

Girl Guides of Canada Guides du Canada (GGC) Text-to-Win Contest

CONTEST RULES

1. THE CONTEST AND THE CONTEST PERIOD

GGC (Sponsor) text-to-win contest runs during the Suzy Shier and Urban Behaviour advertisement campaign, located in British Columbia, Newfoundland and Labrador, Ontario and Prince Edward Island starting September 20, 2010 (the Campaign). The contest will appear on posters at selected Suzy Shier and Urban Behaviour locations. To enter the contest, simply text the designated codeword, WIN, to 75353 for a chance to win. Terms of texting located under "Terms of Use" at www.zipstrobe.com. The contest commences on September 20, 2010 and concludes November 19, 2010 at 11:59 PM Eastern Time (the "Contest Period"). Standard text message rates apply as set out by the terms and conditions of the entrant's agreement with the service provider. In the event of a dispute, the person who is the payment responsible account holder of the record account for which the winning entry is made will be deemed to be the entrant.

2. NO PURCHASE NECESSARY

To enter and be eligible for the prize without purchase, complete all of the following information on a plain white piece of paper and mail it to:

Girl Guides of Canada text-to-win contest, c/o Membership Growth Department, 50
Merton Street, Toronto, Ontario, M4S 1A3

Include the following required information: Your full name, age, complete mailing address, cell and daytime telephone number, your e-mail address, the name of the contest. To be eligible, entries must be received at the specified address by November 26, 11:59 PM Eastern Time. All entries become the property of the Sponsor and none will be returned. Illegible, incomplete, late or garbled entries will be disqualified.

Limit of one (1) entry per mobile number, accepted during the Contest Period.

3. THE PRIZE

Two (2) Grand Prizes will be awarded after the Campaign. Each winner will receive the following:

One (1) Suzy Shier Shopping Spree (\$1,000 value)

One (1) Urban Behaviour shopping Spree (\$500 value)

The Prize winner(s) will be contacted by SMS text message and/or by phone. No correspondence will be entered into except with the selected entrants.

4. ELIGIBILITY

To be eligible, an entrant must send a text message to 75353 which text message must include only the correct designated codeword or an entrant must submit a plain white piece of paper and submit it to the GGC, which must include the contest entry information as set out above on or before the contest deadline of November 19, 2010 at 11:59 PM Eastern Time. See below for the Campaign dates:

Start Date	End Date	# of Grand Prizes
September 20, 2010	November 19, 2010	2

This contest is open to residents of Canada, excluding Quebec, who have, or parent or guardian have reached the age of majority according to the laws of the Province where they reside. All federal, provincial and local laws and regulations apply.

5. DECLARATION OF INTEGRITY

All information requested by and supplied to the Sponsor by each entrant must be truthful, accurate, and in no way misleading. The Sponsor reserves the right to disqualify any entrant from the contest at its discretion should the entrant at any stage supply untruthful, inaccurate or misleading details and/or information or should the entrant be ineligible at any stage of the contest pursuant to the contest rules.

6. HOW TO WIN

Prizes will be awarded to the two entrants selected based on a random draw. Prize winners will be notified via SMS text message. To win, the selected entrant must correctly answer, unaided,

a time-limited mathematical skill-testing question to be administered by telephone at a pre-arranged mutually convenient time.

7. CORRUPT ENTRIES

Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or suspend this contest for any reason including fraud, technical failures, any network server or hardware failure, viruses, bugs, errors in programming, or any other errors or causes beyond the control of the Sponsor that may corrupt the administration, security or proper execution of the contest. Entries are subject to verification and will be declared invalid if they are falsified in any way.

8. CHANCES OF WINNING

Chances of winning depend on the total number of entries received.

9. NO REPRESENTATIONS OR WARRANTIES

The Sponsor does not make any representation or offers of warranty, express or implied, as to the quality or fitness of the Prize. The Prize winners understand and acknowledge that he or she may not seek reimbursement or pursue any legal or equitable remedy from the Sponsor should the Prize fail to be fit for its purpose or is in any way unsatisfactory to the Prize winner.

The Prize winner acknowledges that he or she releases the Sponsor, Zipestripe Corp., their respective affiliates, subsidiaries, retailers, advertising and promotional agencies and their respective officers, directors, employees and members (collectively, the "Releasees") from any and all liability arising in connection with participation in the contest and acceptance of the 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 Prize, whether suffered by the 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.

The Prize winner acknowledges that he or she understands the Releasees shall assume no liability resulting from losses, delays, mistaken addresses, typographical errors, errors on printed or electronic material, technical, computer or telephone malfunctions, loss or theft of

computer data, damage to software or computer equipment, fraudulent calls or any other mistake.

10. PRIZE TO BE ACCEPTED AS AWARDED

The decision of the contest judges is final, and the Prize must be accepted as awarded. The Prize is not redeemable for cash and no substitute for any portion of the Prize is offered. Should the Prize winner be unable to claim the Prize as awarded, his or her entry will be forfeited and another eligible contest entrant will be selected.

In the event of any dispute concerning the operation of any element of the contest or these contest rules, the decision of the Sponsor will be final.

11. SUBSTITUTION OR CHANGE TO THE CONTEST

The Sponsor and their respective advertising and promotional agencies reserve the right to substitute the 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.

12. INTENTION TO DO HARM

Any attempt by an entrant or participant to deliberately damage the website or undermine the legitimate operation of the contest, including but not limited to any fraudulent claims, may be a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek remedies and damages from any such individual to the fullest extent permitted by the law, including criminal prosecution.

13. LIABILITY

The Sponsor, Zipestripe Corp., their directors, officers, employees and members shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to forced majeure, strike, lockout or any other labour dispute at their locations or where this contest is held.

14. OWNERSHIP OF ENTRIES

All entries shall become the property of the Sponsor 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.

15. CONSENT TO USE OF PERSONALITY

By entering the contest, each entrant 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 Sponsor, promoters and their advertising and promotional agencies, without any payment or compensation.

Entrants acknowledge that the Sponsor, their directors, officers, employees and members, agents, and any person or entity connected with the contest (“Organization Representatives”) are not responsible for and are in no way liable for any injuries, loss or damages arising from the contest. Entrants agree not to make any demand or pursue a lawsuit against any of the Organization Representatives for defamation, invasion of privacy, negligence, intentional tort, or any similar cause of action arising in any way out of any use, exploitation, reproduction and distribution by the Sponsor of the entry. Entrants also agree to indemnify them and hold harmless the Organization Representatives from all claims, demands, actions, suits or other proceedings and all damages and costs (including reasonable legal fees) brought by third parties arising in any way out of any use, exploitation, reproduction and distribution by the Organization Representatives of the entry.

16. 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 Sponsor to the collection and use of the Registrant Information for the exclusive purpose of administering the contest and selecting the Prize winner(s).

17. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at www.girlguides.ca/join_us

18. COMPLIANCE WITH CONTEST RULES

All entrants agree to abide by the contest rules, which are subject to change at the sole discretion of the Sponsor.

19. 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.

20. PRIVACY

By entering the contest, entrants consent to the use of their names, city of residence, photograph, voice and/or image for publicity purposes in all media used by GGC, without payment or compensation.

Entrants agree to GGC's use of the entrants' personal information as described in GGC's privacy policy located at www.girlguides.ca.