that OLC will not be held responsible for any errors or negligence that may arise in connection with the Contest.
6. These Rules are subject to change at the discretion of OLC without notice. Changes will be posted only at www.ontarioslakecountry.com.

B. Eligibility:

1. The Contest is open to all residents of Canada, excluding Quebec residents.
2. To participate in the Contest persons must be 19 years of age or older as of the Contest Starting Date (as defined below).
3. Excluded from the Contest are persons who, after the Contest Starting Date (as defined below) are:
 - (a) Directors, officers, employees, agents, independent contractors and representatives of OLC and all Contest sponsors and partners, including Participating Contest Partners;
 - (b) Advertising and promotional agencies, suppliers of products, materials or services related to the Contest; or
 - (c) Siblings, parents, step-parents, grandparents, children, spouses, or anyone residing in the same household with any of the above.
4. The Ballot is non-transferrable and, this includes the transfer of a Ballot by an ineligible person to an eligible person.
5. In these Rules, a person who is eligible to enter the Contest is called an "Entrant".
6. All Entrants agree to cooperate in any background check OLC, in its sole discretion, chooses to make in order to verify the eligibility of the Entrant.

C. Contest Open and Close Dates:

1. The Contest will commence October 23, 2011 at 12:01 a.m. (EDT) (the "Contest Starting Date") and will conclude on November 20, 2011 at 11:59 p.m. (EST) (the "Contest Closing Date").
2. Entrants must drop all Ballots in the official Ballot box provided by a Participating Contest Partner or mail (postage prepaid) or hand-deliver all Ballots to Ontario's Lake Country, Flavours of Ontario's Lake Country Contest, Box 2525, Orillia, ON L3V 7A3 on or before November 20, 2011.
3. All Ballots must be received by OLC by November 20, 2011 at 11:59 p.m. (EST) (the "Eligibility Date"). All Ballots received after the Eligibility Date shall be deemed VOID and will be ineligible for entry in to the Contest.

D. How to Enter:

1. To enter the Contest Entrants can obtain Ballot by:
 - (a) visiting any of the Participating Contest Partners and purchasing a minimum \$20.00 of food from the Participating Contest Partners Flavours of Ontario's Lake Country set menu (one Ballot per purchase); or
 - (b) mailing, postage prepaid, a self-addressed stamped envelope bearing sufficient postage and return address legibly printed manually in ink to Ontario's Lake Country, Box 2525, Orillia, ON L3V 7A3. No purchase is necessary to obtain a Ballot by requesting by mail from OLC.
2. To be eligible to win Entrants must drop all Ballots in the official Ballot box provided by a Participating Contest Partner or mail (postage prepaid) or hand-deliver all Ballots to Ontario's Lake Country, Flavours of Ontario's Lake Country Contest, Box 2525, Orillia, ON L3V 7A3 on or before the Eligibility Date.

E. How to Win:

1. All Ballots received by OLC are final and binding and are subject to verification.
2. OLC will not accept Ballots by phone, fax, or any other method not specifically stated within these Rules.
3. Any Ballots received by OLC will be declared invalid if they are illegible, incomplete, forged, falsified, altered, or tampered with in any way.
4. Proof of mailing the Ballot of any kind does not constitute proof of delivery.
5. All eligible Ballots will be entered into a draw. From those eligible Ballots, one Ballot will be randomly drawn by OLC and will be declared the contest winner (the "Winner").
6. OLC will conduct the draw on November 25, 2011 (the "Draw Date").

F. How to Claim the Prize:

1. The Winner will be contacted by telephone after the Draw Date. The Winner is asked to claim the Prize (as defined below) in a timely manner following notification. If the Prize is not claimed by the Winner, it shall be secured for a period of three (3) months from the Draw Date. If the Prize is unclaimed after that time, the Winner will be disqualified and, in OLC's sole discretion, an alternate winner may be selected.
2. Upon notification, the Winner shall:
 - (a) assist OLC in confirming compliance with these Rules, including verification that the Winner is at least 19 years of age or older;
 - (b) correctly answer a mathematical skill-testing question, without assistance of any kind, whether mechanical, electronic or otherwise;
 - (c) sign a standard form release, releasing OLC and all of its divisions, and the contest sponsors, Participating Contest Partners, and any other person or entity associated in any way with the Contest and their respective parents, affiliates, subsidiaries, directors, officers, stakeholders, employees, agents from any and all liabilities arising in connection with the Contest, including, without limitation, liability arising from the acceptance of the Prize as awarded; and
 - (d) consents to the use of their name, city and province of residence, photograph, voice and/or image without compensation, for any publicity purposes, commercial or otherwise, in all media, including internet, used by OLC, and the contest sponsors and partners and their respective advertising, marketing and promotional agencies.
3. A printed copy of the Winner's information will be available upon request by writing to Ontario's Lake Country, Box 2525, Orillia, ON L3V 7A3 or by telephone 1-866-329-5959.
4. Upon notification, the Winner will be provided with instructions on how to redeem the Prize. The Winner agrees to follow those instructions, including, without limitation, the rules and regulations of Cottage Country Tours and Bayview Wildwood Resort as they relate to the use of the Prize and the instructions regarding the booking of the Prize. If the instructions are not followed, the Winner may forfeit the Prize without compensation.
5. The Prize must be pre-booked with Cottage Country Tours and Bayview Wildwood Resort and is subject to availability and black-out dates. The Prize must be taken on the same day.
6. The Prize must be used or before March 1, 2012.

G. The Prize:

1. The Contest prize includes a one night accommodation with breakfast provided by Bayview Wildwood Resort (the "Prize") along with a guided tour in Severn Township by snowmobile for two (2) people including a tour to the Swift Rapids provided by Cottage Country Tours (the "Prize") and a gift certificate from Ontario's Lake Country for a dinner for two (2) to be used at any of the Participating Contest Partners. (the "Prize").
2. Once the Prize is awarded to the Winner, if the Winner chooses not to use the Prize OLC shall have no obligation to compensate the Winner for the value of the Prize or provide any substitution, exchange or other opportunity and the Winner forfeits the right to use the Prize.
3. The Prize does NOT include gratuities, applicable taxes, the costs of food and beverages, transportation costs for the Winner or other personal expenses. All such expenses and any other incidental expenses are solely the responsibility of the Winner and their guest. The Winner is responsible for obtaining, at his/her sole expense, all desired health, medical, hospital, travel or other insurance.
4. The approximate total value of Prize is \$350.00 (Canadian).
5. The chances of winning are based on the number of eligible Ballots received by OLC prior to the Eligibility Date.
6. The Prize must be accepted as awarded. No cash alternative or substitution of the Prize will be provided. OLC reserves the right to substitute a prize of equal or greater value in the event that the Prize is unavailable. The Prize is non-refundable/non-transferrable.
7. Images pictured in point-of-sale, online, television and print advertising, promotional packaging and other Contest materials are for illustrative purposes only. All details and other restrictions of the Prize not set out in these Rules will be determined by OLC in its sole discretion and will be provided to the Winner upon award of the Prize. The Prize will be awarded only if an Entrant fully complies with these Rules.

H. Liability Disclaimers:

1. Any attempt to deliberately damage any website related to the Contest or OLC or to undermine the legitimate operation of the Contest is a violation of criminal and civil laws, and should an attempt be made to do so, OLC reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

2. OLC, the Participating Contest Partners, and each of their respective parent companies, subsidiaries, affiliates, advertising/promotional agencies, and all of their respective directors, officers, employees, representatives and agents make no warranties, and hereby disclaim any and all warranties, express or implied, concerning the Prize or any part thereof, furnished by third parties in connection with the Contest. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, THE PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND OLC HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.

3. Entrants assume all risk of loss, damage, destruction, delay and misdirection of Ballots submitted to OLC and are advised to obtain insurance where appropriate. OLC is not responsible for incomplete, illegible, misdirected, late, lost, damaged, stolen, or postage-due submissions of Ballots, by which may be judged VOID; for any damage to an Entrant's computer system which is occasioned by accessing OLC's website; for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in any Ballots, the offering or announcement of the Prize or in any Prize notification documents; or for any errors of any kind, whether human, mechanical, clerical, electronic, or technical in nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information.

4. OLC is not responsible for Ballots not received by the Eligibility Date or not considered eligible at the sole discretion of OLC due to incomplete, unclear, indecipherable information, or any other reason whatsoever.

5. By participating in the Contest and redeeming the Prize, the Winner and their guest hereby releases and agrees to hold OLC harmless from and against any and all costs, injuries, losses or damages of any kind, including, without limitation, death, bodily injury, and property or other damage or loss, due or in whole or in part, directly or indirectly, to participation in the Contest or in any Contest-related activity, or participation in any Prize related activities, or due in whole or part to the receipt, use or misuse of the Prize. Entrants waive the right to assert as a cost of winning the Prize, any and all costs of verification and redemption or travel to redeem the Prize and any liability and publicity which might arise from redeeming or seeking to redeem the Prize.

6. By entering the contest, each Entrant releases OLC and any other person, agency, organization or entity associated in any way with the Contest, their respective affiliates, subsidiaries, directors, officers, employees, agents from any and all liability arising in connection with the Contest, including without limitation to, the selection of the Winner and the administration of the Contest.

I. General Terms and Conditions applicable to the Contest:

1. Ballots are non-transferrable.

2. All Ballots become the property of OLC. Ballots mailed to OLC will not be returned.

3. By entering the Contest, Entrants grant permission to the use by OLC of the Entrant's personal information in accordance with OLC's privacy practices which comply with the *Personal Information Protection and Electronic Documents Act* (Canada).

4. Personal information collected in connection with the Contest may be shared with OLC's promotional partners to the extent necessary to fulfill the Prize, and in such event, those promotional partners will use that information in accordance with their own independent privacy policies and practices.

5. OLC may amend or cancel the Contest if, in the sole discretion of OLC, anything occurs which will or could hinder or prevent the fair conduct of the Contest, which corrupts the Contest, or which will or could result in the awarding of a greater number of prizes than those which these Rules contemplate.

J. Governing Law:

1. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between Entrants and OLC in connection with the Contest shall be governed and construed in accordance with the laws of the Province of Ontario.

2. It is the Entrant's responsibility to ensure that he/she has complied in full with all of the conditions and requirements contained in these Rules. If any potential winner is found to be ineligible, or if he/she has not complied with these Rules or declines the Prize for any reason prior to award, such potential winner will be disqualified and, in OLC's sole discretion, an alternate winner may be selected.