

## Rules & Regulations: “King Cole Cup of Cash”

### 1. How to enter the contest

- 1.1. The contest “**King Cole Cup of Cash**” begins on February 2, 2012 and ends on April 26, 2012. Entries received after 10:00PM on April 25, 2012 will not be valid for the Contest.
- 1.2. To enter the Contest, one must be 18 years or older, be a resident of New Brunswick, Nova Scotia, Prince Edward Island, or Newfoundland and Labrador and meet the other eligibility conditions described herein. Complete the official entry form with his/her full name and address found inside specially marked packages of King Cole Tea, draw a reasonable hand - drawn facsimile, request an official entry form from G.E. Barbour Inc or CTV Atlantic, or enter on-line at kingcole.ca.  
Post Card style entries only will be accepted as official entry forms.
- 1.3. Entry forms must be mailed to:  
**King Cole Cup of Cash**  
191 Halifax St.  
Moncton, NB  
E1C 9R7  
OR send via email to [www.kingcole.ca](http://www.kingcole.ca)  
Entries must be mailed or dropped off to the official address above.

### 2. Prizes

- 2.1. One Winner will be drawn every week for 13 weeks from all entries received each Thursday and that winning name will be broadcast in commercial airtime on CTV-Atlantic from Thursday February 2, 2012, to Thursday April 26, 2012 between 5:00PM – 6:00PM AST and also rebroadcast in commercial airtime on CTV Two from Friday February 3, 2012 to Friday April 27, 2012 between 12:00PM-12:30PM AST.  
Prizes will range from \$300. to \$1000. weekly. For the 2012 contest, a bonus Barbours Gift Bag will be awarded to each winner.  
  
The potential total value of all 13 cash prizes being awarded is \$13,000 Barbours Gift Bag consists of :  
one tea lovers box, one box of Prima Tea, one box of King Cole 60's tea, one bottle of Almond Butter OR Peanut Butter, one Memo Block, and a small selection of GE Barbour Spices (as available).  
Approximate value of Barbours Gift Bag is \$70. Kit contents may differ.
- 2.2. The weekly contest winner will be announced in commercial airtime within programming on CTV-Atlantic on Thursdays and CTV Two on Fridays and will be contacted by G.E. Barbour Inc. and asked to sign a release form authorizing the adherence to the official contest rules. Once this signed form is received; G.E. Barbour Inc. will send a cheque and bonus prize to the contest winner.
- 2.3. The odds of winning are dependent upon the number of entries received.

### 3. Draw

- 3.1. The draw for the Weekly Prize will take place each Thursday from February 2, 2012 – April 26, 2012 at the CTV studio's at 191 Halifax St. Moncton, NB and be rebroadcast in commercial airtime on Thursdays on CTV-Atlantic and on Fridays on CTV Two. A random draw will be made from all entries received that have met the entry requirements. If the winner refuses his/her prize, it will not be substituted or awarded again.

### 4. General rules

- 4.1. The Prize winners will be notified by mail of the details related to the Prize and will receive at the same time a Declaration and Exoneration of Responsibilities Form (the “Form”) that will have to be signed by the winner before the Prize is awarded. G.E. Barbour Inc. reserves the right to withhold the Prize should the Form not be

returned duly signed within fifteen (15) days following the sending date. The Prize will be sent to the winner by mail to the address provided by the winner on the entry form.

- 4.2. Entrants may enter as many times as they wish and all entries received will be eligible for the entire length of the contest.
- 4.3. Prizes must be accepted as awarded and cannot, at the winner's request, be transferred to another person, substituted for another prize, nor exchanged.
- 4.4. The winner will have to sign a discharge releasing CTV Atlantic, G.E. Barbour Inc., and their respective advertising agencies from any legal action against them no matter what may happen.
- 4.5. By entering this Contest, the winner authorizes the organizers and their representatives to the use, if required, of his/her name, photograph, image and/or voice for publicity purposes in all mediums, without payment or compensation.
- 4.6. All entries become the property of G.E. Barbour Inc. and may be used for publicity purposes.
- 4.7. This Contest is held by CTV Atlantic and is subject to the conditions described herein. The Contest is open to residents of New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland and Labrador except employees, agents and/or representatives of CTV Atlantic, G.E. Barbour Inc., their affiliates, any advertising agency or any intervenant related to the Contest or any others domiciled with them. For the purpose of the Contest rules, "immediate family" means father, mother, brothers, sisters, children, husband and wife of such employee, agent and/or representative. If a selected entrant does not meet the eligibility conditions described herein, he/she will be automatically disqualified and another random draw will take place to select an entrant. If an entrant does not meet all eligibility conditions, he/she is obligated to inform CTV Atlantic/ G.E. Barbour Inc. as soon as he/she is reached.
- 4.8. Any litigation respecting the organization or conduct of a publicity contest may be submitted in order to be settled. Any litigation respecting the awarding of a prize may be submitted for the sole purpose of trying to settle it.
- 4.9. CTV Atlantic or G.E. Barbour Inc. is not responsible for incomplete or incomprehensible information provided by the entrants or any other technical problem that could damage the proper conduct of this Contest in accordance with the rules described herein, including but without restricting the preceding generality, the cancellation or postponement of said Contest advertisements on the air. CTV Atlantic reserves the right to modify or cancel the Contest, without prior notice, subject to any necessary approbation from the Régie des alcools, des courses et des jeux du Québec.
- 4.10. Rules of this Contest are available at CTV Atlantic or G.E. Barbour Inc.. On request, the Contest rules may be sent by mail, e-mail or fax.
- 4.11. This Contest is subject to all applicable Federal, Provincial and Municipal Laws and Regulations.