

THE HASBRO® PLAYSKOOL® YOU'RE MY HERO CONTEST (the "Contest")

Official Rules and Regulations (the "Contest Rules")

1. THE CONTEST PERIOD

The Contest entry period commences at 9:59 a.m. Eastern Time ("ET") on May 19, 2014 and concludes at 10:00 a.m. ("ET") on June 15, 2014 (the "Contest Period").

2. ELIGIBILITY

The Contest is open to legal residents of Canada, except residents of Quebec who are under the age of thirteen (13) years old, as of the start of the Contest Period. Employees, directors and officers, independent contractors, representatives and agents of Teletoon Canada Inc. ("Teletoon") and Corus Entertainment Inc. (collectively, the "Contest Sponsors"), any affiliate (as defined in the *Canada Business Corporations Act*) of the Contest Sponsors (the "Affiliates"), the Prize Provider (as defined below), their respective parents, employees, representatives or agents, directors and officers of their respective advertising and promotional agencies, members of the jury, as well as those with whom any of the foregoing are domiciled (whether legally related or not) are not eligible to enter the Contest or win any prize.

Entrants under the age of majority in his or her province or territory of residence who are otherwise eligible to enter the Contest must obtain the consent of his or her custodial parent or legal guardian. See "HOW TO ENTER" for further details.

Hasbro Canada Corporation is the prize provider only (the "Prize Provider") of the Contest, and is not a sponsor of, or involved in or responsible for, the operation or administration of the Contest.

3. HOW TO ENTER

NO PURCHASE NECESSARY.

To enter the Contest during the Contest Period, visit www.teletoon.com (the "Website") and complete an online Contest registration form in full. Failure to complete the form may result in disqualification to be determined in Contest Sponsor's sole discretion.

BONUS ENTRIES

Earn one (1) bonus entry by creating a "You're My Hero Certificate". Enter the first name of the recipient, pick which superhero he/she is like and then print or save as a PDF.

Entrants under the age of majority in his or her province or territory of residence (each, a "Minor") who are otherwise eligible to enter the Contest may only enter with the consent of his or her custodial parent or legal guardian. In such a case, the custodial parent or legal guardian of the Minor entrant must complete all required fields of the Contest entry form on the Minor's behalf, and provide his or her first name, last name, and valid email address. Failure to comply

with this provision may result in disqualification of the entrant, to be determined by the Contest Sponsors in their sole discretion.

The only method of entry for this Contest is online entry (internet access required). Online entry is available through the Website only; no other means of submission will be accepted.

Although online access and an email account are required in order to participate, no purchase is required in order to enter the Contest. Many public libraries, retail businesses and others offer free access to computers and a number of Internet service providers and other companies offer free email accounts.

NOTE: Only one (1) regular entry and one (1) bonus entry per person per day are permitted during the Contest Period. For greater certainty, entrants may only use one (1) email address to enter the Contest. If it is discovered that any person has attempted to: (i) use more than one (1) email address during the Contest Period; and/or (ii) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Contest Sponsors) he/she may be disqualified from the Contest and all of his/her entries voided. Use (or attempted use) of multiple names, identities, email addresses and/or any automated, macro, script, robotic or other systems(s) or program(s) to enter or otherwise participate in or disrupt this Contest is prohibited and is grounds for disqualification by the Contest Sponsors.

In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be deemed to be made by the authorized account holder of the email address at the time of entry. The authorized account holder is the natural person who is assigned an email address by an Internet service provider or other organization responsible for assigning email addresses for the domain associated with the email address in question.

Multiple entries, i.e., those that exceed the permitted amount, will be discarded. In the event that the Contest Sponsors receive more than the permitted number of entries, the Contest Sponsors reserve the right to void and destroy any entries from that entrant, and that entrant may, at the sole discretion of the Contest Sponsors, be disqualified from the Contest. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way. By submitting an entry, entrants agree to be bound by these official Contest Rules and any other applicable terms of use from the Contest Sponsors' and/or third party website.

4. **WINNER SELECTION**

- (i) On June 18, 2014, at approximately 10:00 a.m. ET at the Teletoon offices in Toronto, one (1) eligible entrant will be randomly selected as the potential winner of the Grand Prize, as described below.
- (ii) Following the Grand Prize draw on June 18, 2014, twenty-five (25) eligible entrants will be randomly selected as the potential winners of a Secondary Prize, as described below.

Hereinafter, the Grand Prize and the Secondary Prizes may be referred to individually as a "Prize", or collectively as "Prizes", unless otherwise indicated.

The potential Prize winners will be contacted by a representative of one of the Contest Sponsors within five (5) business days of the draw by telephone or email (the method selected in Contest Sponsor's sole discretion), as provided by the entrants in their Contest entry forms. The Contest Sponsors are not responsible for false, incorrect, changed, incomplete or illegible contact information. Notification is deemed to have occurred immediately upon sending of an email or placing a phone call. Potential Prize winners found to be ineligible, decline to accept a Prize or who are unable to be contacted (including failing to return phone calls or emails) within five (5) business days of notification, or as otherwise stipulated by the Contest Sponsors, may be required to forfeit that Prize and another eligible entrant may be selected in Contest Sponsors' sole discretion.

5. THE GRAND PRIZE AND GRAND PRIZE VALUE

There is one (1) Grand Prize to be won. The Grand Prize consists of the following:

- \$500 CDN

Only one (1) Grand Prize OR Secondary Prize will be awarded per person.

6. THE SECONDARY PRIZES AND SECONDARY PRIZE VALUES

There are twenty five (25) Secondary Prizes to be won. Each Secondary Prize consists of the following:

- One (1) Super Hero Adventure Figure 2 Pack
- One (1) SPIDER-MAN® Figure 2 Pack
- Two (2) SPIDER-MAN® Vehicle With Figure
- One (1) SPIDER-MAN® Web Strike Tank
- One (1) Super Hero Adventure Action Gear Basics
- One (1) SPIDER-MAN® Action Gear Basic
- One (1) Spd Mega Blast Web Shooter & Glove
- One (1) Avn HULK® Smash Fists

The approximate retail value of each Secondary Prize is \$152.91 CDN. Exact model/pack selections for the above prize items shall be at Contest Sponsors' and Prize Provider's sole discretion.

7. DEADLINE FOR CLAIMING THE PRIZES

Following confirmation as a Prize winner in accordance with the Contest Rules, selected entrants will be given instructions and a deadline as to how they must claim their Prize. Prizes will be mailed to winners who satisfactorily fulfill the terms of these Contest Rules. Potential winners who fail either to claim a Prize or to inform the Contest Sponsors of his/her inability to

claim a Prize before the deadline, as instructed, may be required to forfeit that Prize and another eligible entrant may be selected in Contest Sponsors' sole discretion.

8. PRIZE CONDITIONS

All incidental costs and expenses not specifically referred to herein as part of the Prize descriptions, including but not limited to batteries, additional accessories, banking fees for cashing cheque (the "**Expenses**") are the sole responsibilities of the Prize winners. All Prize elements are subject to availability and substitution for a prize of equal or greater value, to be decided in the sole discretion of the Contest Sponsors. The Prize winners shall not seek reimbursement for the Expenses from the Contest Sponsors.

9. ODDS OF WINNING

Odds of winning depend on the total number of eligible entries received during the Contest Period.

10. NO REPRESENTATIONS OR WARRANTIES

None of the Contest Sponsors or Prize Provider makes any representation or offers any warranty, express or implied, as to the quality or fitness of a Prize awarded in connection with the Contest. Prize winners understand and acknowledge that they may not seek reimbursement or pursue any legal or equitable remedy from the Contest Sponsors or Prize Provider should a Prize fail to be fit for its purpose or is in any way unsatisfactory to a Prize winner.

11. DECLARATION AND RELEASE OF THE PRIZE WINNERS

Before being awarded a Prize, each selected entrant, or if the selected entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf must:

- a) correctly answer, unaided, a time-limited skill-testing mathematical question; and
- b) sign a standard form Declaration and Release of Liability (the "**Release Forms**") confirming that by entering the Contest:
 - he or she read, understood and accepted these Contest Rules;
 - that he or she understands that acceptance of a Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death;
 - that he or she nevertheless freely and voluntarily agrees and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and winning a Prize; and

- that he or she releases, discharges, indemnifies and holds harmless the Contest Sponsors, the Affiliates, the Prize Provider and its affiliates, and each of their respective directors, officers, employees, independent contractors, representatives, licensors, and agents as well as their respective advertising and promotional agencies (collectively, the “Releasees”) from and against any and all liability due to any injuries, damages or losses to any person (including death) or property of any kind, arising in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a Prize, or in connection with participation in this Contest or a Contest-related activity, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting a Prize, whether suffered by a Prize winner, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

Release Forms will be emailed to potential winners at the email address provided on their Contest entry forms. Prizes will only be awarded upon (a) verification of the answer to the skill-testing question and (b) return of the fully executed Release Forms to the email or fax number provided to the Prize winners. Failure to return a signed Release Form as instructed by the Contest Sponsors will result in disqualification.

12. PRIZE SUBSTITUTION

Prizes and prize portions are non-exchangeable, non-transferable, non-refundable, have no cash surrender value and must be accepted as awarded with no substitutions, except as may be decided by Contest Sponsors in their sole and absolute discretion. The Contest Sponsors reserve the right, in their sole discretion, to substitute and/or modify a Prize, or prize portion, with (a) prize(s) of equal or greater value for any reason. Should a Prize winner be unable to claim his/her Prize or prize portion as awarded, his/her rights to that Prize or prize portion will be forfeited and another entrant may be selected, to be decided in Contest Sponsors’ sole discretion.

13. SUSPENSION/TERMINATION/MODIFICATION

Subject to applicable law, the Contest Sponsors, with the consent of the Régie des alcools, des courses et des jeux, reserve the right to cancel, suspend, terminate and/or modify the Contest Rules or administration of the Contest, in whole or in part, without prior notice with no obligation or liability, including, if for any reason, the Contest is not capable of running as planned, whether due to technical failure, tampering, fraud, corruption of security or other causes beyond the control of the Contest Sponsors. The Releasees are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply a Prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts,

terrorists acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, tsunami, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labour or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, performers' illness, injury or death, or any other cause beyond the Releasees' sole control.

14. OWNERSHIP OF ENTRIES

Subject to the terms contained in Section 16 below, all entries shall become the property of the Contest Sponsors and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

15. PUBLICITY RELEASE

By entering the Contest, each entrant (or if an entrant is a Minor, his or her custodial parent or legal guardian) consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, throughout the world, in all media, in perpetuity, by the Contest Sponsors, promoters and their advertising and promotional agencies, without any obligation, notice, payment or compensation. Such consent shall also be included in the Release Form that the Prize winners (or if such winner is a Minor, his or her custodial parent or legal guardian) sign, as set out above.

16. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "**Registrant Information**"), each Contest entrant (or if an entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf) grants permission to the Contest Sponsors to collect and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Prize winners. Unless consent has been provided by the entrant (or his or her custodial parent or legal guardian, as applicable), no correspondence will take place between the Contest Sponsors and the entrants (or if an entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf) except in connection with the Contest and, in the case of a Prize winner, as a result of entering the Contest and winning a Prize. To review Contest Sponsors' privacy policy, visit <http://www.teletoon.com/en/privacy/>

17. TAMPERING

If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of the Contest Sponsors that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the

Contest Sponsors reserve the right, at their sole discretion, to cancel, terminate, modify, extend or suspend the Contest and/or Prizes. The Contest Sponsors further reserve the right to disqualify, from this Contest and future contests of the Contest Sponsors, any individual who tampers with or in any way corrupts the entry process. The Contest Sponsors may prohibit an entrant from participating in the Contest, future contests of the Contest Sponsors and/or winning a prize(s) if, in the Contest Sponsors' sole discretion, the Contest Sponsors determine that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any unlawful or unfair playing practices relating to the Contest (including but not limited to the use of automated quick entry programs), prize(s), or intending to annoy, abuse, threaten or harass any other entrants or the Contest Sponsors representatives. **Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and should such an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages (including lawyers' fees) from any such entrant or any other individual to the fullest extent permitted by law, including criminal prosecution.**

18. LIMITATION OF LIABILITY

By entering the Contest, the entrant (or if an entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf) agrees that the Releasees shall have no liability and shall be held harmless by the entrant (or if an entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf) for any damage, loss or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use, enjoyment or misuse of a Prize, or while preparing for, participating in any Contest-related or Prize-related activity. The Releasees are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by any of the Releasees, 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 processing of submissions that may cause damage to a user's system or limit a potential entrant's ability to participate in the Contest.

19. WHERE CONTEST RULES AND REGULATIONS ARE AVAILABLE

These Contest Rules are available online at the Website and at Corus Quay, 25 Dockside Drive, Toronto, Ontario, M5A 0B5.

20. COMPLIANCE WITH CONTEST RULES

All entrants (or if the entrant is a Minor, his or her custodial parent or legal guardian, on the Minor's behalf) agree to abide by the Contest Rules, which are subject to change at the sole discretion of the Contest Sponsors.

21. COMPLIANCE WITH LAWS

This Contest is void where prohibited or restricted by law and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.

22. **R.A.C.J.**

For residents of Quebec, any litigation respect the conduct and awarding of a prize in this publicity contest may be submitted to “La Régie des alcools, des courses et des jeux” for a ruling. Any litigation respecting the awarding of a prize may be submitted to La Régie only for the purpose of helping the parties reach a settlement. All taxes on the prizes have been paid in accordance with the rules laid down by La Régie des alcools, des courses et des jeux du Québec.

23. **MISCELLANEOUS**

The invalidity or unenforceability of any provision of these Contest Rules will not affect the validity or enforceability of any other provision. In the event that any provision of the Contest Rules is determined to be invalid or otherwise unenforceable or illegal, the other provisions will remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Contest Sponsors failure to enforce any term of these Contest Rules will not constitute a waiver of that provision. When terms such as "may" are used in these Contest Rules, Contest Sponsors have sole and absolute discretion. Entrants agree to waive any rights to claim ambiguity of these Contest Rules. Headings are solely for convenience of reference and will not be deemed to affect in any manner the meaning or intent of the any provision of these Contest Rules. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials, privacy policy or terms of use on the Website and/or the terms and conditions of the Contest Rules, the Contest Rules shall prevail, govern and control and the discrepancy will be resolved in Contest Sponsor's sole and absolute discretion.

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