

CAMPBELL'S® CHUNKY® MVC
CONTEST
RULES AND REGULATIONS
NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR
CHANCES OF WINNING

Submitting a Nominating Entry:

1. Individuals who wish to nominate your coach in the Campbell's Chunky MVC contest (the "Contest"), can simply visit the web site located at www.chunkymvc.ca or www.chunky.ca/entraîneur (the "Contest Website"), click on the Contest page, complete and submit your entry by following the instructions found on the Contest Website and as described below (an "Entrant" or "Nomination"). Contest starts at 12:00:01 p.m. Eastern Time ("ET") on Monday, September 14, 2009 and closes, for nomination purposes, on Wednesday, January 6, 2010 at 11:59:59 p.m. ET (the "Nomination Closing Time") and, for public voting purposes (see Rule 9 below), ends on Sunday, March 14, 2010 at 11:59:59 p.m. ET. There is one (1) Grand Prize (the "Grand Prize"), six (6) Finalist Prizes (each, a "Finalist Prize"), five (5) Secondary Prizes (each, a "Secondary Prize"), eight (8) Voting Prizes (each, a "Voting Prize"), (collectively, these prizes are sometimes hereinafter referred to as "Prizes" and each, a "Prize") available to be won in the Contest. All Prizes (other than the Voting Prize) are available to be awarded to a coach nominated in an eligible entry. The Voting Prizes are available to be won by voting entrants in the Contest (see Rule 9 below). No purchase necessary. Void where prohibited.

For the Nomination to be eligible you must provide the first and last name, team name, sport, team city, telephone number and email address of the coach you are nominating, and confirm that you have his/her consent to nominate him/her in the Contest. You must provide your answer to the following question provided at the Contest Website: "The Chunky MVC embodies the following coach values: Personal Values, Social Values and Work Values. Tell us how your coach exemplifies these values and why he/she should become the next Chunky MVC." (the "Evaluation Question"). You must comply with the submission guidelines below. All entries must include your first and last name, email, address, age, as well as the answer to the above Evaluation Question. Entrants or Participants (as hereinafter defined) under the age of majority in the Province in which they reside must also check the box to indicate they have the consent of his or her parent or legal guardian to enter or participate and provide his or her parent's/guardian's contact information.

All nominations must be received by the Nomination Closing Time. Limit of one (1) nomination per coach. The first nomination received per coach will be the entry considered eligible for the Contest. Subsequent entries received nominating the same coach will be void. You can search the Contest Website to determine if a coach has already been nominated, in which case you can add your comments on the coach's profile page as a "Participant" at the Contest Website, which comments will be taken into consideration by the Contest judges. Please note that all Nominations and comments posted will be vetted by the Contest Sponsors or their agent, prior to the posting of same on the Contest Website to ensure appropriateness and compliance with these Contest Rules. Contest Sponsors reserve the right, in their sole and absolute discretion, not to post (or to remove from posting) any entries or comments (or portions thereof) that they deem to be incomplete, inaccurate, inappropriate or unsportsmanlike. Entries and/or

comments that are not the original compositions of the Entrant or the person submitting the comment(s), as the case may be, or that are illegal, untrue, defamatory or obscene, or entries or comments that discriminate based on grounds set out in Human Rights codes or other applicable legislation will not be eligible for entry in the Contest and/or posting on the Contest Website, as the case may be (and, if posted, may be removed, at the sole and absolute discretion of the Contest Sponsors).

Submission Guidelines:

Entrants must have prior consent from the nominated coach, or if nominated coach is under the age of majority at the time of the nomination, his or her parent or legal guardian, prior to an eligible entry being accepted. Prior to a Nomination being posted on the Contest Website or being considered in this Contest, the Contest Sponsors, or their agents, will contact the nominated coach, or if under the age of majority, his or her parent or legal guardian by email to obtain his/her consent (in the Contest Sponsors' designated form) to be included in the Contest on the terms and conditions set out in these Contest Rules. If a nominated coach, or his or her parent or legal guardian, as the case may be, fails to respond to such email or does not provide his/her consent in the form prescribed within three (3) business days of being contacted, the Nomination will not be posted on the Contest Website and will be ineligible for consideration in the Contest.

Entrants may upload a photograph of the nominated coach in support of the Nomination. Do not submit photographs that feature any identifiable persons other than the nominated coach, or that include the intellectual property rights of others (for example, but without limitation, names, trade-marks and logos). Photographs that include minors will not be accepted, unless the consent of his or her parent or legal guardian has been obtained and confirmed. Entries remain the property of the Entrant - however, by entering or posting comments on the Contest Website, each Entrant or Participant, or if under the age of majority, his or her parent or legal guardian, grants the Contest Sponsors a royalty-free, perpetual, worldwide license to reproduce, publish, broadcast, distribute and otherwise use the entry (including any text or video or essay or photograph contained therein or attached thereto) or such comments in any form of media, including without limitation on the Contest Website and hereby waives, in favour of the Contest Sponsors and any persons authorized by them to use such entry or comments, any moral rights of the Entrant or Participant in such entry or comments. Contest Sponsors assume no responsibility for, and by entering the Contest, Entrants, or if under the age of majority, his or her parent or legal guardian, agree to indemnify and save harmless the Contest Sponsors and their agents and their respective officers, directors and employees, from and against, any claims by any third party for defamation or infringement of any rights of such third party, including without limitation any intellectual property rights, or the right of privacy, with respect to any entry or comment submitted and/or posted.

Visitors to the Contest Website over the age of majority will also have the option to comment on a nominated coach using the webcam application on the coach's profile page. Entrants may upload a webcam testimonial that is maximum one minute and thirty seconds in length (1:30). Do not submit webcam testimonials that feature any identifiable persons other than yourself, or that include the intellectual property rights of others (for example, but without limitation, names, trade-marks and logos). Webcam testimonials that include minors, will not be accepted.

All webcam testimonials will be moderated before posting. Participants under the age of majority may only post text comments in support of a coach's nomination.

2. The contest sponsors are The Sports Network Inc. (“TSN”), Le Réseau des sports (“RDS”) Inc., Campbell Company of Canada (“Campbell”), and the Coaching Association of Canada (“CAC”) (herein collectively referred to as the “Contest Sponsors”)

3. To be eligible to submit a nomination or vote for the MVC, you must be a legal resident of Canada and be Thirteen (13) years of age or older. Entrants or Participants under the age of majority must have the consent of their parent or legal guardian. Contest Sponsors will conduct random audits to confirm compliance with this requirement. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsors, their agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter or to win any Prize. A winner of a TSN contest within the three (3) months preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) and persons domiciled with a winner are not eligible to win any Prize.

Prizes:

4. **Grand Prize** - There is one (1) Grand Prize, consisting of the following: twenty thousand dollars (\$20,000) donation to a community sport organization of the winning coach’s choice; two thousand dollar (\$2,000) donation to the Provincial Sport Organization; two thousand dollars (\$2,000) for a Sport Nutrition seminar and program to be given by a CAC Nutrition expert to the winning coach and up to 25 of his/her athletes (date to be determined by Contest Sponsors); a one thousand dollar (\$1,000) CAC Coach Education credit to be used by the winning coach to attend CAC recognized coaching course (date to be determined by Contest Sponsors). Total approximate retail value (“ARV”) of the Grand Prize is twenty five thousand dollars (\$25,000) Canadian.

5. **Finalist Prizes** – There are six (6) Finalist Prizes each consisting of a Flip Ultra HD camcorder (<http://www.theflip.com/store/>), a “one year supply” of *Campbell’s*® *Chunky*® soup (one case of *Chunky To Go* microwaveable bowls (8*420ml) and four cases of *Chunky* soup (96*540ml cans), and one (1) MVC Coaching kit (consisting of branded items including: a custom ball cap, water bottle, stopwatch, Fox 40 whistle with lanyard, compact first aid kit, space pen, dry erase clipboard and co-branded CAC and *Campbell’s Chunky* sports bag,). ARV of each Finalist Prize is six hundred twenty five dollars (\$625) Canadian.

6. **Secondary Prizes** – There are five (5) Secondary Prizes each consisting of a two thousand five hundred dollar (\$2,500) donation to community sport organization of the winning coach’s choice; one thousand dollars (\$1,000) for a Sport Nutrition program to be given by CAC Nutrition expert to the winning coach and up to 25 of his/her athletes (date to be determined by Contest Sponsors); five hundred dollars (\$500) CAC Coach Education credit to be used by the winning coach to attend CAC recognized coaching course (date to be determined by Contest Sponsors); ARV of each Secondary Prize is four thousand dollars (\$4,000) Canadian.

7. **Voting Prizes** - There are eight (8) Voting Prizes, each consisting of one (1) TSN Hoodie, one (1) TSN Retro T-shirt, one, one (1) TSN gym bag and (1) case of *Campbell’s*® *Chunky*® *Beef* soup (24*590ml). ARV of each Voting Prize is one hundred twenty five dollars (\$125) Canadian.

8. Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash, except for those prizes that are awarded as cash. Cash prizes will be awarded in the form of a check. Contest Sponsors reserve the right to substitute the Prizes in whole or in part in the event that all or any component of the Prizes are unavailable. Prize winner is solely responsible for all costs not expressly described herein. The odds of winning a Prize (other than a Voting Prize) depend on the number of eligible entries received prior to the Nomination Closing Time and conformity with judging criteria. The odds of winning a Voting Prize depend on the number of eligible voting entries received during the Voting Period (see Rule 9 below).

Entry Judging and Public Voting:

9. Commencing on or after the Nomination Closing Time, an impartial panel of judges from the CAC will review all eligible entries submitted, as well as any comments posted to the coaches' gallery. Each entry will be judged according to the entrant's response to the Evaluation Question and any comments or webcam testimonials posted to the coaches gallery, based on the following criteria (which will be weighed equally): the coach's personal values, social values and work values and number of fans.

The CAC panel will evaluate the Nominations and determine the top twenty four (24) Nominations with the highest scores, subject to compliance with these Contest Rules. The top twenty four (24) Nominations will consist of four (4) Nominations from each of the following regional/province groups: (i) Maritimes & Newfoundland/Labrador (which includes New Brunswick, Nova Scotia and Prince Edward Island); (ii) Quebec; (iii) Ontario; (iv) Manitoba and Saskatchewan; (v) Alberta; and (vi) British Columbia with the Territories (Northwest Territories, Yukon and Nunavut). The CAC will then submit its list of top twenty four (24) Nominations to an impartial panel of judges (the "Finalist judges") comprised of representatives or appointees of the Contest Sponsors, who will review all of the top twenty four (24) Nominations and any comments in respect thereof posted to the coaches gallery, using the same criteria set out above, commencing the week of January 11, 2010. The Nomination from each regional group with the highest score, as accorded by the Finalist judges, will be considered a "Finalist", subject to compliance with these Contest Rules for a total of six (6) Finalists. The Finalists will be notified week of January 18, 2010. The Finalists must agree to submit to any background checks, including criminal checks, as may be required by the Contest Sponsors. Contest Sponsors reserve the right to disqualify any Finalist depending on the results of the background or criminal check or if a Finalist does not agree to comply with any checks. Should a Finalist be disqualified, the Nomination from that regional group having the next highest score will then be selected as the Finalist from that region. **As provided herein, but for greater certainty, PLEASE NOTE that the Finalist Prizes, Grand Prize and Secondary Prizes are awarded to the nominated coaches and not to the persons submitting the nominations.**

Each Finalist will be responsible for recording their own digital video feature on why Canadians should vote for them if they wish to do so. This video will be featured on the Contest Website for the duration of the Voting Period. Finalists will be provided with a detailed package providing guidelines and parameters for the video feature and all videos must comply with all requirements and these Official Contest Rules and Regulations.

The entries for the Finalists and video, if provided (and, subject to these Contest Rules, comments made with respect to such entries) will be posted online at www.chunkymvc.ca and www.chunky.ca/entraîneur for public voting between 12:00:01 a.m. ET on Monday, February 8, 2010 until 11:59:59 p.m. ET on Sunday, March 14,

2010 (the "Voting Period"). To submit a vote (a "Voting Entry") and become a Voting Entrant in the Contest during the Voting Period, you must be eligible to submit an entry as provided in Rule 3 above and you must visit the Contest Website and provide your first and last name, province, email address, age and a vote for the Finalist who you think should be awarded the Grand Prize. In the event of any dispute as to the identity of the person submitting any Entry (Nominating or Voting), entries received shall be deemed to be submitted by the "Authorized Account Holder" of the email address submitted at the time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Limit of one (1) Voting Entry per individual, per email address, per day.

Grand Prize – The Finalist with the highest number of public votes received from the Contest Website during the Voting Period will be eligible to win the Grand Prize and the Finalist Prize, subject to compliance with these Contest Rules. In the event of a tie, the Contest Sponsors will randomly draw a Grand Prize winner from among the tied Finalists. The Grand Prize winner will be contacted by The Sports Network Inc. at approximately 2 p.m. ET on Thursday, March 18, 2010.

Secondary Prizes – The Secondary Prizes will be awarded to the remaining five Finalists who did not receive the highest number of votes during the voting period. The Secondary Prize winners will be contacted by The Sports Network Inc. on or after Thursday, March 18, 2010.

Finalist Prizes – The Finalist Prizes will be awarded to each of the six Finalists selected by the judges.

Voting Prizes – A random draw will be made by The Sports Network Inc. in Toronto, Ontario on or after 10:00 a.m. ET on each Monday commencing on February 8, 2010 through to March 16, 2010 from among those eligible voting entries received during the previous week (commencing Monday at 12:00:01 a.m. ET through to Sunday at 11:59:59 p.m. ET) at the Contest Website during the Voting Period. The odds of winning a Voting Prize depends on the total number of entries received during each week of the Voting Period. There is a limit of one Voting Prize per voting entrant.

10. In order to be declared a winner, each potential winner of any Prize must first correctly answer, unaided, a time limited mathematical skill testing question administered by The Sports Network Inc. (TSN) at a pre-arranged, mutually convenient time. Before being awarded a Prize, potential winner will be required (in addition to any consent previously given, if applicable) to sign and return within the time stipulated by the Contest Sponsors, a full release and indemnity form stating that he/she has read and understood these official rules and regulations ("Rules" or "Contest Rules"), grants all consents required, authorizes the Contest Sponsors to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsors from any and all liability of any kind arising out of the potential winner's participation in this Contest and receipt and use of the Prize. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify potential winner, and select an alternate potential winner and the Contest Sponsors shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions

and procedures referred to above relating to selection and notification of a potential winner, if applicable, shall be applied, with the necessary amendments, until a qualified winner has been duly selected.

11. By entering or providing consent to participate in this Contest (or by posting comments to the coaches gallery, as applicable) the nominating entrants, voting entrants, nominated coaches and all persons submitting comments in respect of entries (collectively, "Participants") automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors with respect to any aspect of this Contest, including without limitation the eligibility and content of entries, are final and binding on all Participants in all matters as they relate to this Contest.

12. All entries become property of Contest Sponsors who assume no responsibility for garbled, lost, late, delayed, destroyed or misdirected mail, votes, voice messages, e-mail or any computer errors or malfunctions. Except as otherwise expressly contemplated in these Contest Rules, no correspondence will be entered into except with entrants requesting Rules by mail or requesting names of prize winners (for which a self-addressed, postage paid envelope must be included). Contest Sponsors do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials-data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsors, in their sole discretion, (subject only to the consent of the Régie des alcools, des courses et des jeux, if required, in respect of the Province of Quebec) the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsors reserve their right (subject only to the consent of the Régie des alcools, des courses et des jeux, if required, in respect of the Province of Quebec) to cancel, terminate, modify, amend, extend or suspend the Contest including cancelling any method of entry, and select a winner from previously received eligible entries. Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsors reserve their right in their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest 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 Contest Sponsors reserve their right to seek remedies and damages to the fullest extent of the law. Contest Sponsors shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest Website, where applicable. The Contest Sponsors: (i) make no warranty, guaranty or representation of any kind concerning any Prize, (ii) disclaim any implied warranty, and (iii) are not liable for injury, loss or damage of any kind resulting from the any person's acceptance or use of, or participation in, any Prize or otherwise from such person's participation in any manner in this Contest.

13. Contest is subject to all applicable federal, provincial and municipal laws and regulations. Personal information collected from entrants will be used by Contest Sponsors for the purpose of administering this Contest and, if consent is given at the time of entry, to provide the entrants with marketing information relating to new and

existing products and upcoming promotions of Campbell and programs and services information of CAC by mail or e-mail. Entrants are able to opt in with respect to receiving such marketing information online. Contest Sponsors will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Campbell Company of Canada's Privacy policy at www.campbellsoup.ca, Coaching Association of Canada's Privacy policy at www.coach.ca, The Sports Network Inc.'s Privacy policy at www.tsn.ca, and Le Réseau des sports Inc.'s privacy policy at www.rds.ca. Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to The Sports Network Inc. (TSN) at 9 Channel Nine Court, Scarborough, ON, L1N 5T9.

14. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Contest Rules shall prevail, govern and control.
15. All intellectual property of the Contest Sponsors, including but not limited to trademarks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations, is owned by the respective Contest 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.
16. For Quebec residents, any litigation respecting the conduct or organization of this Contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.