

CONTEST RULES AND REGULATIONS

“Sneak-a-Peek in the Coca-Cola Red Lounge” CONTEST

1. THE CONTEST AND THE CONTEST PERIOD

The “Sneak-a-Peek in the Coca-Cola Red Lounge” contest (the “Contest”) commences at noon MST on June 26, 2009 and concludes at midnight on June 29, 2009 (the “Contest Period”).

2. ELIGIBILITY

The Contest is open to residents of Canada, who have attained the age of 18 but excluding employees, volunteers and directors of The Calgary Exhibition and Stampede, any affiliate (as defined in the Canada Business Corporations Act) of The Calgary Exhibition and Stampede (the “Affiliates”), employees, directors and officers of corporate sponsors of the Calgary Stampede, employees, directors and officers of North American Midway, employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing. If it is discovered the Grand Prize winner selected is under the age of 18 they will forfeit the Grand Prize. All guests of the Grand Prize Winner must be 18 years of age or older.

3. HOW TO ENTER

There are one (1) ways to enter during the Contest Period: 1) Go online to www.calgarystampede.com/blogs and leave a comment on the blog entry labeled “Sneak-a-Peek in the Coca-Cola Red Lounge” stating your dream Coca-Cola Stage line-up.

4. HOW TO WIN

One winner will be randomly selected on June 30, 2009 and contacted by email. If the selected winner is unavailable by email within 3 hours, the next randomly drawn contestant will be selected.

5. THE GRAND PRIZE

The Grand Prize will consist of the following:

- Six seats in the Coca-Cola Red Lounge on July 2, 2009
- Six entries to Stampede Park on July 2, 2009

6. GRAND PRIZE VALUE

The approximate retail value of the Grand Prize is at minimum \$150.

7. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize winner must claim the Grand Prize by 5:00 pm on June 30, 2009 (the “Deadline”). If the Grand Prize winner fails either to claim the Grand Prize or inform The Calgary Exhibition and Stampede of his or her inability to claim the Grand Prize before the Deadline, his or her entry will be forfeited.

8. LIMITATIONS ON DATES OF GRAND PRIZE

The Grand Prize must be taken July 2, 2009 (the “Grand Prize Date”). If the Grand Prize winner is unable to conduct the grand prize during the Grand Prize Date, he or she will forfeit the Grand Prize.

9. EXPENSES

The Grand Prize winner and his or her guest, if applicable, are responsible for all incidental expenses incurred for the purpose of taking or during the package including, but not limited to, additional food and beverage consumed, souvenirs, midway rides, or items of a personal nature (the “Expenses”). The Grand Prize winner and his or her guest, if applicable, understand that they may not seek reimbursement for the Expenses from The Calgary Exhibition and Stampede, the Affiliates, the Sponsor(s) or their respective advertising and promotional agencies. The Grand Prize winner and his or her guest are responsible for ensuring that they have all necessary travel documents prior to departure.

10. LIMITATION ON NUMBER OF ENTRIES PERMITTED

Only one entry per person per household is permitted. Multiple entries will be discarded. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

11. CHANCES OF WINNING

Chances of winning depend on the total number of registered Contest entrants.

12. NO REPRESENTATIONS OR WARRANTIES

The Calgary Exhibition and Stampede makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize. The Grand Prize winner understands and acknowledges that he or she may not seek

reimbursement or pursue any legal or equitable remedy from The Calgary Exhibition and Stampede should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

13. DECLARATION AND RELEASE OF GRAND PRIZE WINNER

Before being awarded the Grand Prize the Grand Prize winner and his or her guest(s), if applicable, must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question; and
- b) Sign a standard form confirming that by entering the Contest:
 - he or she read, understood and accepted these rules and regulations;
 - that he or she understands that acceptance of the Grand 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 the Grand Prize; and
 - that he or she releases The Calgary Exhibition and Stampede, the Affiliates, the Sponsor(s), and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance of the Grand Prize, 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 the Grand Prize, whether suffered by the Grand Prize winner or his or her guest, 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.

14. GRAND PRIZE TO BE ACCEPTED AS AWARDED

The decision of the Contest judges is final, and the Grand Prize must be accepted as awarded. No portion of the Grand Prize is transferable. The Grand Prize is not redeemable for cash and no substitute for any portion of the Grand Prize is

offered. Should the Grand Prize winner be unable to claim the Grand Prize as awarded, his or her entry will be forfeited.

15. SUBSTITUTION OR CHANGE TO THE CONTEST

The Calgary Exhibition and Stampede, the Sponsor(s) and their respective advertising and promotional agencies reserve the right to substitute the Grand Prize or any component thereof, for those of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

16. OWNERSHIP OF ENTRIES

All entries shall become the property of The Calgary Exhibition and Stampede, the Sponsor(s) 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.

17. CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including the Grand Prize winner, 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, in all media used by The Calgary Exhibition and Stampede, the Sponsor(s), promoters and their advertising and promotional agencies, without any payment or compensation. The Grand Prize winner further agrees that his or her audio reaction may be used for on-air promotional purposes. The entrants understand and acknowledge that The Calgary Exhibition and Stampede may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.

18. 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 grants permission to The Calgary Exhibition and Stampede and the Sponsor(s) to the collection and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Grand Prize winner(s). No correspondence will take place between The Calgary Exhibition and Stampede, the Sponsor(s) and the entrants except in connection with the Contest and, in the case of the Grand Prize winner, as a result of entering the Contest and winning the Grand Prize.

19. NO DISRUPTION TO CONTEST

All Contest entrants agree to respect the entry process and the operation of the Contest as outlined in these rules and regulations. The Calgary Exhibition and Stampede or the Sponsor(s) may disqualify or ban from future contests any Contest entrant or person who The Calgary Exhibition and Stampede or the Sponsor(s) believes is tampering with the entry process or the operation of the Contest, to be acting in a disruptive or unsportsmanlike manner, or behaving with the intent to annoy, abuse, threaten or harass any person associated with The Calgary Exhibition and Stampede or the Sponsor(s). Any attempt to deliberately damage a website or to undermine the legitimate operation of a contest is a violation of criminal and civil laws, and should any such attempt be made by a Contest entrant or other person, The Calgary Exhibition and Stampede and the Sponsor(s) may seek damages or other relief from such Contest entrant or other person to the fullest extent permitted by law.

20. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at www.calgarystampede.com or the lobby of the Stampede Headquarters building located at 1410 Olympic Ave S.E. Calgary, AB T2G 2W1

21. COMPLIANCE WITH CONTEST RULES

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of The Calgary Exhibition and Stampede and the Sponsor(s).

22. COMPLIANCE WITH LAWS

This Contest is void where prohibited 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.