

July 29, 2009

Cheestrings Ficello / FunCheez "Cheesy's Lucky Lunchbox" Contest

Official Rules – v1

Start: August 10, 2009

Closes: November 30, 2009

Prize Draws: December 1, 2009

**Cheestrings Ficello / FunCheez "Cheesy's Lucky Lunchbox" Contest
OFFICIAL CONTEST RULES AND REGULATIONS**

NO PURCHASE NECESSARY

1. *Cheestrings Ficello / Funcheez* "Cheesy's Lucky Lunchbox" Contest (the "Contest") is sponsored by Parmalat Canada Inc. (the "Sponsor"). The contest starts on Monday August 10, 2009 at 1:00a.m. Eastern Time (ET). The Contest closes at 11:59 p.m. ET on November 30, 2009 (the "Contest Closing Date").
2. **ELIGIBILITY:** In order to be eligible to participate in the Contest you must have a Lucky Lunchbox Promotion Account. This contest is open to all individuals who are residents of Canada and located in Canada at the time of entry except individuals resident in the Province of Quebec who are under the age of thirteen (13). All other entrants under the age of 13 will require parental consent to become a Member and participate in the Contest. This Contest is not open to employees, representatives, and agents of the Sponsor, its parent, related and affiliated companies, advertising and promotional agencies, employees, officers, directors, representatives, agents and assignees of NBA Properties, Inc., NBA Media Ventures, LLC, the NBA and its member teams (collectively the "NBA Entities"), employees, officers, directors, representatives, agents and assignees of NBA Canada, and YTV Canada Inc., a Corus Entertainment company (collectively the "Prize Suppliers"), (and/or all persons residing with these persons). If an entrant is under the age of majority, and is a selected entrant, he/she will require his/her parent or legal guardian to act on his/her behalf in regards to completing a Declaration and Release Form and accepting the Prize. By entering the Contest, entrants agree to abide by the Contest Rules and all decisions of the Sponsor, which shall be final and binding on all entrants in all matters relating to the Contest. The Contest is governed by Canadian law and is subject to all applicable federal, provincial, territorial and municipal laws and regulations. Contest void where prohibited by law.
3. **HOW TO ENTER AND PLAY:**
 - (i) **HOW TO ENTER GRAND PRIZE DRAW:** Before the Contest Closing Date, enter your unique PIN number found on the insert located inside specially marked packs of *Black Diamond Cheestrings Ficello* and *Black Diamond Funcheez* (or as obtained via rule 3(iv)), and complete the entry form at www.cheestrings.ca.
 - (ii) **HOW TO ENTER THE DAILY SECONDARY PRIZE DRAW:** Before the Contest Closing Date, enter your unique PIN number found on the insert located inside specially marked packs of *Black Diamond Cheestrings Ficello* and *Black Diamond Funcheez* (or as obtained via rule 3(iii) and/or 3(iv)), and complete the entry form at www.cheestrings.ca. You will be notified with an on screen message that will tell you if you are an instant winner of one of the secondary prizes available.
 - (iii) **HOW TO RECEIVE ADDITIONAL INSTANT WIN CHANCES FROM YTV:** Before the Contest Closing Date, go to YTV.com and play one of *Cheesy's Lucky Lunchbox Games*. At the end of each leg of the game, you will be given a unique PIN number. Then, go to www.cheestrings.ca and complete the entry form as outlined in rule 3(i). You will be notified with an on screen message that will tell you if you are an instant winner of one of the secondary prizes available. PIN numbers received from YTV are eligible for instant win prizes only, and do not receive points towards the Grand Prize draw.
 - (iv) **NO PURCHASE NECESSARY.** To receive a unique PIN number without making a purchase, send a postage paid self addressed envelope along with an original 50-word or more essay titled "Why Eating a Healthy Lunch is so Important?" and mail bearing sufficient postage to: Cheestrings Ficello / Funcheez "Cheesy's Lucky Lunchbox" Contest, Pin Code Request; 191 The West Mall, Suite 402, Toronto, ON M9C 5K8. Upon receiving your unique PIN number by mail, log onto www.cheestrings.ca (See rule 3(i) for

more details on how to enter). Mail-in entry requests must be received no later than November 15, 2009 in order to receive a unique PIN number. One (1) No Purchase request per person.

You must have a valid email address to enter the Contest. Email accounts can be obtained free of charge from many internet service providers.

4. PRIZING

(i) **GRAND PRIZE:** There is one (1) Grand Prize “Family Adventure Trip to Atlantis in Bahamas” available to be won during the Contest consisting of the following:

- Roundtrip economy airfare for 4 persons from Toronto to Nassau, Bahamas
- Arrival & departure destination transfers
- 7 Nights accommodation in a Beach or Coral Tower room (2 rooms based on 2 people sharing each room)
- Spending money in the amount of \$500.00usd

The approximate retail value of the Grand Prize is \$15,000 (CDN). The Grand Prize must be accepted as awarded without substitution and is not transferable, not for resale and has no cash surrender value. The winner must be a resident of Canada. If the Grand Prize winner is under the age of majority in their province of residence, the Declaration and Release Form must be signed by a parent/legal guardian (as described in section 7 below). The Sponsor reserves the right, in the event that the Grand Prize or any component of the Grand Prize cannot be awarded as described for any reason, to substitute another prize or component of a prize of equal or greater value, without liability. If the selected entrant for the Grand Prize forfeits the Grand Prize it will be re-awarded at the option of the Sponsor, subject to, among other things, time availability.

The approximate retail value of the Grand Prize Package is that stated by the supplier of the Grand Prize Package as being in effect thirty (30) days prior to the launching of this Contest.

(ii) **INSTANT WIN PRIZES:** There are a total of eight thousand (8,000) Instant Win Prizes available to be won during the Contest consisting of the following:

Instant Win Prize Description	# of Instant Win Prizes available	Approximate Retail Value of each Instant Win Prize	Odds of Winning
Cheesy Skateboard	500	\$38	1:7000
Mini NBA Net & Ball set	500	\$5	1:7000
Spalding Size 3 Mini Basketball	500	\$5	1:7000
Cheesy Soccer Ball	500	\$16	1:7000
Cheesy Tin Lunch Box	1,000	\$11	1:3500
Cheesy Pencil Case	2,500	\$5	1:1400
Mini NBA Notebook & Pen set	2,500	\$3	1:1400

Instant winners will be determined through a computerized randomizer program (see Rule 5 below). Odds of winning will depend on time and date of your entry. As Instant Win Prizes are claimed, the number of Instant Win Prizes available will be reduced accordingly. Instant Win Prizes must be accepted as awarded without substitution and are not transferable, not for resale or convertible to cash. The Sponsor reserves the right in the event that an Instant Win Prize or any component of an Instant Win Prize cannot be awarded as described for any reason, to substitute a similar Instant Win Prize or component of equal or greater value without liability.

5. PRIZE DRAWS

- (i) **GRAND PRIZE DRAW:** A random draw for the Grand Prize will be held on Tuesday, December 15, 2009 at 10:00 am (ET) in Brantford, ON by an independent contest organization from among all eligible entries received by the Contest Closing Date. Three (3) attempts will be made to contact the selected entrant at the phone number on their Entry Form between 9:00AM and 5:00PM EST during a period of seven (7) days. If the selected entrant cannot be contacted within seven (7) days, he/she will be considered to have forfeited the prize and will be disqualified and another entrant will be randomly selected from the remaining eligible entries until such time as contact is made with a selected entrant or there are not more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.
- (ii) **SECONDARY PRIZE DRAW:** Entrants who play the Contest will either receive a “sorry” or “win” message based on a computerized randomizer program selection of predetermined eligible times. Those who receive a “win” message are eligible to win. Odds of winning will depend on the time of entry and the number of entrants. Two (2) attempts will be made to contact the selected entrants at the address on their Entry Form during a period of twenty-one (21) days. If the selected entrant cannot be contacted within twenty-one (21) days, he/she will be considered to have forfeited the prize and will be disqualified and another entrant will be randomly selected from the remaining eligible entries until such time as contact is made with a selected entrant or there are not more eligible entries, whichever comes first. The Sponsor will not be responsible for failed attempts to contact a selected entrant.
6. **GENERAL:** Odds of being an Instant Prize Winner is described in section 4(ii). The odds of an entry being selected for the Grand Prize depend on the total number of eligible entries received. Maximum ten (10) prizes per person and per household.
7. To be declared a Prize Winner, the selected entrant (or his/her parent or legal guardian, if the selected entrant is under the age of majority in his/her province of residence) must answer correctly, without assistance of any kind, whether mechanical or otherwise a mathematical skill-testing question posed by telephone. The selected entrant(s) will also be required to sign a Declaration and Release Form (the “Release Form”) (or, if the selected entrant(s) is under the age of majority in his/her province of residence, have his/her parent or legal guardian act on their behalf in all matters concerning this Contest, including completing the Release Form) confirming compliance with the Official Rules, acceptance of the Prize as awarded, without substitution, and releasing the Sponsor, its affiliated and related companies, advertising and promotional agencies, NBA Entities, Prize Suppliers, the independent contest organization and their respective shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the “Released Parties”) from any liability in connection with a Prize or the Contest.
8. The Prize Winners must return the signed Release Forms within thirty (30) days of receipt, or they will be disqualified from participating in the Prize. The Sponsor will contact the Prize Winners within thirty (30) days of receiving the Release Forms to arrange delivery of the Prizes.
9. Incomplete, illegible or entries received after the Contest Closing Date will not be accepted. The Released Parties take no responsibility for lost, misdirected, illegible or late entries which for any reason are not received before the Contest Closing Date, or for printing, distribution or production errors and Sponsor reserves the right to cancel or amend this Contest at any time for any reason, subject to the approval of the Régie des alcools, des courses et des jeux (the “RAJC”).

All entries are the property of the Sponsor and none shall be returned. All decisions regarding the Contest remain with the Sponsor. By participating in this Contest, entrants agree to comply with these Official Rules & Regulations. Only the prizes listed in these Official Rules & Regulations will be awarded. All prize claims are subject to verification.

The Sponsor and its advertising and promotional agencies each assume no responsibility for any failure of the web-site during the Contest, 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 e-mail or transmission to be received on account of technical problems or traffic congestion on the Internet or at any web-site, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from participation in the Contest. The Sponsor reserves the right, in its sole discretion, subject to the approval of the RACJ to modify, cancel, suspend and/or terminate any or all parts of the Contest should a virus, bug or other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Contest.

The Sponsor and its respective advertising and promotional agencies, the NBA Entities, the Prizing Suppliers assume no liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to a participant's or any other person's computer equipment resulting from a user's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of the web-site. Without limiting the foregoing, everything on the web-site is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement.

The Sponsor reserves the right to disqualify any individual that it finds to be in violation of these Official Rules & Regulations or of tampering with the entry process. The Sponsor reserves the right to refuse an entry from a person whose eligibility is in question or who has been disqualified or is otherwise ineligible to enter. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Any attempt by anyone to deliberately undermine the legitimate operation of this Contest is in violation of criminal and civil laws and the Sponsor reserves the right to seek damages or other legal remedy to the fullest extent permitted by law.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed to be submitted by the "Authorized Account Holder" in whose name the e-mail account is registered, provided that person meets all eligibility criteria of this Contest. "Authorized Account Holder" shall mean the natural person assigned to an e-mail address and/or telephone number, by an Internet access provider, on-line service provider, telephone service provider or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

For Quebec residents, any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purposes of helping the parties reach a settlement.

By entering this Contest all entrants agree to the potential use of their name, photo, and/or image for publicity purposes relating to this Contest, without compensation by the NBA Entities, Prizing Suppliers or Sponsor.

The Sponsor, the NBA Entities, and the Prize Suppliers respect your right to privacy. Personal information collected from entrants will only be used by the Sponsor, the NBA Entities, and the Prize Suppliers to administer the Contest and, only if consent is actively given at the time of entry, to provide the entrants with information regarding upcoming promotions and/or events from the Sponsor, the NBA Entities, and the Prize Suppliers. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please refer to the Sponsor's privacy policy, available at www.parmalat.ca. YTV will not be collecting personal information in this contest.

The Sponsor and its respective advertising and promotional agencies, the NBA Entities, the Prizing Suppliers assume no liability for any personal injury or property damage or losses of any kind, including without limitation, direct, indirect, consequential, incidental or punitive damages which may be sustained to a participant's or any other person's computer equipment resulting from a user's attempt to either participate in the Contest or download any information in connection with participating in the Contest or use of the web-site. Without limiting the foregoing, everything on the web-site is provided "as is" without any warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose or non-infringement. Furthermore, The Sponsor and its respective advertising and promotional agencies, the NBA Entities, the Prizing Suppliers assume no liability for any additional aspects of the promotion.

Black Diamond, *Cheestrings Ficello* and *FunCheez* are trademarks of Parmalat Canada.