

CFBMC "Excellence in Halifax 2008 Contest"

CONTEST RULES

Contest begins November 1, 2007 (09:00:00, ET) and ends December 28, 2007 (16:00:00, ET).

No purchase necessary. To enter, visit www.farmcentre.com and click the "**Excellence in Halifax 2008 Contest**" entry icon, and an entry form will appear. Enter all requested information including your name, postal address and e-mail address. When completed, click the submit button and your entry will be entered automatically. Only one entry per person.

There will be one prize given away as follows (approx. retail value \$3500, assuming a Vancouver, B.C. departure):

- A return trip for two to Halifax from the gateway airport closest to the winner's residence (as the term "gateway airport is defined by Sponsor's airline) via economy air on an airline selected solely by sponsor at a time selected solely by sponsor to attend the 2008 Managing Excellence in Agriculture Conference held from January 30 to February 1, 2008 plus registration for 2 at the conference plus four (4) nights on double occupancy at the Westin Nova Scotian Hotel, Halifax (or similar hotel).
- Costs of everything not stated above as included in the prize are the responsibility of the winner, and without limiting the generality of this statement the following costs are the responsibility of the winner: transportation from the winner's residence to the closest gateway airport, gratuities, meals, health insurance, items of a personal nature. To travel on the flights specified by sponsor may require the winner to overnight at either or both of the gateway city and Halifax and if this is necessary all costs associated with doing so (such as hotel and meals) are the responsibility of the winner.

The following specific conditions apply to Prize:

- (i) Travel departure must take place on January 29, 2008 with return on February 2, 2008 and winner must depart by air from their gateway airport on the exact flight selected by sponsor,
- (ii) if the Prize winner does not utilize any aspects of the trip, and/or does not take the trip and/or flight on the stated date and times, and/or is not able to travel on the required dates/time and/or does not return the releases to be received by the Sponsor within 7 days after they have been sent to winner (releases for the winner and travelling companion must be properly signed and returned and received by Sponsor within that 7 day period), that person (and their guest) will forfeit the prize in its entirety and no other prize will be awarded to that person in its place and the prize will not be awarded to an alternate winner because of the short time periods involved,

(iii) the contest sponsor and/or their representatives reserve the right at any time to: (a) place reasonable restrictions on the availability or use of the prize or any aspect of the prize or (b) substitute the prize or any aspect of the prize for any reason so long as a prize or aspect of comparable price is substituted,
(iv) travel arrangements may only be made through the contest sponsor or its agents and
(v) by accepting their Prize, the winner agrees to waive all recourse against the contest sponsor, and those associated with them, if any part of the trip or any services that form part of the trip prize, do not prove satisfactory, either in whole or in part.

A random selection to determine the winners will be made on January 7, 2008 from among all eligible entries received. The odds of being selected will depend upon the total number of eligible entries received. Winner will be notified of their having won by courier and/or registered mail at the municipal mailing address stated on their entry form.

To enter and be eligible to win, a person must be a resident of Canada who owns a farm in Canada, and who is not an employee of, or domiciled with an employee of Sponsor.

By entering, contestants agree to the contest rules (in the event of any conflict with anything contained in these Official Rules and promotion details contained in advertising and other promotion materials, the details of the promotion set forth in these Official Rules shall govern and prevail) and to the use of their personal information for purposes of administering this contest and that by accepting a prize they agree to the use without compensation of their photograph, filmed or recorded image, name and city of residence in all publicity campaigns related to the contest including on the sponsor's web site (the "publicity usages").

By entering, contestants agree: (i) to the contest rules (in the event of any conflict with anything contained in these Official Rules and promotion details contained in advertising and other promotion materials, the details of the promotion set forth in these Official Rules shall govern and prevail) (ii) to the use of the entrant's personal information for purposes of administering this contest and (iii) to the use without compensation of the entrant's photograph, filmed or recorded image, name and city of residence in all publicity campaigns related to the contest including on the sponsor's web site and including in any newsletter or publication published by sponsor (the "publicity usages").

Before being declared a winner, a selected entrant must: (i) first correctly answer, without mechanical or other assistance, sponsor's mathematical, skill-testing question administered as part of winner's release,, (ii) be in full compliance with these rules and (iii) sign and return sponsor's release within 7 days of it having been sent (in the case of a travelling companion who is under the age of majority in their Province of residence the release must be signed by their parent or guardian). Potential prize winners who do not or fail to comply fully with the contest rules will automatically forfeit their opportunity to win that prize and nothing else will be substituted or given to that potential winner and no alternate winner will be chosen in their place.

General rules:

Contest is being sponsored by the Canadian Farm Business Management Council (the "sponsor") No correspondence will be entered into except with a potential winner. The decision of sponsor and their representatives in respect of any matter related to this contest (either before or following selection) is final and without appeal. For residents of Québec any litigation respecting the conduct or organization of this publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement. Contest is subject to all applicable Federal, Provincial and Municipal laws.

All entries become the property of the sponsor. Entries will be rejected if not fully completed. Persons tampering with or abusing the entry policy will be disqualified. The sponsor, including its agents, representatives and those associated with them, are not responsible for any entry, a prize winning notification or the claim for prize, which fails to get entered, is lost, misdirected or which arrives late, as the case may be, whether or not due to the fault of the sponsor or of any other person or thing and whether or not due to an interrupted or unavailable browser or network server or malfunction, congestion, incompatibility, misconnection or miscommunication, failed or lost computer transmissions, or if the sponsor's Email/Web site portal is compromised by virus, bugs, unauthorized human or unauthorized non-human intervention, or for any technical malfunction of any telephone network or lines, computer on line systems, servers access providers, computer equipment, software failures, or failure of any entry to be received due to technical problems or traffic congestion on the Internet or sponsor's web site or other similar technical problems beyond the reasonable control of the sponsor (collectively, the "technical problems"). Proof of transmission (screenshots) does not constitute proof of delivery.

The sponsor reserves the right to cancel, terminate, modify, amend or suspend the on-line portion of the contest, in its sole discretion, if any of the foregoing technical problems prevents the fair or proper administration of the on-line portion of the contest and if sponsor does so, in the sole discretion of the Sponsor, sponsor further reserves the right when terminating the on-line portion of the contest to conduct the drawing that includes those valid on-line entries previously received during the contest period. The Contest sponsor will have no liability whatsoever if for any reason the contest is not capable of running as planned due to technical problems, including due to computer virus, bugs, unauthorized tampering, unauthorized intervention, fraud, technical failures, or any other causes.

The Contest sponsor reserves their right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the contest or to be acting in violation of these rules or otherwise in a disruptive manner. Contest sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this contest or from downloading any material from the contest Website or elsewhere. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.

Prize must be accepted as awarded, in the name of the winner (who must be the person who submitted the entry), is not transferable, no cash value will be given for the prize and no

substitution will be made for the prize (and without limiting the foregoing, prizes may not be sold or traded). The approximate retail values of a prize as stated in advertising or other promotion materials, and/or in these Official Rules, are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the respective approximate retail value is stated by the Sponsor and the date the respective prize is awarded or redeemed. If, at the time a prize is redeemed or awarded, the actual prevailing retail purchase price for the prize is less than the approximate retail value stated by the Sponsor in advertising and promotion materials, and/or in these Official Rules, the prize winner will not be entitled to the price difference. The Sponsor, in its sole discretion, and for any reason, reserves the right to: (i) place reasonable restrictions on the availability or use of a prize or (ii) substitute a prize or aspect of a prize of equal or greater value for a prize or aspect stated in the rules and advertising and promotion materials as being offered to be awarded.

In the event of a dispute over the identity of the person who submitted the entry, the entry will be deemed to be submitted by the authorized account holder of the e-mail account through which the entry was made. "Authorized account holder" 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 (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Potential winner may be requested to provide the Contest sponsor with proof that the potential winner is the authorized account holder of the email address associated with the potentially winning entry.

By completing the entry form all entrants consent to the collection, use and distribution of their personal information by the Contest sponsor for the purposes of running the contest and as permitted by these rules (for example, pursuant to these rules, all entrants who accept a prize consent to the use of their personal information for publicity usages) including as permitted by any release signed. Personal information is defined as anything that identifies an entrant as an individual, such as home telephone number, age, home address, email address, gender. Contest sponsor will not sell or transmit this information to third parties except for the purposes of administering the Contest. Any inquiry concerning the personal information held by the Contest sponsor should be addressed to the Contest sponsor at the following address.

Privacy Officer
Canadian Farm Business Management Council
300-250, City Centre Avenue
Ottawa, Ontario K1R 6K7