

## BEST HOMEMADE PIZZA CONTEST RULES

- 1. Agreement:** These rules govern the Best Homemade Pizza Contest (“Contest”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of the Contest rules and the decisions of the Contest judges, which decisions shall be final and binding upon all entrants.
- 2. Sponsor:** The Contest sponsor is the Good Food Festival & Market, a publication of Metroland Media Group Ltd. and Parmalat Canada Inc. (collectively, the “Sponsors”).
- 3. Eligibility:** The Contest is open to all residents of Ontario, subject to the age limitations described below, except for employees, their immediate families and anyone living with any employee of the Sponsor or its corporate affiliates, advertising or promotional agencies. Contest eligibility is limited to a team with members from the same family; each team must be made up of at least one family member who is at least 18 years of age and at least one child who is/will be between 6 and 17 years of age in 2010. Maximum team size is four (4). Limit of one entry per household. Incomplete or illegible entries, bulk drop offs, photocopies, scanned copies, facsimiles or other mechanically or electronically reproduced entries will not be accepted and will be disqualified.
- 4. Contest:** To enter the Contest, access the Contest website at <http://www.goodfoodfestival.com/contests>, read these Contest rules, and follow the instructions to enter during the Contest period (a valid email address will be required). The contest can be entered by submitting a recipe via email to [cwong@metroland.com](mailto:cwong@metroland.com); or by mail or personal delivery to 447 Speers Rd. Unit 4, Oakville, ON L6K 3S7. The Contest begins at Monday March 1, 2010 at 9:00 am and ends at Friday April 16 at noon. Please clearly print or type all information on 8.5 x 11 white paper. All recipes must include Black Diamond cheese, and may not include any other brand of cheese. The entry must include the following information: Team member names, contact details (including telephone number and e-mail address) for at least one team member, recipe name, ingredient list in exact measurements and, if necessary, type of ingredient must be specified (i.e. unsalted butter, 12-grain dough, 5 year old cheddar, etc), cooking/baking instructions and yield (how many servings recipe makes (serving = 1 (one) average sized slice. All recipes must be original and not copied from any other source. By entering this Contest you acknowledge that all entries become the property of the Sponsors and will not be returned or acknowledged. Do not send your only copy of the recipe. To be eligible, an entry must be the entrant’s original recipe, may not have been entered in any other contest, won any other prize or have been previously published in any other medium. In connection with your submission, you affirm, represent and/or warrant that you own or have the necessary licenses, rights, consents and permissions to use and authorize Sponsor to use all copyright, trademark or other proprietary rights in and to your submission to enable the Sponsors to use your submission in the manner contemplated by these Contest rules. Sponsors reserve the right to reject and disqualify any submissions that could be inappropriate or that do not meet the terms and conditions of these rules. An entrant under the age of 13 must have the consent of his/her parent or legal guardian to submit his/her personal information in order to enter the Contest. The parent or legal guardian must complete all the required fields of the relevant portion of the entry form, including his/her name and address. If a parent or legal guardian does not provide consent, the entry will be disqualified. Five (5) finalists will be selected by the Contest judges on Friday April 16. Finalists will be selected based on their recipes originality, use of ingredients and ease of preparation. In order to be eligible to win, the five finalist teams must attend at the Good Food Festival and Market (located at 6900 Airport Road, Mississauga, Ontario) on Friday, April 23,

2010 at 11:30 am. All members of a team must be present in order for such team to be eligible to win. Each of the finalist teams will then have 20 minutes to prepare the recipe that they submitted. Participants are to bring their own ingredients. Once the recipes have been prepared, they will be tasted by a panel of three judges and three prizes will be awarded: first place, second place and third place. The judging criteria will be on a point scale, consisting of: Taste (out of 50 points); Presentation (out of 10 points) Originality (out of 10 points). The recipe with the highest number of points will be deemed the winner. The potential winner (or his/her parent or legal guardian if a minor) will be contacted by telephone or email by a representative of the Sponsor, and must reply within 48 hours to maintain eligibility. If the potential winner (or his/her parent or legal guardian if a minor) cannot be contacted within this time period or fails to respond to any attempted contact, such potential winner will be disqualified, his/her entry will be declared null and void and the Contest judges reserve the right to select another winner based on the judging criteria, in which event these provisions shall apply to such other eligible entry. □

**5. Ownership/Use Rights:** Entrants retain the copyright to their entries. However, by entering the Contest, entrants hereby grant the Sponsors a worldwide, irrevocable, perpetual, non-exclusive, royalty-free, sublicensable and transferable license to print, publish, use, reproduce, distribute, prepare derivative works of, and display the full name of entrant on the winning team, as well such team's winning entry, in connection with the Sponsors' respective businesses, including without limitation in any media formats and through any media channels.

**6. Prize: Prize 1:** One (1) winning team will receive a Cuisinart prize pack to include, one (1) Cuisinart 11-cup food processor and one Black Diamond, Parmalat Coupon pack (approximate retail value of \$345). **Prize 2:** One (1) second-place team will receive a Cuisinart prize pack to include one (1) Cuisinart Vertical Rotisserie and one (1) Diamond, Parmalat Coupon pack (approximate retail value of \$245). **Prize 3:** One (1) third-place team will receive a baking prize pack to include a hand mixer, bakeware, kitchen gadgets and one (1) Black Diamond, Parmalat Coupon pack (approximate retail value of \$215). Team member must collect their prizes once contest and judging is complete at the Festival. If the winner does not claim the prize within ten (10) days of notification, the next eligible entry selected by random draw will be contacted and the first selected entrant will have no further claim to the prize. Sponsor will not mail or courier the prize and is not responsible for unclaimed prizes.

**7. Release:** Prior to receiving the prize, the winner will be required to show valid photo ID and to sign a declaration of eligibility and release form releasing the Sponsor and its related parties from any and all liability in connection with the Contest and/or the prize, confirming compliance with the rules and consenting to the use of his or her name and photograph, in any and all forms of media, without further compensation, in any publicity carried out by the Sponsor and/or their advertising and promotional agencies. If a potential winner is under the age of majority, his/her parent or legal guardian must also sign and return the declaration of eligibility and release form. The signed form must be received within 24 hours of notification or the prize may be forfeited and awarded to an alternate entrant.

**8. Indemnity:** By participating in this Contest, you agree to defend, indemnify and hold harmless the Sponsors and their respective parents, subsidiaries, affiliates and/or related companies and each of their officers, directors, shareholders, employees, advisors, assignees, agents, licensees, representatives, advertising, media buyers and promotional agencies from any and all damages, injuries, claims, causes of action or losses of any kind (including but not limited to lawyers' fees) arising from your participation in the Contest, your violation of any term of these Contest rules, your violation of any third party right, including without limitation any copyright, property or privacy right; or any claim that your submission caused damage to a third party.

**9. Privacy:** We use your personal contact information to administer this Contest, including contacting, announcing and promoting prizewinners. See the Sponsor's privacy policy at <http://metroland.com/page/Privacy%20Policy> for information on how personal information received in respect of the Contest is handled.

**10. Banning:** The Sponsor may, in its sole discretion, prohibit any person from entering the Contest whom it believes to be abusing the rules. Such abuse includes entering false information and entering more than once.

**11. Other:** This Contest is governed by the laws of Ontario and the laws of Canada applicable therein and is void where prohibited by law. The Sponsor reserves the right to cancel or modify the Contest or the Contest rules at any time without notice. All prizes must be accepted as awarded, are non-transferable and are not convertible to cash. The Sponsor reserves the right to substitute any prize or portion of the prize with a prize of equal or greater value. All prizes are awarded as-is and no warranties or guarantees are implied or expressed, beyond the standard manufacturer's warranty. Sponsor is not liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage or negligence that may arise in connection with this Contest, including technical failures on the part of Contest software, virus, website down-time, human error or property damage incurred by any Contest entrant. Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. Use of any automated system including robotic or form filling software to enter or participate in this Contest is prohibited and will result in disqualification of all entries by anyone using such assistance. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. Authorized account holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.