

This Contest is restricted to entrants who are legal residents of Canada and reside in the Province of Alberta and who are 18 years of age or older at the time of entering the Contest.

“MISS dEdmonton” CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY

1. Description of Contest and Entry Procedures

The “Miss dEdmonton” Contest (“Contest”) is a game of skill sponsored by the Board of Directors of dEdmonton: Canada's Halloween Festival (“Sponsor”).

To enter the “Miss dEdmonton” Contest:

Log-on to www.youtube.com/ (“YouTube”) between 12:01 am (MST) on September 1, 2010 and 11:59 pm (MST) on September 30, 2010

and follow the prompts to upload a video clip of yourself in the role of “Miss dEdmonton”. Entry descriptions must contain the words “MISS DEDMONTON”, also contain the tag “MISS DEDMONTON,” must be original video creations of not more than ninety (90) seconds in length, and provide a compelling creative demonstration of why the subject of the video should be Miss dEdmonton; the video may contain a cast of characters, but the main subject who desires to be Miss dEdmonton must be clear. Entrants may enter one time only. No mass-produced or multiple entries otherwise allowed. Multiple entries will invalidate all entries. Limit one (1) entry, maximum 90-second upload per person, e-mail address or household only. Videos exceeding 90 seconds in length will be displayed but will be ineligible to win and will not be considered in the Contest.

2. Voting and Selection Criteria

(a) Selection of Semi-Finalists.

Five (5) “Miss dEdmonton” Semi-Finalists will be selected by a combination of audience voting on the website and the selected judging panel, both with 50% of vote.

To rate a video, visit www.dEdmonton.com/Miss-dEdmonton (“Web Site”) between 12:01 am (ET) on October 1, 2010 and 11:59 pm (ET) on October 8, 2010 and follow the prompts to view each Entrant’s video and rate them.

After this time, and before October 10th, 2010, the videos will be reviewed by each member of the judging panel who will add their votes to a total of 50% of the viewer rated score in order to determine the five (5) semi-finalists with the highest combined scores.

The semi-finalists will be notified on or about October 10th, 2010.

(b) Finals.

The five (5) semi finalists will attend the Miss dEdmonton Finals on or about the evening of October 13th, 2010 for a further round of competition. Semi-finalists must be able to attend the finals to qualify for the role of Miss dEdmonton. During this time the semi finalists will be asked to perform in a Scream Competition, a Scary Skills competition and will be asked up to two (2) questions requiring immediate answers.

The Scream competition will be ranked by audience approval.

The Scary Skills competition will be rated by the judges in conjunction with audience

approval. The skills as displayed for a maximum of 90 seconds and must not contain nudity or vulgarity beyond that which would be rated PG-13 in a movie.

Two (2) questions will be asked of all semi-final contestants. One standard question - "What does Halloween mean to you?" - will be asked of all contestants and must be answered immediately. The second question will be drawn randomly from a pool of questions, and the question may either be answered immediately by the contestants, or they may request to pass and have a replacement question drawn. Contestants may pass on one and only one question, and having passed are required to answer the replacement question to avoid disqualification. Passed questions will be returned to the hat before the next contestant draws their question. Answered questions will not be returned to the hat.

Participation of the Semi-Finalists will be subject to full video and audio recording. The judging of the Semi-Finalists will be based on the following criteria: Physical Presentation; Speaking Ability; Entertainment Value; Personality; Overall Halloween Knowledge; and Poise; during their semi-finalist appearance.

In the event of a tie at any level of competition, the tied contestants will be required to participate in a tiebreaker skill-based competition as determined and judged by the Sponsor in order to determine which of them shall move to the next level of competition or be determined the winner.

3. Winner

The winner will be selected by Sponsor, according to the judging of Sponsor. The new "Miss dEdmonton" then will be announced on or about the evening of October 13th, 2010, in a manner and/or in a forum to be selected at the discretion of Sponsor.

4. Prizes and Expense Coverage

Grand Prize winner will receive a prize package provided by the Sponsor, and will reign as "Miss DEdmonton" for one year. Winner will be required to engage in certain activities in the discretion of Sponsor, including, but not limited to, attendance in four (4) dEdmonton approved events, attendance in three (3) parades, making general appearances, participating in photo shoots, and appearing in commercials and other promotional events for the following year's "Miss DEdmonton" Contest. In the event the Winner is unable or unwilling to fulfill her duties as Miss dEdmonton during her 1-year reign, an alternative winner will be selected for the remainder of the term. Prizes are not exchangeable or transferable; no prize substitutions or other alternatives allowed except as provided herein. Return of any prize notification as undeliverable and/or failure to comply with any requirement of these Rules will result in forfeiture of prize and possible selection of alternate participant or winner.

5. Ownership of Entries and Recorded Footage of Contest

All entries and recorded footage of all persons, events, occurrences, and activities in or relating to the Contest become the sole property of Sponsor and will not be returned.

Submission of any entry and participation by any Entrant in any recorded portion of, or event relating to, the Contest grants Sponsor and its agents the right to publish, use, adapt, edit and/or modify such entry or recorded footage in any way, in commerce and in any and all media, without limitation, and without consideration to the Entrant.

Submission of any entry and participation by any Entrant in any recorded portion of, or event relating to, the Contest further constitutes the Entrant's irrevocable assignment and transfer to Sponsor of any and all rights, title and interest in and to the entry and

recorded footage , including, without limitation, all copyrights.

6. Eligibility, Verification and Affidavits of Eligibility and Liability Release and Publicity Release

The Contest is open to all legal residents of Canada who reside in Alberta, are 18 years or older who are not employees (or immediate family members of employees), agents or affiliates of Sponsor, participating vendors, or their respective promotion or advertising agencies. All entries must be completed and filed in accordance with these Rules. All Semi-Finalists, Finalists, and Winner are required to execute Affidavits of Eligibility and Liability Release and, where legal, a Publicity Release permitting the use by Sponsor of the contestant's name, likeness, video entry and recorded footage of contestant during or relating to the Contest for promotional or other proper and lawful purposes. No contestant will receive a prize or coverage or reimbursement of any expenses of participation in the Contest until he/she has executed the above-described affidavits and releases.

7. Advertising and Promotion

To the extent permitted by law, an Entrant's execution of the Publicity release described in Rule 6, and/or acceptance of a prize, constitutes permission for Sponsor to use Entrant's name, likeness, video entry, and recorded footage of Entrant during or relating to the Contest, in advertising and trade connected with the Promotion or other promotional or other proper and lawful activities without compensation.

8. Judging

The Contest is under the supervision of Sponsor, whose decisions on matters relating to the Contest and determination of the Semi-Finalists, Finalists, and Winner shall be final.

9. Limitations on Liability and Other Legal Disclaimers and Conditions

By entering, Entrants represent and warrant that their video entries and any other content that they use in the Contest constitutes original material that they have the right to use and that does not infringe in any way the intellectual property or other proprietary or legal rights of any third party. By entering, Entrants agree to and do release, discharge, and hold harmless Sponsor and its agents and affiliates from any damages arising from: a) Entrant's use, misuse or possession of any material or content belonging to or infringing the rights of any third party; b) Entrant's acceptance, use, misuse or possession of any prize received in the Contest; and c) from Sponsor's use of Entrant's name, likeness, video entry, or recorded footage of Entrant's participation in events during or relating to the Contest, which use is based on the contents of Entrant's executed and submitted Affidavits of Eligibility and Liability Release and Publicity Release. By participating, Entrants agree to these Official Rules and decisions of Sponsor, which shall be final in all respects. **CAUTION: ANY ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT AND RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW AND TO REFER ENTRANT TO THE APPROPRIATE LAW ENFORCEMENT AUTHORITIES.**

Sponsor is not responsible for the failure or unavailability of hardware, software, electronic communications, interrupted or unavailable network server or other Internet connections, miscommunications, failed telephone or computer transmissions or

jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical or electronic, or for any damage to any person's computer related to participating in the Contest. Sponsor is not responsible for illegible, unintelligible, late, lost or stolen entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human errors which may occur in the processing of any entries in this Contest. If in the judgment of Sponsor, the Contest is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupts the administration, security, fairness or proper play of the Contest, Sponsor reserves the right, in its sole discretion to discontinue, suspend, terminate or modify the Contest. In the event of any such discontinuation, suspension, termination or modification, the finalists or semi-finalists competing for any remaining prizes not yet won will be determined from among all eligible entries received to date that are unaffected by the problem, in a random drawing to be conducted by Sponsor following the discontinuation, suspension, termination or modification of the Contest. Except for Contest entry and personally identifying information which semi-finalists, finalists and winner agree to disclose in the Publicity/Liability Release, all personally identifiable information collected during the entrant's participation in the Contest will be collected and used by Sponsor, its affiliates, agents and marketers for the proper administration and fulfillment of the Contest, as described in these Official Rules and in accordance with the Sponsor's privacy policy at: www.youtube.com/dEdmontonCHF Sponsor is not responsible for incomplete, illegible, damaged, late, lost, misdirected, certified or registered mail, postage-due mail or request mail.

10. Miscellaneous

All federal, provincial and local laws and regulations apply. Prizes will be awarded provided a sufficient number of qualified entries are received.