

STYLESENSE- STILETTO SPRINT 2010 for Charity
Race date: September 17, 2010

I. SPONSORS:

STYLESENSE, a division of Winners Merchants International, and Citytv Breakfast Television, a division of Rogers Broadcasting Limited, hereinafter referred to as the "Sponsors".

II. ELIGIBILITY

Registrants must be legal residents of Canada who are 18 years of age or older at time of entry. The women's competition will have a First, Second and Third Place Prize. Male registrants will participate in a separate competition with one First Place Prize. Both the female and male competitions are fully described below.

Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for the Sponsors, and/or any organizations sponsoring, fulfilling, administering, advertising or promoting the Race or supplying any prize, and their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, and former Race winners are not eligible to enter or play. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.

III. OVERVIEW

September 17, 2010, Sponsors will host the "STYLESENSE Stiletto Sprint" (hereinafter, the "Race"), with registration proceeds going to the Look Good Feel Better, a program of the Canadian Cosmetic, Toiletry and Fragrance Association Foundation, (hereinafter, the "Charity"). The Race will be made up of two primary Races (women's and men's final) with possible secondary Races being open to registered participants as outlined further herein below; all secondary Races will be judged at the sole discretion of the individual(s) designated by the Race to judge those Races. The first of the primary Races is a competition for the female registrants which will ultimately be a 100 metre (approximately) dash by those females who fully adhere to all of the registration and participation restrictions as outlined in this full official rules document or otherwise outlined and disseminated by the Race. The second of the two (2) primary Races is a competition for male registrants only which will be a separate dash by those male registrants who fully adhere to all of the registration and participation restrictions as outlined in this full official rules document or otherwise outlined and disseminated by the Race.

IV. HOW AND WHEN TO REGISTER

Registration shall be completed in advance of the Race day. To register, log on to www.stylesensестiletto sprint.ca (linked from either www.stylesense.ca or www.bttoronto.ca or www.lookgoodfeelbetter.ca) and go to the Race registration page. Complete the registration form entering all required information. Incomplete registration forms will NOT be accepted and registrant will not qualify to participate in the Race. Upon submitting the registration information on the electronic form, the website will automatically transfer registrants to Charity's website for the Race where registrants will be required to make a minimum \$25 donation directly to the Charity. Registration donations must be paid on-line and by credit card; no other method of payment is available or accepted. Upon completing the donation payment to the Charity, the Charity's website will automatically link registrants back to the Race registration website that will authorize completion of the registration process. Should online payment be rejected, registrant will be disqualified from the Race.

The first 400 female on-line registrants will automatically be confirmed as participants and will receive further instructions with regards to Race details and location. After the first 400 registrations are received, no additional registrations for women will be accepted.

The first 50 male on-line registrants will automatically be confirmed as participants and will receive further instructions with regard to the Race details and location. After the first 50 registrations have been received, no additional male registrants will be entered.

The on-line registration deadline is 4:59 pm on Friday, September 10, 2010.

Limit one registration per person. Registrations remain the property of the Sponsors and will not be returned or acknowledged.

The Sponsors are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the participant registration, selection process, or any part of the Race is not capable of running as

planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Race. The Race reserves the right, in its sole discretion, to disqualify any individual who tampers with the registration process, and to cancel, terminate, modify or suspend the Race. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, registrations; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or electronic entry to be received on account of technical problems or traffic congestion on the Internet or at any Web-site, or any combination thereof, including any injury or damage to registrant's or any other person's computer related to or resulting from participation in or downloading any materials. The Race coordinators reserve the right in their sole discretion to allow new walk-up participants to register on Race day.

V. RACE DESCRIPTION, ADDITIONAL REQUIREMENTS AND LIMITATIONS

On-site mandatory registration will be from 6:00 AM until 6:40 AM on Friday, September 17, 2010. All participants must be registered at the Race site before 6:40 AM, on Friday, September 17, 2010 or may be disqualified from further participation in any related Race. No refunds will be made. Valid, legal, government issued, photo identification is required at registration, along with participant registration number (which shall be included in participant's registration confirmation email). A hard copy of the Participation Agreement, Liability Release and Assumption of Risk agreement must also be signed at registration. Race bibs and timing chips will be given out at registration and are required to be worn by all participants as specified by the Race coordinators and/or their designated representatives. The Race will take place in the parking lot in front of STYLESENSE, in Heartland Town Centre, 5915 Rodeo Drive, Mississauga, Ontario.

Qualifying heats for participation and positioning in the Stiletto Sprint 100 Metre Final will take place from approximately 6:45 to 8:00 AM. Individual participant race times will be confirmed during registration the day of the Race, on September 17, 2010. Top seeded participants will be announced and all qualified Stiletto Sprint participants will gather for the final Race at approximately 8:00 AM.

Shoe requirements and restrictions for both men and women are as follows: minimum heel height of three (3) inches, with a maximum heel circumference of three (3) inches; no wedges; no shoes that slip on (for example a mule or a clog or something similar); shoes must either have a solid back or a strap or something similar; no part of the shoe can extend above the ankle; no boots or booties; no taping or otherwise adhering shoes to your feet; shoe cannot be modified or altered from its original and intended design in any way. Participants are permitted to wear socks. Shoes will be checked by race officials at the time of registration on the morning of the Race and are subject to rejection at the officials' sole discretion. In order to successfully complete the Race, participants must cross the finish line with at least one heel intact.

As determined at the sole discretion of the Race coordinators and based upon the number of qualified registrants who attend the Race, registrants may be required to qualify for participation in the final 100 metre dash by participating in qualifying heats (see below for full description) the morning of the Race. Qualifying times for placement will be determined the day of the Race after qualifying heats are conducted.

There will be pre-race heats of approximately 50-60 meters that will determine which registrants will qualify to race in the Stiletto Sprint 100 Metre Final.

JUDGING:

Women's Qualifying Heats:

- Registrants will be pre-assigned to heats as determined at the sole discretion of the Race coordinators.
- If a registrant misses their assigned heat, and heats are still running, registrant may be permitted to run in a later heat, as determined by the Race and/or Race coordinators. No additional heats will be added to the schedule following the last scheduled heat.
- Any entrant who runs in more than one qualifying heat will be automatically disqualified from further participation and from any and all prize money eligibility.
- Each qualifying heat will consist of a 50-60 metre (approximate) dash.
- 100 participants, based on fastest qualifying heat race times, will move on to compete in the Stiletto Sprint 100 Metre Women's Final.

Stiletto Sprint 100 Metre Women's Final:

- For purposes of clarity, the final female heat is known as the Stiletto Sprint 100 Metre Women's Final
- The top athletes from the qualifying heats, as determined at the sole discretion of the Race coordinators may be seeded in the front row.
- Registrants who qualify for the Stiletto Sprint 100 Metre Women's Final will be placed according to their qualifying heat finish time by race officials.

- Race officials have the final say in any and all matters regarding placement, spacing and positioning for the Stiletto Sprint 100 Metre Women's Final.
- In addition to the participants qualifying for the Women's Final, local celebrity Jennifer Valentyne will be guaranteed a position in the front row of the Women's Final and will not compete in the qualifying heats. Should Jennifer Valentyne finish first, second or third, she shall not receive a monetary prize and the prizes will be delivered to the next across the finish line.
- Race organizers, in their sole discretion, have the absolute right to disqualify and/or remove any Race attendee that displays unsportsmanlike behavior.
- The first three female finishers to cross the finish line (excepting Jennifer Valentyne) will be awarded prize money if eligible.

Men's Qualifying Heats:

- Based upon the number of male registrants, registrants may be required to qualify for placement in the Men's Final by participating in qualifying heats the morning of the race. Qualifying times for placement in the Men's Final will be determined the day of the Race after qualifying heats are conducted.
- The purpose of the qualifying heats is to identify the top seeded male runners, based on race times, for the Stiletto Sprint 100 Metre Men's Final.
- Any entrant who runs in more than one qualifying heat will be automatically disqualified from further participation and from any and all prize money eligibility.
- Each qualifying heat will consist of a 50-60 metre (approximate) dash.
- All male participants will move on to compete in the Stiletto Sprint 100 Metre Men's Final

Stiletto Sprint 100 Metre Men's Final:

- For purposes of clarity, the final male heat is known as the Stiletto Sprint 100 Metre Men's Final
- Should qualifying heats take place, the top athletes from the qualifying heats, as determined at the sole discretion of the Race coordinators may be seeded in the front row. Participants in the Stiletto Sprint 100 Metre Men's Final will be placed according to their qualifying heat finish time by race officials.
- Should preliminary qualifying heats not be administered, positioning in the 100 Metre Men's Final will be determined randomly by the Race organizers for up to 50 eligible male participants.
- The second primary Race will be capped to 50 male runners who will run in the 100 Metre (approximate) Men's Final race.
- Race officials have the final say in any and all matters regarding placement, spacing and positioning for the Stiletto Sprint 100 Metre Men's Final.
- In addition to the participants qualifying for the Men's Final, local celebrity Frank Ferragine will be guaranteed a position in the front row of the Men's Final and will not compete in the qualifying heats. Should Frank Ferragine finish first, he shall not receive a monetary prize and the prize will be delivered to the next across the finish line.
- Race organizers, in their sole discretion, have the absolute right to disqualify and/or remove any Race attendee that displays unsportsmanlike behavior.
- The first male finisher to cross the finish line (except for Frank Ferragine) will be awarded prize money if eligible.

Race organizers, in their sole discretion, have the absolute right to alter the race times, number and format of qualifying heats.

Additional entertainment and service booths may be made available to Race participants. Released parties as well as entertainment and/or service providers are not responsible for any injury or damage that may result from any participants' use of any such providers.

VI. PRIZE(S)

For the first of the primary Races, the Stiletto Sprint 100 Metre Women's Final for female participants, the prize is a monetary prize in the following amounts:

- 1st Place: \$10,000
- 2nd Place: \$2,500
- 3rd Place: \$1,000

For the second of the primary Races, the Stiletto Sprint 100 Metre Men's Final for male participants, the 1st Place finalist will receive a monetary prize of \$1,000.

The declaration of prize winnings and any subsequent payment of Government taxes, if any, are the sole responsibility of the winners.

Sponsor in its sole discretion may substitute prizes of equal or greater value.

VII. RELEASES

In addition to the requirements set forth in the Participation Agreement, Liability Release and Assumption of Risk agreement entered into by the parties on the Race date, the participants further agree that by participating, participants agree to be bound by these official rules and the decisions of the Race, its judges and its designated Race coordinators, the Race administrator and/or any of the aforementioned parties' designated representatives, which shall be final in all respects.

By participating in the Race, and if applicable, accepting any prize that may be won, participants agree to release the Sponsors and the Charity, their respective parent, subsidiary, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this Race and/or acceptance or use of any prize.

Participants authorize the Released Parties to use their name, voice, likeness, biographical data, city and province of residence and any materials submitted or collected as part of the Race in programming or promotional material, in any media, worldwide, in perpetuity on and in connection with STYLESENSE, Winners Merchants International, Winners, and/or Breakfast Television and in all forms of media, now known or hereafter devised, in perpetuity throughout the universe without compensation, or on a winner's list, if applicable, without further compensation unless prohibited by law. Participants acknowledge that Race related materials and appearances may be included and/or discussed in a broadcast, that such discussion may include statements or opinions by the broadcast talent or others about the participants, the participants' appearances and/or the materials, and that those statements and opinions may be considered surprising, humiliating, embarrassing, derogatory, defamatory or otherwise offensive or injurious to them, Race's employees, its studio or at-home audience and/or other third parties. Participants release the Released Parties from any actions, claims, injury, loss or damage allegedly caused, directly or indirectly, by any such statements or opinions made during a broadcast. Race is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Race's sole discretion, without further obligation or compensation.

To participate and/or claim any prize: (a) participants must provide proof of age, identity and residency; and, (b) participants must sign and return any and all releases, affidavit of eligibility/compliance with rules, publicity/liability release and indemnification as specified by Sponsor.

VIII. MISCELLANEOUS; CANCELLATION; WINNERS' LIST

Race/Sponsors reserves the right, in its sole discretion, to disqualify any individual who tampers with the Race, the registration for the Race or any other element that may in any way effect the administration, fairness and/or execution of the Race and to cancel, terminate, modify and/or suspend the Race in the Race of tampering or other circumstances, including but not limited to acts of God or civil disturbance that render it impractical or impossible to complete the Race as originally planned.

The Race will take place rain or shine. If there is risk of severe inclement weather or other force majeure occurrence Race the Race will be postponed or canceled at the discretion of the Race staff. While the Race will be held rain or shine, your participation in the Race will always be at your sole discretion. In the rare event that a cancellation or postponement occurs, registration donations will not be refunded.

Participants and winners may be mentioned on air and may be posted on www.stylesensetiletosprint.ca, www.stylesense.ca and/or www.bttoronto.ca in perpetuity following the Race.

All first, second and third place winners from the 2009 and 2010 competitions will not be eligible to participate in future Races.

IX. PRIVACY

Sponsor is/are collecting personal data about registrants for the purpose of administering this Race. No further informational or marketing communications will be received by registrants unless registrants provide Sponsor with explicit permission to do so as indicated on the registration form. Please see STYLESENSE' Privacy Policy at www.stylesense.ca for information on its policy towards maintaining the privacy and security of your information.

This Race will be run in accordance with these rules, subject to amendment by Sponsors. Registrants must comply with these rules, and will be deemed to have received and understood the rules by registering for the Race. The terms of this Race, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.