

CONTEST RULES
Shop HEYS and Win Contest 2011
Rogers Broadcasting Ltd - The Shopping Channel

1. Contest period starts at 10:00 PM EST on Sunday, June 5, 2011 and continues until 11:59 pm EST on Tuesday, June 7, 2011, the "Contest Closing Date". No purchase necessary.

a) To enter,

- Purchase any HEYS item from The Shopping Channel during the contest period, by calling 1-888-2020-888 or online at www.TheShoppingChannel.com to be automatically entered into the contest.

OR

- Write a 50 word essay about "**What are the great things about having HEYS luggage**" hand written in blue ink with your name, address and day/evening telephone numbers and date of birth (for verification purposes) in an envelope with sufficient postage and mail it to *The Shopping Channel*, Shop HEYS and win Contest, 59 Ambassador Drive, Mississauga, ON L5T 2P9. Mailed in entries must be postmarked by the Contest Closing Date. One (1) entry per envelope per person/day.

(b) The Shopping Channel is always looking to share testimonials from customers and by submitting your essay, you agree to allow The Shopping Channel the right to share your essay and your name and city either in print, online or on-air. All entries received through this entry method during each month will be submitted into the draw of that same month, as determined by the date postmarked on the envelope

(c) A random draw by a representative of The Shopping Channel from all entries received during the contest period will be made the following month at approximately 12 noon on Tuesday, July 5, 2011 at The Shopping Channel office at 59 Ambassador Drive.

(d) If the selected entrant cannot be reached within three (3) days following the draw, incorrectly answers the skill testing question, declines the prize, or fails to return a Release of Liability as specified below, another entrant will be selected.

2. (a) Participants are eligible to win one (1) \$2500 CDN travel credit from Travelocity.ca.

(b) The prize of \$2,500_Cdn may only be used towards the purchase of travel from Travelocity.ca. Prize may be used to purchase a travel product on Travelocity.ca priced higher than \$2,500Cdn however, winner is responsible for the additional cost of any travel products costing more than \$2,500Cdn and must be able to provide a credit card as payment for that additional amount.. The prize of \$2,500Cdn towards travel from Travelocity.ca must be used at one time and travel must be complete within one (1) year from the drawing date or the prize will be forfeit. . If the winner does not purchase travel equal to that amount at one time, the remaining amount will be forfeited in its entirety and winner will not be reimbursed the value of that portion of the prize. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the airline carrier of choice as detailed in the passenger ticket contract and airfare rules and restrictions. All expenses and incidental travel costs not expressly stated in the pricing on the Travelocity.ca website, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service

charges or facility charges, personal charges at lodging, security fees, taxes or other expenses, are the responsibility solely of winner. Winner and travel companions are solely responsible for obtaining valid passports and any other documents necessary for travel outside Canada. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value.

(c) Prize must be accepted as awarded and may not be transferred or exchanged. *The Shopping Channel* reserves the right to substitute a prize of at least equal value in the event of the unavailability, for whatever reason, of the advertised prize. Prize cannot be substituted for cash.

3. To be declared a winner, selected entrant must first correctly answer, unaided, a time-limited, mathematical skill-testing question and may also need to return a signed release of liability and acknowledgment form. Contest judges' rulings are final and without appeal in all matters related to the promotion and the awarding of prizes.
4. By entering this contest, entrants consent to the use of their entry, name, any submissions, city of residence and/or any photograph of or that may be taken in publicity carried out by *The Shopping Channel* and/or their advertising agencies, without further notice or compensation.
5. This contest is open to residents of Canada (excluding Quebec) who are over the age of majority in their province or territory of residence excluding employees of *The Shopping Channel*, their parent and affiliated companies, representatives, dealers and agents, contest suppliers and judges, and those with whom they are domiciled. The contest is subject to all applicable federal, provincial and municipal laws and regulations.
6. No communications will be entered into except with selected entrants. For the names of the winners, send a postage-paid, self-addressed envelope on or before the Contest Closing Date to Shop HEYS 25 Contest, c/o *The Shopping Channel*, 59 Ambassador Drive, Mississauga, ON, L5T 2P9 or visit www.TheShoppingChannel.com/winners after the Contest Closing Date.
7. Odds of winning depend on the number of eligible entries. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified by *The Shopping Channel*. *The Shopping Channel* takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. *The Shopping Channel* is not responsible for any errors or omissions in printing or advertising this contest. All entries become the property of *The Shopping Channel* and will not be returned.
8. *The Shopping Channel* is collecting personal data about entrants for the purpose of administering this Contest. Please see *The Shopping Channel's* Privacy Policy at www.TheShoppingChannel.com/Privacy for information on its policy towards maintaining the privacy and security of user information.
9. By entering this Contest, entrants release and hold harmless *The Shopping Channel*, its advertising and promotional agencies and the contest judge(s), their affiliates and respective directors, officers, owners, partners, employees, agents, dealers, representatives, successors and assigns (collectively the "Releasees") from any liability in connection with this Contest or, if declared a winner, the prize(s). Before being declared a winner, entrants may be required to sign and return, within a stipulated period of time, a Declaration of Compliance with the Contest Rules and a full Liability and Publicity Release. By accepting a prize, winners consent

to the use of their name, place of residence, voice, statements, photographs or other likenesses for publicity, advertising or informational purposes in any medium or format without further compensation or notice.

10. This contest will be run in accordance with these rules, subject to amendment by *The Shopping Channel*. Contestants must comply with these rules, and will be deemed to have received and understood the rules by participating in the contest. The terms of this contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.
11. (a) *The Shopping Channel* assumes no responsibility for failure of the internet or the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from playing or downloading any material in the promotion. Any attempt to deliberately damage any web site or to undermine the legitimate operation of this promotion is a violation of criminal and civil laws. Should such an attempt be made, *The Shopping Channel* reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

(b) If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted (if applicable to this contest) at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this contest will be the contest server machine(s)