

**LAKE SIMCOE SOCCER CLUB INC.
"BUIDLING A FOUNDATION" (THE "CONTEST")**

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

1. CONTEST PERIOD:

Contest begins on June 1, 2010 at 12:00 a.m. Eastern Time (ET) and ends on August 28, 2010 at 3:00 p.m. ET (the "Contest Period"). To be eligible for a chance to win the Early Bird Prize (see Rule 5), your Ballot(s) must be received/postmarked in accordance with these Official Rules and Regulations (the "Rules") by July 10, 2010 at 3:00 p.m. ET (the "Early Bird Deadline").

2. ELIGIBILITY:

Contest is open to all legal residents of Ontario, except employees, representative or agents of Lake Simcoe Soccer Club Inc. (the "Sponsor"), its parent company(s), subsidiaries, affiliates, distributors, prize suppliers and advertising/promotion agencies involved with this Contest and the Contest judges (collectively, the "Contest Parties"). Children, spouses and those who are domiciled with any employees, representative or agents of the Sponsor are permitted to participate and are eligible to win a Prize.

3. HOW TO RECEIVE A BALLOT:

No purchase necessary. With the purchase of a specially marked Lake Simcoe Soccer Club pin (the "Pin(s)") or pen (the "Pen(s)") made during the Contest Period, you will receive one (1) entry ballot (the "Ballot(s)"), while supplies last. Pins will be sold by designated representatives of Sponsor only.

No Purchase Necessary Entry: To obtain one (1) Ballot without making a purchase, print your first name, last name, telephone number, age and complete mailing address on a plain white piece of paper and mail it (in an envelope with sufficient postage) along with a unique and original 100 word essay explaining why you love Lake Simcoe Soccer Club to: Lake Simcoe Soccer Club Inc. Attn: President, 24795 Woodbine Ave, Keswick, ON L4P 3E9 (the "Address"). Sponsor will send you one (1) Ballot, while supplies last, per unique and original essay per envelope with sufficient postage. All mail-in no purchase necessary requests must include a self-addressed pre-paid envelope with sufficient return postage. To be eligible for the Early Bird Prize Draw (see Rule 7), your mail-in no purchase necessary request(s) must be received by no later than June 25, 2010 to allow Sponsor sufficient time to mail you a Ballot. To be eligible for the Main Prize Draws (see Rule 8), your mail-in no purchase necessary request(s) must be received by no later than August 13, 2010 to allow Sponsor sufficient time to mail you a Ballot. Sponsor takes no responsibility for any lost, stolen, delayed, damaged, misdirected, late, destroyed, incomplete or illegible mail-in no purchase necessary requests.

4. HOW TO ENTER:

Fully complete your Ballot(s) by filling in: your first name, last name, telephone number, complete mailing address, age and signature. An entrant under the age of 13 must have the consent of his/her parent or legal guardian to submit his/her personal information in order to enter the Contest. The parent or legal guardian must complete all of the required fields on the Ballot, including his/her name. If a parent or legal guardian does not provide consent, the entrant will be disqualified. Once you (or your parent/legal guardian, if applicable) have entered all of the required information on your Ballot(s), you can submit your Ballot(s) in one of the following three (3) ways:

- a. During the Contest Period, simply provide your completed Ballot(s) to a designated representative of the Sponsor (e.g. Pin/Pen seller), who will deposit your Ballot(s) in the Official Ballot Box (the "Box") on your behalf;
- b. During the Contest Period, simply visit the Sponsor's office in-person at the Address and deposit your completed Ballot(s) in the Box;
- c. Mail your completed Ballot(s) to the Sponsor at the Address and a representative of the Sponsor will deposit your Ballot(s) in the Box. To be eligible for the Early Bird Prize Draw (see Rule 7), your Ballot(s) must be postmarked by the Early Bird Deadline and must be received by no later than July 9, 2010. To be eligible for the Main Prize

Draw (see Rule 8), your Ballot(s) must be postmarked during the Contest Period and must be received by no later than August 16, 2010.

Sponsor takes no responsibility for any lost, stolen, delayed, damaged, misdirected, late, destroyed, incomplete or illegible Ballot(s). There is no limit to the number of Ballots per person. Your Ballot will be rejected if it is not fully completed, submitted and received in accordance with these Rules. Any Ballot that is illegible, mutilated, altered, mechanically reproduced, forged, counterfeited or otherwise irregular in any way will be void.

5. EARLY BIRD PRIZE:

There will be four (4) Early Bird Prizes are available to be won, which shall consist of the prizes detailed on the attached Prize List.

Early Bird Prizes must be accepted as awarded and is not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole discretion, to substitute the Early Bird Prizes with one of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award. Early Bird Prize will only be awarded to the person (or his/her parent/legal guardian if he/she is under the age of 18) whose full name and complete mailing address appears on the Ballot. A selected entrant may be required to provide proof that he/she is the individual associated with the selected Ballot. Without limiting the generality of the foregoing, the following conditions apply to the Early Bird Prizes: (i) if the declared winner is under the age of 18, his/her parent/legal guardian must accompany the winner at all times while participating in the Early Bird Prizes; (ii) the declared winner's guest must sign (and have his/her parent/legal guardian sign if he/she is under the age of majority in his/her jurisdiction of residence) the Sponsor's liability release form prior to participating in the Early Bird Prizes; (iii) the Releasees (defined below) are not responsible and have no liability or obligation to the declared winner and his/her guest in the event the Manchester United game is cancelled, rescheduled, postponed or delayed for any reason; and (iv) the declared winner and his/her guest are solely responsible for all costs associated with attending the Manchester United game in Toronto, ON (including, without limitation, transportation to and from the game, parking, meals, beverages and items of a personal nature).

6. MAIN DRAW PRIZES:

There will be Sixty-Two (62) prizes (the "**Prize(s)**") available to be won as follows:

SEE ATTACHED PRIZE LIST

All prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right, in its sole discretion, to substitute any prize (or a component thereof) with a prize of equal or greater value, including, without limitation, but at Sponsor's sole discretion, a cash award. Prizes will only be awarded to the person (or his/her parent/legal guardian if he/she is under the age of 18) whose full name and complete mailing address appears on the Ballot. A selected entrant may be required to provide proof that he/she is the individual associated with the selected Ballot.

7. EARLY BIRD PRIZE DRAW:

On July 11, 2010 (the "**Early Bird Draw Date**") in Keswick, Ontario (Civic Center) at approximately 3:00 p.m. ET, one (1) eligible entrant will be selected by random draw from among all eligible Ballots received/postmarked by the Early Bird Deadline in accordance with these Rules. The odds of winning depend on the total number of eligible Ballots received/postmarked by the Early Bird Deadline in accordance with these Rules. The Sponsor or its designated representative will make three (3) attempts to contact the selected entrant (or his/her parent/legal guardian if he/she is under the age of 13) by telephone within ten (10) business days of the Early Bird Draw Date. If: (i) the selected entrant (or his/her parent/legal guardian, if applicable) cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then the selected entrant will be disqualified and an alternate eligible entrant will be randomly selected from among the remaining eligible Ballots. This process will be repeated until one (1) selected eligible entrant (or his/her parent/legal guardian, if applicable) has been successfully contacted in accordance with these Rules, or there are no more remaining eligible Ballots.

Before being declared the winner of the Early Bird Prize, the selected entrant will be required to: (a) correctly answer the mathematical skill-testing question (appearing on the declaration and release form) without mechanical or other aid; and (b) sign (and have his/her parent/legal guardian sign if he/she is under the age of majority in his/her jurisdiction of

residence) and return within ten (10) business days of notification the Sponsor's declaration and release form, which, among other things: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Early Bird Prize as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Releasees**") from any liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the Early Bird Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of the selected entrant's first 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 Sponsor in any manner whatsoever, including print, broadcast or the Internet. If the selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the Early Bird Prize and Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant from among the remaining eligible Ballots. All prize winners of the Early Bird Draw will be entered into the Main Prize Draws.

8. MAIN PRIZE DRAWS:

On August 29, 2010 (the "**Draw Date**") in Keswick, Ontario at approximately 3:00 p.m. ET, a series of random draws will be held to select eligible entrants from among all eligible Ballots received/postmarked during the Contest Period in accordance with these Rules. Prizes will be drawn in the order listed above in Rule 6. The odds of winning depend on the total number of eligible Ballots received/postmarked during the Contest Period in accordance with these Rules. The Sponsor or its designated representative will make three (3) attempts to contact each selected entrant (or his/her parent/legal guardian if he/she is under the age of 13) by telephone within ten (10) business days of the Draw Date. If: (i) a selected entrant (or his/her parent/legal guardian, if applicable) cannot be contacted within three (3) attempts or ten (10) business days of the Draw Date (whichever occurs first); or (ii) there is a return of any notification as undeliverable; then that selected entrant will be disqualified and an alternate eligible entrant will be randomly selected from among the remaining eligible Ballots. This process will be repeated until one (1) selected eligible entrant (or his/her parent/legal guardian, if applicable) has been successfully contacted for each Prize in accordance with these Rules, or there are no more remaining eligible Ballots.

Before being declared a winner of any Prize, each selected entrant will be required to: (a) correctly answer the mathematical skill-testing question (appearing on the declaration and release form) without mechanical or other aid; and (b) sign (and have his/her parent/legal guardian sign if he/she is under the age of majority in his/her jurisdiction of residence) and return within ten (10) business days of notification the Sponsor's declaration and release form, which, among other things: (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) releases the Releasees from any 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; and (iv) agrees to the publication, reproduction and/or other use of the selected entrant's first 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 Sponsor in any manner whatsoever, including print, broadcast or the Internet. If a selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the Prize and Sponsor reserves the right, in its sole discretion, to randomly select an alternate eligible entrant from among the remaining eligible Ballots.

9. GENERAL CONDITIONS:

All Ballots submitted become the property of the Sponsor, which assumes no responsibility for lost, delayed, incomplete or misdirected Ballots. This Contest is subject to all applicable federal, provincial and municipal laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between any entrant in the Contest and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the Province of Ontario and the laws of Canada applicable therein. The decisions of the Sponsor 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 entrants and/or Ballots.

The Sponsor shall have the right, in its sole discretion, at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof (in a form acceptable to the Sponsor) in a timely manner may result in disqualification.

The Sponsor reserves the right, in its sole discretion, to withdraw or amend this Contest or to amend these Contest Rules in

any way, in the event of any error, problem, tampering, unauthorized intervention, fraud or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct or administration of this Contest as contemplated by these Contest Rules. Any attempt to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole discretion, to cancel or suspend this Contest, or to amend these Rules without prior notice or obligation, in the event of any accident, printing, administrative, or other error or any kind, or for any other reason.

By entering this Contest, each entrant (and his/her parent/legal guardian if he/she is under the age of 13) expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://lakesimcoesoccer.com/documents/LSSCPrivacyPolicy.pdf>), unless the entrant (and his/her parent/legal guardian if he/she is under the age of 13) otherwise agrees.

10. 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 by the Sponsor and/or its 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.

11. 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 entry form, or point of sale, television, print or online advertising, the terms and conditions of these Rules shall prevail, govern and control.

MINI-RULES:

No purchase necessary. Contest closes August 28, 2010 at 3:00 p.m. ET. Early Bird deadline is July 10, 2010 at 3:00 p.m. ET. Open to legal residents of Ontario only. Four Early Bird Prize and Sixty-Two Main Draw Prizes available to be won. Odds of winning depend on number of eligible entries. Skill-testing question required. Full rules (including no purchase entry details) available by writing to: Lake Simcoe Soccer Club Inc. Attn: President, 24795 Woodbine Ave, Keswick, ON L4P 3E9