

## CONTEST

### CONTEST RULES

**CBC Maytag Mondays Watch and Win contest (the “Contest”)  
begins 6:30pm EDT on March 5, 2012 and ends 11:59 pm EDT on  
March 30, 2012  
(the “Contest Period”)**

#### **1. TO ENTER**

To enter the Contest, you must watch CBC for ‘Maytag Mondays’ either on March 5, 12, 19 and 26, 2012 between 6:30pm and 10:00pm EDT and look for the Contest code word that will appear on screen during the broadcast. We will have one word each week.

Then go online to the Contest website at [www.cbc.ca/maytagmondays](http://www.cbc.ca/maytagmondays) (the “Website”) and complete the official entry by entering the correct contest code word for one of the weeks, along with your full name, e-mail address, and province and telephone number.

To be valid, all entries must be received by March 30, 2012 at 11:59pm EDT.

Limit of one entry per person per day during the Contest Period.

Entries become the property of the Canadian Broadcasting Corporation (“CBC”) and will not be returned to contestants.

No purchase necessary. The odds of winning will depend on the total number of eligible entries received.

#### **2. ELIGIBILITY**

Contest is open to all Canadian residents who have reached the age of majority in their province or territory of residence at the time of entering the Contest. Employees of CBC and Whirlpool Canada LP (“Contest Sponsor”), their affiliates, as well as such employees’ immediate family (father/mother, brother/sister, son/daughter) or

persons living under the same roof are not eligible to enter this Contest.

### **3. PROCEDURE FOR AWARDING PRIZE**

On April 2, 2012, a random draw will be conducted by CBC staff from among all eligible entries received during the Contest Period. The first selected contestant shall be declared the winner of the prize, subject to meeting all the conditions described in these rules and correctly answering the mandatory mathematical skill-testing question.

The winner will be contacted by telephone or by e-mail within 48 hours of the draw and should claim their prize as instructed by CBC by no later than 2 days after the date they are initially contacted. If the winner cannot be reached within such time, incorrectly answers the mathematical skill-testing question, declines the prize, or fails to return the release as specified below, the prize shall be forfeited and CBC has the right, at its sole discretion, to select another winner.

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. "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.

### **4. DESCRIPTION OF PRIZE(S)**

There is one (1) prize to be won, which prize consist of three (3) new Maytag® appliances, as specifically described below (the "Prize"):

- One (1) Maytag® Ice2O® French Door Refrigerator with Easy Access Refrigerator Drawer (Model Number: MFX2570AEM). Manufacturer's suggested retail price: \$2799.00 CDN
- One (1) Maytag® Stainless Steel Tall Tub Dishwasher (Model

Number: MDB8959SAS)

Manufacturer's suggested retail price: \$999.00 CDN

- One (1) Maytag® True Convection Free Standing Range (Model number: YMER8880AS)

Manufacturer's suggested retail price: \$1499.00 CDN

Total estimated value of Prize is Manufacturer's suggested retail price: \$5297.00 CDN

*Prize includes delivery by Contest Sponsor to the selected winner to one location in Canada. Any installation or removal of old appliances or any other costs or expenses associated with the Prize will be the responsibility of the winner.*

## **5. GENERAL RULES**

5.1 To be declared the winner, the contestant must first correctly answer a mathematical skill-testing question.

5.2 Winner shall agree to the use of their name, city of residence, their photograph, and/or image/voice for publicity purposes related to this Contest, without compensation.

5.3 Winner shall sign a document attesting to their eligibility as stipulated in paragraph 2 of these rules and releasing CBC and Contest Sponsor, their affiliates, subsidiaries, parent and related companies, advertising and promotional agencies and all their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns, from any liability arising from participation in this Contest or from the awarding, acceptance or use of the Prize.

5.4 The Prize shall be accepted as is and may not be exchanged for an amount of money, nor sold nor transferred. No substitutions will be allowed.

5.5 If the Prize cannot be awarded as described in these rules, CBC and Contest Sponsor reserve the right to substitute the Prize or Prize component with another of comparable value.

5.6 Refusal to accept the Prize releases CBC and Contest Sponsor of any obligation toward the winner.

5.7 Should the winner make any false statement, they shall be automatically disqualified from the Contest.

5.8 CBC and Contest Sponsor are not responsible for and shall assume no liability resulting from losses, delays, mistaken addresses on mail or e-mail received, typographical errors, technical, computer or telephone/internet malfunctions, loss or theft of computer or telephone data, damage to software or computer equipment, fraudulent calls or any other mistake.

5.9 CBC and Contest Sponsor shall assume no liability whatsoever for any inability to act results from an event or situation beyond their control, including a strike, lockout or any other labour dispute at their location or the locations of the organizations and businesses whose services are used to hold this Contest.

5.10 CBC reserves the right to change the structure, process, timing or any other aspect of the Contest including these Contest rules at any time in their sole discretion without individual notice or liability.

5.11 All personal information, such as your name, address, telephone number, e-mail address, is collected solely for the purposes of administering this Contest and shall not be used for any other purpose without your consent. CBC may provide your name and contact information to Contest Sponsor and media and PR agencies retained to promote the Contest, solely for use in administering and promoting the Contest. By providing this information, you consent to it being used for the stated purposes.

5.12 By entering, contestants agree to abide by the Contest Rules which shall be applied by the CBC. All its decisions are final.

5.13 Contest rules are available [www.cbc.ca/maytagmondays](http://www.cbc.ca/maytagmondays).

*February 22, 2012*

*Katlin Robinson*

Manager Brand Activation, A&E

CANADIAN BROADCASTING CORPORATION