

OFFICIAL RULES
“Cooking with Stella” CONTEST
MONGREL MEDIA INC.

NO PURCHASE NECESSARY. OPEN TO INDIVIDUAL RESIDENTS OF CANADA WHO HAVE REACHED THE AGE OF MAJORITY AT TIME OF ENTRY.

The Mongrel Media Inc. “Cooking with Stella” Contest (the “Contest”) begins on July 6, 2010 and ends at 11:59 pm (Eastern Time) on August 17, 2010 (the “Contest Closing Date”) (collectively, the “Entry Period”). This Contest is conducted by Mongrel Media Inc. (the “Sponsor”).

HOW TO ENTER

All entries become the property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, mutilated, illegible, misdirected, or postage-due mail/entries.

To enter online, visit www.cookingwithstella.com/contest and complete the contest entry. One entry per email address and corresponding name and address. Any multiple name and email address entries, as determined by the judges, will be deleted. Entry must be received by contest ending date of August 17, 2010 at 11:59pm. Alternate methods of entry may be available with the other contest sponsors during the Mongrel Media contest period.

To enter by mail, send a 3x5 postcard with your name, address, age and telephone number (Including area code) and mail to:

Mongrel Media Inc. – “Cooking with Stella” Contest
1028 Queen Street West
Toronto, ON
M6J 1H6

No facsimiles, photocopies or reproductions will be accepted and are void. Mail-in entries must be postmarked on or before August 17, 2010 and received by Sponsor by noon ET on August 18, 2010. Proof of postage does not constitute proof of receipt by Sponsor.

ODDS

The odds of winning in this Contest are dependent upon the total number of eligible entries received in accordance with these Official Rules.

GRAND PRIZE DRAW

On or about **August 18, 2010**, at approximately 2:00pm ET, in Toronto, one (1) entry will be drawn at random from all entries received under direct supervision of the judges, whose decisions regarding this Contest are final in all respects.

PRIZE PACKAGE

An all inclusive trip for two to Delhi, India

Package Includes:

- Eight (8) days, Seven (7) night trip.
- Round trip airfare (economy class) from Toronto, Canada to Delhi, India ; Offered by Etihad
- Eight (8) days, Seven (7) night trip from GAP Adventures.
- Walk through Old Delhi-Jama Masjid, Gurduwara, Chandni Chowk, Connaught Place, Entrance and guided tours of Jaipur City Palace, of Amber Fort Palace, and of Fatephur Sikri. The Red Fort of Agra, The Taj Mahal, Entrance to Itimad-ud-daulah (Baby Taj), Guided walk in Abhaneri village
- Transportation by Charter bus, taxis, auto rickshaw, cycle rickshaw, camel cart.
- A group tour led by a GAP Chief Experience Officer (CEO) throughout as well as local guides

- Local payments
- Round trip airfare (economy class) from Toronto, Canada to Delhi, India; Offered by Etihad Airlines

A total value of \$7000 (Canadian currency)

Travel will have black-out periods and certain restrictions.

Winner and travel companion are solely responsible for travel insurance, spending money, tips, meals and other travel and hotel charges not specifically mentioned as part of the prize. Winner and travel companion are solely responsible for obtaining their own travel documents such as passport or travel visa in advance of the departure date. Sponsor is not responsible in the event winner and/or travel companion are refused entry to destination country or re-entry to Canada for whatever reason and any unused portion of the prize will be forfeit. Winner and travel companion must travel together.

GENERAL

The potentially winning entrant will be contacted by telephone or registered mail within two (2) weeks of the draw from the contact information appearing on the entry forms. Entry into this Contest will void any prior election you may have made to opt out of receiving communication from Contest Sponsor with regard to your entry in the Contest.

In order to be confirmed as a winner in this Contest, selected entrants must have complied with and remain in compliance with these Official Rules and must first correctly answer, without assistance or mechanical aid, a time-limited mathematical skill-testing question to be administered at a pre-arranged time by telephone, and sign and return a release and acknowledgement as described below, failing which the prize will be forfeit and another entry will be selected at random in his or her place.

In order to receive the prize, the selected entrant will be required to complete, sign and return a standard declaration and release form (including publicity release) confirming understanding of and compliance with these Official Rules, acceptance of the prize as awarded, and a release of all liability satisfactory to the Sponsor. If a selected entrant cannot be contacted within four (4) weeks of the draw date, fails to correctly answer the mathematical skill-testing question, does not execute and return to Mongrel Media Inc. within SEVEN (7) days of receipt a declaration of compliance with the Contest Official Rules and a release (including a publicity release), or does not otherwise comply with these Official Rules, that selected entrant will be disqualified and another entrant will be randomly selected for the prize. If any prize notification is returned undeliverable or if the selected entrant is found ineligible or to have otherwise failed to comply with these Official Rules, the prize will be forfeited and an alternate entry selected. Prize must be accepted as awarded and cannot be extended, transferred, redeemed for cash or otherwise substituted. Prize will be delivered to the confirmed winner.

This Contest is open to individual residents of Canada only, including Quebec, who are over the age of majority in the province or territory in which they reside at the time of entry, except employees, representatives and agents of the Sponsor, Blockbuster Canada Co. ("Blockbuster"), Egyptian Tourist Authority and their respective parent companies, subsidiaries, affiliates, licensors, associates, the Contest judges, and their respective advertising and promotional agencies, and persons domiciled with any of the above.

Sponsor and its parent corporations, affiliates, subsidiaries, agencies, Blockbuster, Egyptian Tourist Authority, and each of their respective officers, directors, employees, agents, successors and assigns (collectively, the "Releasees") are not responsible for any negligence, claims, liability, injury whether physical or mental, property loss, death or other damage or loss to entrant and/or winner arising from, or in connection with, the acceptance, redemption or use/misuse of a prize or participation in this Contest, however caused, or the consequences of any act, omission, negligence, or other fault of a supplier, its agents, servants, employees or subcontractors.

Neither will the Releasees be liable for a failure by the client to be properly documented, or to comply with departure or baggage requirements, or for any act of God, or for any government action or inaction, or for any cost or experience arising out of injury, accident, death, inconvenience, disappointment, stress, or loss of enjoyment, including the cancellation or change for any reason in the travel service offered.

The Releasees only act as representatives of the passengers and accept no responsibility for the passengers or for the quality of services provided by airlines, hotels, trains, car rental operators, any government authorities or agencies, and other suppliers. Each supplier has its own terms and conditions by which the winner will be bound.

This Contest is subject to all applicable Federal, Provincial and Municipal laws. Decisions of the Sponsor and Contest judges are final and binding on all entrants with respect to all aspects of the Contest. Void where restricted or prohibited by law. This Contest is governed by the laws of Canada and the individual Provinces in which it is conducted, as well as the local municipalities where applicable. This contest is subject to the jurisdiction in Quebec of the Régie des alcools, des courses et des jeux.

The Sponsor reserves the right to withdraw, modify or end this Contest at any time without prior notice (subject to the authority of the Regie in Québec). If, in the Sponsor's sole opinion, there is any suspected or actual evidence of tampering with any portion of the Contest, Sponsor reserves the right to terminate the Contest and conduct a random drawing to award the prize using all entries received as of the termination date.

All entries become the sole property of the Sponsor for any and all purposes, and will not be acknowledged or returned. Neither the Sponsor nor its affiliates, licensors or associates will be in any way responsible or liable for entries (ballots or postcards) or declaration and release forms which are delayed, stolen, illegible, mutilated, misdirected, postage due, not received, incomplete, forged, lost or destroyed.

The Sponsor is not responsible for any inaccuracies in the contact information provided by entrants.

By entering this Contest, the winner consents to the use of his or her name, city of residence, photograph, likeness, comments, video footage and/or voice recordings, without additional compensation or permission, except where prohibited by law, in any publicity or advertising in any medium now or later developed (including, without limitation, posting on-line) carried by or on behalf of Sponsor and/or their advertising agencies, affiliates or agents.

For residents of Quebec, any litigation with respect to the conduct and awarding of a prize of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. For residents of Quebec, any litigation respecting the awarding of a prize may be submitted to the Régie only for the purposes of helping the parties reach a settlement.

A list containing the name of the winner may be obtained by sending a request in writing, together with a stamped self-addressed envelope, to Mongrel Media Inc. – "Cooking with Stella" Contest, 1028 Queen Street, West, Toronto, ON M6J 1H6, within 120 days after the Contest Closing Date.

The Sponsor retains the right, in its sole and absolute discretion, to make substitutions of equivalent kind or value in the event of the unavailability of any component of the prize for any reason whatsoever.

Blockbuster Canada Co. is not a sponsor of this Contest.