

Schedule "A"

TASTE THE WIN CONTEST RULES

THE TASTE THE WIN CONTEST (THE "**CONTEST**") WILL BE CONDUCTED IN THE PROVINCE OF ONTARIO ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THE PROVINCE OF ONTARIO OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "**CONTEST RULES**").

1. ELIGIBILITY.

1.1 To be eligible for this Contest, an individual must:

- (a) Be a legal resident of the province of Ontario;
- (b) Be of the age of majority in the province of Ontario;
- (c) Be the sole owner of all right, title and interest (including copyright) in and to the Work (as defined below) submitted in connection with the Contest;
- (d) If selected as a potential Grant Prize Winner (as defined below) be able to travel to Toronto, Ontario and participate in the Dinner (as defined below) on November 2, 2019; and
- (e) Participate in a photo and video shoot if selected as a Grand Prize Winner.

1.2 The following people are not eligible to enter the Contest:

- (a) Employees of Corus Sales Inc. its parent, affiliates, subsidiaries, related companies, successors and assigns (collectively "**Corus**");
- (b) Employees of the Ontario Lottery and Gaming Corporation its affiliates, subsidiaries, related companies, successors and assigns (collectively, "**OLG**", together with Corus, the "**Sponsors**");
- (c) Employees of The Hive, its affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies;
- (d) Judges of the Contest;

- (e) Any person who has informed OLG that they are participating in a self-exclusion program in the Province of Ontario;
- (f) Any person who has been confirmed as a winner of two (2) Corus administered contests within six (6) months preceding the Contest start date indicated below; and
- (g) The household members of any of the parties listed in Section (a) to (f) above.

1.3 The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply information that does not meet these requirements.

2. **CONTEST PERIOD.** The Contest begins at 12:00a.m. Eastern Time (“**ET**”) on July 29, 2019 and ends at 11:59p.m. ET on August 25, 2019 (the “**Contest Period**”) after which time the Contest will be closed and no further entries shall be accepted.

3. **HOW TO ENTER.**

3.1 There is no purchase necessary to enter the Contest. To enter, complete and submit the entry form located at www.tastethewin.ca (the “**Contest Microsite**”). No entries will be accepted by any other means.

3.2 Each entrant must submit an entry form together with a URL link to a YouTube video, a maximum of two minutes (2:00m) in length, of entrant talking about why they would like to win the Grand Prize (as defined below) (the “**Work**”).

3.3 By participating in this Contest, each entrant represents and warrants that the Work: (i) does not contain any material, language or gestures that are libelous, defamatory, indecent, profane, obscene or violent and does not violate any laws including without limitation, relating to hate speech or otherwise; (ii) is original, solely created by the entrant and that no third party participated as an author, co-author or otherwise in the creation of the Work or any part thereof; (iii) all right, title and interest (including copyright) therein is owned and/or controlled by the entrant to the full extent necessary to enable the Sponsors to use the Work as contemplated by these Contest Rules; and (iv) the Work does not infringe upon the intellectual property rights, proprietary interests or other statutory or common law rights of any third party; (v) does not contain any recognizable logos or any other copyrighted material; (vi) does not contain any mention, endorsement, or “plug” any commercial product, service, venture or thing, including, without limitation, the name of entrant’s employer; and (vii) has not been submitted in connection with any other contest and/or promotional campaign.

3.4 Limit of one (1) entry per person during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

3.5 Subject to Section 10, all entries including the Work, become the sole property of the Sponsors

and will not be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.

3.6 Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of an e-mail address is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of the e-mail address associated with their entry.

4. PRIZES.

4.1 **Grand Prizes.** There are four (4) grand prizes (each, a "Grand Prize", collectively the "Grand Prizes") available to be won by the Grand Prize winners (each a "Grand Prize Winner", collectively the "Grand Prize Winners") each Grand Prize will consist of: a food experience for two (2) in Toronto, Ontario (the "Destination") which shall include:

- (a) Round-trip economy airfare to the Destination, for the Grand Prize Winner and his/her guest (the "**Guest**") leaving together from the same gateway, on the same itinerary, from a major Canadian airport located near the Winner's home, if the Grand Prize Winner and his/her Guest live further than three hundred kilometers (300km) from the Destination;
- (b) One (1) night hotel accommodation at The Hazelton Hotel (the "**Hotel**") in the Destination for the Grand Prize Winner and Guest based on double occupancy unless otherwise indicated;
- (c) Ground transportation at the Destination for the Grand Prize Winner and Guest to and from the airport to the Hotel, as well as to and from the Hotel to the Restaurant (as defined below);
- (d) One (1) gift basket which will include, pantry items selected by Mark McEwan ("**Chef**"), one (1) of the Chef's cookbooks and a fifty Canadian dollar (CDN\$50) OLG gift card;
- (e) Participation in a welcome party hosted by the Chef at the Hotel (the "**Welcome Party**") which will include, but not be limited to champagne and oysters; and
- (f) Participation in an experiential dinner (the "**Dinner**") at Bymark (the "**Restaurant**") which will include, being part of a video shoot and photoshoot, as well as an opportunity to have the cookbook provided in the gift basket personally autographed by the Chef during the Dinner.

- 4.2 Each Grand Prize has an approximate value of five thousand Canadian dollars (CDN \$5,000). Actual value of Grand Prize will depend on if a Grand Prize Winner lives further than three hundred kilometers (300km) from the location of the Grand Prize.
- 4.3 **Secondary Prizes.** There are ten (10) secondary prizes (each, a “**Secondary Prize**” collectively, the “**Secondary Prizes**”) available to be won by the Secondary Prize winners (each a “**Secondary Prize Winner**” collectively, the “**Secondary Prize Winners**”), each of which consists of a gift basket, which shall include:
- (a) One (1) signed cookbook from the Chef;
 - (b) Pantry items, selected personally by Chef; and
 - (c) One (1) fifty Canadian dollar (CDN\$50) OLG gift card.
- 4.4 Each Secondary Prize has an approximate retail value of two hundred Canadian dollars (CDN \$200).
- 4.5 Grand Prizes and Secondary Prizes are hereafter collectively referred to as “Prize” or “Prizes”. Grand Prize Winners and Secondary Prize Winners are hereafter collectively referred to as a “Winner” or “Winners”.
- 4.6 Winners are not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
- 4.7 The Sponsors and/or the Sponsors’ representatives will contact the Winners to coordinate the provision of the Prizes within one (1) week once such Winners have been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.

5. PRIZE CONDITIONS.

- 5.1 Grand Prize Winners and their Guests must be available to travel and participate in the Grand Prize on November 2, 2019. Should a Grand Prize Winner and/or their Guest be unable to travel and participate on the dates and times designated by the Sponsors, their Prize will be forfeited and awarded to an alternate winner.
- 5.2 Grand Prize Winners and Guests will be responsible for any other expense not explicitly included in a Prize including, but not limited to, transportation to and from originating airport, travel and medical insurance, travel documentation, airport improvement fees, bag check fees, taxes, gratuities, telephone calls, and in-room charges. Grand Prize Winners may be required to present a valid major credit card upon check-in at the hotel to cover any expenses over and above the standard room charge.
- 5.3 No substitutions or alterations will be made to the Dinner menu for any Grand Prize Winner or Guest unless the Grand Prize Winner has notified the Sponsors of any allergies at the time of

notification. The Sponsors will make reasonable efforts to accommodate such allergy and the Grand Prize Winner acknowledges and agrees that this may result in an alternate meal (which may or may not be prepared by the Chef).

- 5.4 Grand Prize Winners must make themselves available at some point during the Welcome Party or Dinner to participate in a photoshoot with the Chef. The photographs (the “**Photographs**”) may be shared by the Sponsors on their social media accounts at Sponsors sole discretion. The Photographs, as approved by the Sponsors, may also be shared by Grand Prize Winners on their social media account along with a caption provided by the Sponsors.
- 5.5 Grand Prize Winners and their Guests will be videotaped during the Welcome Party and Dinner, the footage of which may be used in a future television commercial, as determined by the Sponsors in their sole discretion.
- 5.6 Grand Prize Winners will be required to make themselves available during the Dinner to participate in one-on-one interviews (the “**Interviews**”) which may be used for the purpose of advertising by the Sponsors. The Interviews may be broadcast on any or all of the following: local radio, television and or any other media as determined by the Sponsors in their sole discretion.
- 5.7 If a Grand Prize Winner lives within a 300 km radius of the Destination, the Grand Prize will not include airline travel to and from the Destination. Alternative transportation may be awarded, as determined by the Sponsors in their sole discretion.
- 5.8 Guests must: (i) be of the age of majority or older in the province of Ontario; (ii) be legally and physically able to travel to Toronto, Ontario; and (iii) comply with the Contest Rules and sign and return the Release (described below).
- 5.9 Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed or declined portion of a Prize will be forfeited, have no cash value and the Sponsors shall have no obligation to provide either an alternative or value-in-kind. The Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason.
- 5.10 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

6. GRAND PRIZE WINNER SELECTION.

- 6.1 Four (4) Grand Prize Winners shall be selected as follows:
 - (a) On or about September 12, 2019 in Toronto, Ontario, four (4) entrants will be selected by the Sponsors and or the Sponsors’ representatives (the “**Judges**”) based on the following equally weighted criteria: (i) the reason why they want to win the experience; (ii) the personality of the entrant; (iii) the creativity of the video (the “**Criteria**”). Each entrant shall be eligible to win only one (1) Prize. The odds of being selected as a potential Grand Prize winner is dependent upon the number of eligible entries received

by the Sponsors and the application of the Criteria to eligible entries by the Judges. Before being declared a Grand Prize Winner, each selected entrant shall be required to comply with the Contest Rules and to sign and return the Release (described below).

- (b) The Judges, in their absolute discretion, shall select the Winners based upon the above Criteria. The decisions of the Judges shall be final and binding and may not be challenged in any way.
- (c) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE NO LATER THAN SEPTEMBER 16, 2019 AT 5:00P.M. AND MUST RESPOND WITHIN TWO (2) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected entrant does not respond accordingly, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response. Entrants are responsible for ensuring that the contact information provided to the Sponsors is accurate and up-to-date at all times during the Contest.
- (d) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Grand Prize claimants after the Contest's closing date to award the correct number of Grand Prizes.

7. SECONDARY PRIZE WINNER SELECTION.

7.1 Ten (10) Secondary Prize Winners shall be selected as follows:

- (a) On or about September 12, 2019 in Toronto, Ontario, ten (10) entrants will be selected by random draw from the remaining eligible entries received during the Contest Period once the Grand Prize Winners have been selected. Each entrant shall be eligible to win only one (1) Prize. The odds of being selected as a potential Secondary Prize winner is dependent on the number of eligible entries available once the Grand Prize Winners have been selected. Before being declared a Secondary Prize Winner, each selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with the Contest Rules and to sign and return the Release (described below).

(b) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE NO LATER THAN SEPTEMBER 16, 2019 AT 5:00P.M. AND MUST RESPOND WITHIN TWO BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected entrant does not respond accordingly, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrants response.

(c) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Secondary Prize claimants after the Contest's closing date to award the correct number of Secondary Prizes.

8. RELEASE. Potential Winners and Guests will be required to execute a legal agreement and release ("**Release**") that confirms each potential Winners' and Guests': (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of each of the Sponsors and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "**Releasees**") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right, in the Sponsors' collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use the Winner's and Guest's name, statements, image, likeness, voice and biography and the Work, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.

9. INDEMNIFICATION BY ENTRANT. By entering the Contest, each entrant releases, indemnifies and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify the Releasees from any and all claims made by third parties relating to the entrant's participation in the Contest, without limitation.

10. RIGHTS CLEARANCE. By providing the Work to the Sponsors in connection with the Contest, each entrant shall retain all right, title and interest (including copyright) in and to the Work and shall grant to the Sponsors a worldwide, gratuitous, irrevocable, and exclusive license to copy, modify, produce, reproduce, display, publish, exhibit, distribute, convert, adapt, post, serve, broadcast, communicate by telecommunication, transmit and otherwise use or reuse the Work in all media now known or hereafter devised in perpetuity beginning on the date of entry, including, but not limited to, in connection with the administration, promotion and exploitation of the Contest. Sponsors assume no responsibility for any claims of infringement of rights to copyright, privacy, personality or otherwise, and all such liability shall remain with the entrant. Sponsors reserve the right to exclude any Work for any reason whatsoever, including but not limited to, on the basis of concerns relating to the rights of third parties, including but not limited to privacy, copyright, defamation, rights of personality, obscenity or hate speech, as determined by Sponsors in their sole discretion.

11. LIMITATION OF LIABILITY. The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any computer, online, software, telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsors, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest and/or the Contest Microsite.

12. CONDUCT. By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at the Contest Microsite and made available throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsors and Judges, which shall be final and binding in all respects. The Sponsors reserve the right, in their sole discretion, to disqualify an entrant if it determines, in their sole discretion, that such entrant is found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest and/or the Contest Microsite or any related promotional website; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Corus property or service; (d) is acting in a manner that appears to demonstrate intoxication; and/or (e) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsors or any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST MICROSITE OR ANY RELATED WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION. Winners and Guests must at all times behave appropriately when taking part in the Grand Prize and comply with the Contest Rules and any other rules or regulations in force at the hotel, the restaurant and/or any other Grand Prize-related locations. The Sponsors reserve the right to remove from the hotel, restaurant and/or any other Grand Prize-related locations, any Winners and/or Guests who breaks such rules and/or fails to behave appropriately (including but not limited to acting in a manner that appears to demonstrate intoxication)

and to disqualify such Winners and/or Guests. Any disqualified Winners and/or Guests will forfeit any un-awarded elements of the Prize.

13. PRIVACY / USE OF PERSONAL INFORMATION.

- 13.1 By participating in the Contest, each entrant: (i) grants to the Sponsors the right to use his/her name, city, province, age of majority confirmation, email address, telephone number and submitted Work (collectively the “**Personal Information**”) for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners and coordinating the provision of the Prizes; (ii) grants to the Sponsors the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Sponsors may disclose his/her Personal Information to third-party agents and service providers of any of the Sponsors in connection with any of the activities listed in (i) and (ii) above.
- 13.2 By opting-in online you consent to Corus’ disclosure of your Personal Information to OLG for the purpose of OLG administering the Contest. OLG will use the entrant’s Personal Information only for identified purposes, and protect the entrant’s Personal Information in a manner that is consistent with OLG’s Privacy Policy at: <https://about.olg.ca/privacy-policy/website-privacy-policy/>.
- 13.3 By opting-in online you consent to Corus using your Personal Information to contact you to receive Food Network Canada newsletters. Corus will use the entrant’s Personal Information only for identified purposes, and protect the entrant’s Personal Information in a manner that is consistent with Corus’ Privacy Policy at: <http://www.corusent.com/privacy-policy/>.
- 13.4 Entrants understand that OLG will indirectly collect Personal Information through Corus. By participating in the Contest, Entrants authorize OLG to collect Personal Information through Corus.
- 13.5 Any personal information provided to or collected by OLG as part of the Contest is collected pursuant to the *Ontario Lottery and Gaming Corporation Act, 1999* and is intended to be used for the purpose of: (i) conducting and administering this Contest including, but not limited to the awarding of Grand Prizes and Secondary Prizes; (ii) publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised; (iii) sharing personal information with third-party agents and service providers for any of the Sponsors in connection with any of the activities listed in (i) and (ii) above; and (iv) to comply with legal requirements. For further information call OLG at 1-800-387-0098.

- 14. INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations is owned by the Sponsors and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.
- 15. TERMINATION.** The Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
- 16. LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.
- 17. DISCREPANCY.** In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest-related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
- 18. SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized. Any questions, comments or complaints regarding the Contest must be directed to Corus.
- 19. AODA COMPLIANCE.** The Sponsors reserve the right to change or alter this Contest as it deems appropriate, including, but not limited to, making changes or alteration to the Contest Rules relating to the accommodation of Grand Prize Winners and/or Guests in accordance with the Accessibility for Ontarians with Disabilities Act 2005 (AODA).

Schedule "B"

I: Entrant Information:

The Entrant Information collected shall consist of the following information:

- First Name
- Last Name
- Age of Majority Confirmation
- City
- Province
- Email Address
- Home Phone Number
- Mobile Phone Number*

* Means non-mandatory fields

II: Use of Entrant Information

Unless otherwise permitted hereunder and only where Entrants have "opted-in" for such uses, Entrant Information may be used solely for the following purposes:

1. **Corus' Permitted Use:** Corus may use Entrant Information to contact Entrant to, promote opportunities to subscribe to Corus newsletters and promotional clubs.
2. **Sponsor's Permitted Use:** Sponsor may use Entrant Information to contact Entrant to: conduct and administer this Contest including, but not limited to the awarding of Grand Prizes and Secondary Prizes; (ii) for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised; (iii) share personal information with third-party agents and service providers for any of the Sponsors in connection with any of the activities listed in (i) and (ii) above; and (iv) to comply with legal requirements