

CONTEST RULES

ADVISOR.CA (ADVISOR@10) NOMINATION CONTEST 2010

Rogers Publishing Ltd.

1. Contest starts at 09:00 on April 5, 2010 and continues until 24:00 on May 31, 2010 the Contest Closing Date. No purchase necessary.

(a) To enter, go to [<http://www.advisor.ca/partnersuccesscenter/aca10/registrationform.html>], complete the entry ballot in full and submit it as instructed by the Contest Closing Date. Any attempt or suspected attempt to enter more than once per person, any use of robotic, automatic, programmed or entry methods not authorized by these rules, shall be deemed as tampering and will void all of your entries. All times are Eastern Times.

(b) A random draw by a representative of Rogers Publishing Ltd. from all entries received will be made at 15:00 on June 4, 2010 at Rogers Publishing Ltd. office at 1 Mount Pleasant Road, Toronto ON M4Y 2Y5. Selected entrants will be contacted by telephone or email.

(c) If a selected entrant cannot be reached by June 11, 2010, 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) black 32GB iPhone 3G S. This package does not include air or data time.

Phone does not include activation or airtime. Winner is responsible for all costs including but not limited to, activation on the Rogers Wireless network and will be required to sign the standard Wireless Service Agreement of Rogers Wireless in connection with such activation. If winner is an existing Rogers Wireless customer, winner may transfer the phone to the existing Rogers Wireless account. No cash substitutes.

(b) Prize(s) must be accepted as awarded and may not be transferred or exchanged. Contest sponsor(s) 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(s).

3. To be declared a winner, selected entrants must first correctly answer, unaided, a time-limited, mathematical skill-testing question posed by telephone at a mutually convenient time and may also need to return a signed release of liability and acknowledgment form. [In the event the selected entrant is a minor, the entrant's parent or legal guardian will be deemed to be the entrant who must meet all contest eligibility requirements and who may accept the prize on behalf of the minor.] 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, city of residence and/or any photograph of or that may be taken in publicity carried out by the contest sponsor(s) and/or their advertising agencies, without further notice or compensation.
5. This contest is open to residents of Canada who are over the age of majority in their province or territory of residence excluding residents of Quebec and excluding employees of the contest sponsor(s) (namely Rogers), its/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. To receive a copy of the list of the winners, [send a postage-paid, self-addressed envelope on or before the

Contest Closing Date to Attn.: Advisor.ca Top News Stories of 2009 Contest, Rogers Publishing Ltd., 1 Mount Pleasant Road, Toronto ON M4Y 2Y5 or visit www.advisor.ca.

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 contest sponsor(s). Contest sponsor(s) takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. Contest sponsor(s) is/are not responsible for any errors or omissions in printing or advertising this contest. All entries become the property of the contest sponsor(s) and will not be returned.
8. Contest sponsor(s) is/are collecting personal data about entrants for the purpose of administering this Contest. Please see Rogers' Privacy Policy at www.rogers.com 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 contest sponsor(s), its/their 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 Contest sponsor(s). 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) Contest sponsor(s) assume(s) 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. Contest sponsor(s) reserve the right in its/their sole discretion, to cancel or suspend this contest, or any portion thereof, should a virus, bug or other cause beyond their reasonable control corrupt the security or proper administration of the contest. 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, contest sponsor(s) 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 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).