

OFFICIAL CONTEST RULES

DYSON IN THE CITY (“CONTEST”)

THIS CONTEST IS OPEN TO QUEBEC RESIDENTS ONLY AND IS GOVERNED BY CANADIAN LAW.

1. ELIGIBILITY:

Contest is open to all legal residents of Quebec who are 18 years of age or older at the time of entry, except employees, representatives or agents (and those with whom such persons are domiciled) of **Dyson Canada Limited and Astral Media Plus Inc.** (the “Sponsors”), their advertising and promotion agencies and the Contest judges (collectively, the “Contest Parties”).

2. CONTEST PERIOD:

Contest begins on **June 10, 2010** at 12:00:01 am Eastern Time (ET) and ends on **July 23, 2010** at 11:59:59 pm ET (the “Contest Period”).

3. HOW TO ENTER:

No purchase necessary. To enter, go to **www.envilleavecleddysoncity.com** (the “Website”), click on the “Enter the Contest” button and an entry form will appear. Fully complete the entry form, which requires you to enter your first name, last name, valid email address, telephone number, province and age.¹ You will then be required to: (i) upload one (1) photograph, sketch, drawing, or illustration (the “Photo”); **and** (ii) write an essay (the “Essay”) in the space provided. Your Photo/Essay must be in accordance with the specific requirements listed below in Rule 4 and must depict, describe and/or discuss **how your Photo was inspired by the city and why you love the city**. When all required fields are completed (including uploading your Photo and Essay), click the “Submit” button to complete your entry (entry form and Photo/Essay hereinafter collectively referred to as “Entry”).

There is no limit to the number of Entries per person/email address permitted during the Contest Period. Each Photo submitted must be unique. You can only use one (1) email address to enter the Contest. If it is discovered that you have attempted to: (i) submit more than one (1) of the same Photos per person/email address during the Contest Period; or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsors) you may be disqualified from the Contest and all of your Entries may be voided. Your Entry will be rejected if: (a) the Entry is not fully completed (including uploading your Photo and/or writing your Essay) and submitted during the Contest Period; or (b) the Entry does not conform to the specific requirements listed below in Rule 4. Use of any automated system to enter or participate in this Contest is prohibited and will automatically result in disqualification. The Contest Parties are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Entries.

4. PHOTO/ESSAY REQUIREMENTS:

BY SUBMITTING AN ENTRY, THE ENTRANT AGREES THAT THE ENTRY COMPLIES WITH ALL CONDITIONS STATED IN THESE RULES. THE CONTEST PARTIES WILL BEAR NO LEGAL LIABILITY, EXPRESS OR IMPLIED, REGARDING THE USE OF THE ENTRY BY THE CONTEST PARTIES AND THE CONTEST PARTIES SHALL BE HELD HARMLESS BY AN ENTRANT IN THE EVENT IT IS SUBSEQUENTLY DISCOVERED THAT THE ENTRANT HAS DEPARTED FROM OR NOT FULLY COMPLIED WITH ANY OF THE RULES.

The submitted Photo/Essay must never have been previously exhibited publicly outside of this Contest or selected as a winner in any other contest. To be eligible for entry in this Contest, the Photo/Essay must meet the following specific requirements:

Type	Maximum Length/Size/Amount	Language	Acceptable Formats
Photo	1 Photo (up to 1 MB)	---	.jpeg, .tiff, .gif, .pdf, .png, .bmp, .eps, .ai, .png
Essay	Up to 250 characters	French or English	---

By participating in the Contest, each entrant agrees to be bound by these Official Rules (the “**Rules**”) and by the interpretation of these Rules by the Sponsors, and further warrants and represents that his/her Photo/Essay:

- i. is original to him/her and that the entrant has all necessary rights (including, without limitation, consent of the photographer) in and to the Photo/Essay to enter the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence (note: if you cannot obtain the consent of an individual appearing in your Photo, then his/her face must be blurred out);
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
 - Nudity;
 - Explicit, graphic or excessive sexual activity;
 - Crude, vulgar or offensive language and/or symbols;
 - Derogatory characterizations of any ethnic, racial, sexual or religious groups;
 - Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
 - Personal information of individuals, including without limitation, names and addresses (physical or e-mail);
 - Conduct or other activities in violation of these Rules;
 - Commercial messages, comparisons or solicitations for products or services other than those of Sponsors;
 - Any identifiable third party products and/or trade-marks, brands or logos. For example, any clothing worn by persons appearing in a Photo must not contain any visible logos, trade-marks or other third party materials, unless the necessary permissions/licenses have been obtained;
 - Musical lyrics, poetry or other materials owned by any third party that are not properly licensed; and/or
 - Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsors and/or the Contest Parties in their sole discretion.

By entering the Contest and submitting the Photo/Essay, each entrant: (i) grants to the Sponsors, in perpetuity, a world-wide, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Photo/Essay, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Photo/Essay in favour of the Sponsors; and (iii) releases and holds harmless the Contest Parties and each of their respective agents, employees, directors, successors, and assigns (collectively, the “**Releasees**”) against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. For greater certainty, the Sponsors and/or the Contest Parties reserve the right, in their sole discretion, to modify, edit or remove any Photo/Essay, or to request an entrant to modify or edit his or her Photo/Essay for any reason.

5. PRIZE:

There will be one (1) prize available to be won consisting of one (1) Dyson DC26 vacuum cleaner, including delivery by courier to the Entry Prize winner (approximate value: \$499.99), plus a grant of \$1,500 awarded in the form of a cheque (the "Prize"). The total approximate value of the Prize is \$2,000. In addition, the winning Photo will also be displayed for one week in the windows of MusiquePlus studios (355, rue Sainte-Catherine Ouest, Montréal, QC, H3B 1A5). Prize must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at Sponsors' option. Sponsors reserve the right, in their sole discretion, to substitute the Prize or a component thereof with a prize of equal or greater value, including, without limitation, but at Sponsors' sole discretion, a cash award. Prize will only be awarded to the person whose full name and valid email address appears on the official Contest entry form. Reporting and payment of any taxes related to the prize are the responsibility of the individual winner, if applicable.

6. PRIZE WINNER SELECTION PROCESS:

A panel of judges appointed by the Sponsors will judge all eligible Entries received on the basis of originality, creativity, uniqueness, appropriateness, and relevance. All criteria will be weighed equally. The Entry with the highest total score will be deemed to be the selected entrant. Odds of your Entry being selected by the judging panel depend on the number and calibre of eligible Entries received. In the event of a tie, the eligible Entry (from among all such tied Entries) with the highest score on creativity will be deemed to be the selected entrant. Judging will be completed by **July 30, 2010** and the selected entrant will be named at **12:00 pm** on August 2, 2010 at **Dyson Canada Ltd (200 Adelaide St, Suite 100, M5H 1W7)**. The selected entrant will be contacted by email or phone by **August 6, 2010**. If you have not been contacted by this date, you may assume that you are not the selected entrant.

BEFORE BEING DECLARED THE WINNER, the selected entrant must sign and return within five (5) business days of notification a declaration and release prepared by the Sponsors, which, among other things: (i) confirms compliance with these Rules; (ii) assigns all intellectual property, including copyright, in and to his/her Photo/Essay and provides a waiver of all moral rights therein in favour of the Sponsors; (iii) acknowledges acceptance of the Prize as awarded; (iv) releases the Releasees from any and all liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; (v) agrees to indemnify the Releasees against any and all claims, damages, liabilities, costs, and expenses arising from use of his/her Photo/Essay, including, without limitation, any claim that his/her Photo/Essay infringes a proprietary interest of any third party; and (vi) agrees to the publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Sponsors in any manner whatsoever, including print, broadcast or the Internet. If the selected entrant fails to return the properly executed Contest documents within the specified time, then he/she will forfeit his/her opportunity to be the winner (and to receive the Prize) and the another eligible entrant will be selected from among the remaining eligible Entries based on the next highest judged score.

7. GENERAL CONDITIONS:

This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsors with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries.

The Releasees will not be liable for any failure of the Website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any Entry to be received by the Contest Parties for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the above. Further, the Releasees will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating or downloading any material in the Contest.

In the event of a dispute regarding who submitted an Entry, Entries will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an Internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected Entry and that he/she has all necessary consents, permissions and/or licenses as required by these Rules. The sole determinant of the time for the purposes of a valid Entry in this Contest will be the Contest server machine(s). All dollar amounts referred to herein are in Canadian currency.

All Entries are subject to verification. The Sponsors reserve the right, in their sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsors) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification.

The Sponsors reserve the right in their sole discretion, subject only to the approval of the Régie des alcools, des courses et des jeux (the “**Régie**”) in Quebec, to cancel, suspend, withdraw or amend this Contest (or to amend these Rules) in any way, for any reason including in the event of: an error; a technical problem; a computer virus; a bug; tampering; unauthorized intervention; fraud; technical failure; an accident, printing, administrative or other error of any kind; or any other cause beyond the reasonable control of the Sponsors that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law.

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 the prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

By entering this Contest, each entrant expressly consents to the Sponsors, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Entry for the purpose of administering the Contest and in accordance with Sponsors’ Privacy Policies (available at: www.dysoncanada.ca and www.musiqueplus.com) unless the entrant otherwise agrees.

8. INTELLECTUAL PROPERTY:

All intellectual property, including, without limitation, all trade-marks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations are owned or licensed by the Sponsors and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.

9. LANGUAGE DISCREPANCY:

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to, the Contest registration form, or point of sale, television, print or online advertising, the terms and conditions of these Rules shall prevail, govern and control.

10. Name of Winner

For the name of the winner, available after August 16, 2010 and until December 15, 2010, visit www.envilleaveckledysoncity.com.