

City Parent/Fisher Price Contest Rules & Regulations

1. Agreement: These rules govern the “City Parent Fisher Price” (the “Contest”). No purchase is necessary to enter the Contest. The act of entering the Contest constitutes acceptance of the Contest rules and the decisions of the Contest judges, which decisions shall be final and binding on all entrants.

2. Sponsor: The Contest sponsor is City Parent, a publication of Formula Media Group, a division of Metroland Media Group Ltd.

3. Eligibility: The Contest is open to all residents of Ontario who are 18 years old and older, except for employees, immediate families and anyone living with any employee of either of the Sponsor or any affiliate, advertising or promotional agency of the Sponsor. Limit of one (1) entry per household. Incomplete or illegible entries, mechanically or electronically reproduced entries will not be accepted and will be disqualified. For greater certainty, multiple computer program generated email entries will also be disqualified.

4. Contest: Enter the Contest by going to www.cityparent.com and following the prompts and filling out the on-line ballot. The Contest begins March 30, 2015 and ends at 11:59 p.m. on April 16, 2015. The potential winner will be chosen by random draw, which will take place on April 17, 2015. The potential winner will be contacted by telephone by a representative of the Sponsor, and must reply within 48 hours to maintain eligibility. If the potential winner cannot be contacted within this time period or fail to respond to any attempted contact, such potential winner will be disqualified, his/her entry will be declared null and void and the Sponsor reserves the right, in its sole and absolute discretion, to select at random another eligible entry, in which event these provisions shall apply to such other eligible entry. In order to be eligible to win, each potential winner must correctly answer a mathematical skill-testing question, without assistance or mechanical or electronic aid.

5. Prize: City Parent readers have a chance to win a Baby playtime prize pack consisting of the Ocean Wonders Aquarium, Snugabunny Bouncer, Rock a Stack, Corn Popper, Baby's First Blocks, Lion Walker and Smart Stages Speedway from Fisher Price. (Value \$250) The potential prize winner must contact the Sponsor (447 Speers Road, Suite 4, Oakville, Ontario L6K 3S7, 905- 842-6591) to claim and make arrangements for redemption of the prize within 5 days following the draw; otherwise, the next eligible entry selected by random draw will be contacted, and the first entrant selected will have no further claim to the prize. The Sponsor is not responsible for unclaimed prizes. If a winner is unable or unwilling to accept or otherwise redeem the prize on the terms it is awarded, the prize shall be forfeited and no cash or substitutes will be provided in whole or in part.

6. Release: Prior to receiving the prize, the winner will be required to show valid photo

ID and to sign a declaration of eligibility and release form releasing the Sponsor and its respective related parties from any and all liability in connection with the Contest and/or the prize, confirming compliance with the rules and consenting to the use of his or her name and photograph, in any and all forms of media, without further compensation, in any publicity carried out by the Sponsor and/or their advertising and promotional agencies. The signed form must be received within 48 hours of notification or the prize may be forfeited and awarded to an alternate entrant. The form may be sent to the Sponsor via facsimile at 905-842-4432.

7. Privacy: We use your personal contact information to administer this Contest, including contacting, announcing and promoting prizewinners. The Contest is run in compliance with the **Metroland Media Group** privacy code, which may be found in full at <http://metroland.com/page/Terms%20and%20Conditions>.

8. Banning: The Sponsor may, in its sole discretion, prohibit any person from entering any Contest whom it believes to be abusing the rules. Such abuse includes but is not limited to entering false information and entering more than once.

9. Other: Odds of winning depend on the number of eligible entries received. This Contest is governed by the laws of Ontario and the laws of Canada applicable therein and is void where prohibited by law. The Sponsor reserves the right to cancel or modify the Contest or the Contest rules at any time without notice. All prizes must be accepted as awarded, are non-transferable and are not convertible to cash. The Sponsor reserves the right to substitute any prize or portion of the prize with a prize of equal or greater value. All prizes are awarded as-is and no warranties or guarantees are implied or expressed, beyond the standard manufacturer's warranty. The Sponsor is not liable for any lost, late, misdirected or stolen entries or inability to process entries, or any errors, damage or negligence that may arise in connection with this Contest, including technical failures on the part of Contest software, virus, website down-time, human error or property damage incurred by any Contest entrant. The Sponsor is not responsible for any errors or omissions in printing or advertising this Contest. Use of any automated system including robotic or form filling software to enter or participate in this Contest is prohibited and will result in disqualification of all entries by anyone using such assistance. If a dispute arises regarding who submitted an online entry, the entry will be deemed to be submitted by the authorized account holder of the email address provided at time of entry. Authorized account holder is the natural person who is assigned to an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.