

MY STEAZ CONTEST RULES

THESE RULES GOVERN THE *MY STEAZ* CONTEST (THE “CONTEST”). BY SUBMITTING A CONTEST ENTRY, YOU ACKNOWLEDGE AND SIGNIFY THAT YOU HAVE READ, UNDERSTOOD AND AGREED TO BE BOUND BY THESE RULES. IF YOU DO NOT AGREE WITH EACH PROVISION OF THESE RULES, YOU MAY NOT PARTICIPATE IN THE CONTEST. IF YOU ARE UNDER THE AGE OF MAJORITY IN YOUR PROVINCE, STATE OR TERRITORY OF RESIDENCE, YOUR PARENT OR LEGAL GUARDIAN MUST HAVE READ, UNDERSTOOD AND AGREED TO BE BOUND BY THESE RULES AND CONSENT TO YOUR PARTICIPATION IN THIS CONTEST.

The Contest

1. The Contest is offered by The Healthy Beverage Company (the “**Sponsor**”) with an office at 329B S. Main Street, Doylestown, PA 18901, United States of America.

Eligibility

2. No purchase, payment or fee is required in order to participate in the Contest.

3. The Contest commences on April 1, 2012 at 12:00:01 a.m. (Pacific Time). To be eligible, your Entry must be submitted by no later than 11:59:59 p.m. (Pacific Time) on June 1, 2012. The Contest period comprise of the following:

Event	Event Start Time (Pacific Time) and Date	Event Close Time (Pacific Time) and Date
Submission of Entries	April 1, 2012 at 12:00:01 a.m.	June 1, 2012 at 11:59:59 p.m.
Announcement of Top 12 Videos	June 11, 2012 at 9:00:00 a.m.	
Public Voting to select Prize Winner	June 11, 2012 at 9:00:00 a.m.	June 24, 2012 at 11:59:59 p.m.
Announcement of Prize Winner	From June 25, 2012 to July 8, 2012	

4. This Contest is only open to individuals who are: (a) legal residents of Canada (excluding Quebec) and the 50 United States of America (plus D.C.); and (b) at least 16 years of age or older as of the date of entry.

5. This Contest is not open to directors, officers, or employees of the Sponsor or its affiliates, subsidiaries, related companies, advertising and promotional agencies, representatives or agents (collectively the “**Group**”) or a member of the immediate family of, or a person living in the same household as anyone belonging to the Group. For the purpose of this Contest, “**immediate family**” means spouse, mother, father, brother, sister, son and daughter, whether or not they reside in the same household.

How To Enter

6. To participate in the Contest, you must create and submit a video showing “What’s Your Steaz” (the “**Video Submission**”) and complete and submit an online entry form (together with the Video Submission, the “**Entry**”) located on the Contest website at www.mysteaz.com (the “**Contest Website**”). Group Entries are not permitted.

7. Entries that are fraudulent, offensive, untruthful, incomplete, inaccurate, or misleading are not permitted and will be declared invalid. Entries are deemed to be submitted by the individual whose name appears on the entry form.

8. Entries will not be acknowledged or returned.

9. Limit of a maximum of three Entries per individual. In the case of multiple entries by the same individual, only the first three eligible Entries will be considered.

Video Submission Requirements

10. The Sponsor reserves the right to disqualify any Entry that does not comply with these Rules or that the Sponsor deems inappropriate for any reason in its discretion.

11. The Video Submission must be:

- (a) in English. The Video Submission may contain non-English dialog provided that the majority of the Video Submission is in English;
- (b) no more than 500MB;
- (c) in one of the following formats: .WMV, .AVI, .MOV, .FLV, .MPEGPS, .MPEG4, .3GPP or WebM;
- (d) no longer than one minute in length; and
- (e) your original and sole work and is not based on or copied from the work of any other person.

12. The Video Submission must show or feature a can or a bottle of a STEAZ beverage, and adhere to the theme of showing the Sponsor what your Steaz is.

13. The Video Submission must not:

- (a) have been previously submitted in any contest;
- (b) be subject to any restrictions, limitations or any third party agreements whereby the Sponsor is required to pay or incur any sum to any person as a result of its use or exploitation of the Video Submission;
- (c) infringe any intellectual property rights or any other rights of any person or entity including without limitation the publicity or privacy rights of any person. You must have, and are solely responsible, to have obtained all rights and permissions to use, or you must own the rights to, all of the content in the Video Submission, including but not limited to the music and lyrics performed, the use of any name, voice, statements, photo and likeness releases of any person who appears in or is identifiable in the Video Submission;
- (d) other than one or more STEAZ beverage, advertise or promote any goods or services, including but not limited to featuring a logo or design belonging to a company other than the Sponsor;
- (e) contain any material which you do not have permission to use or own;
- (f) contain any viruses, worms or any other computer programming components with harmful or contaminating effects on the Contest Website or the Sponsor's YouTube webpage; and
- (g) contain or link to any nudity, profanity, pornography, sexually explicit, obscene or indecent content; reference to dangerous or illegal acts or contain any instructions that if followed could be injurious to the reader; violence; personal or confidential information belonging to others; unlawful, harmful, threatening, harassing, defamatory, libellous, tortuous, misleading or any otherwise objectionable content; or "hate speech" intended to stereotype a particular gender, sexual orientation, race or religion.

Permission to Steaz to Use Video Submission

14. By submitting an Entry, you hereby: (a) grant to the Sponsor a non-exclusive, irrevocable, royalty-free, worldwide, perpetual, sublicenseable and transferable right to use and exploit the Video Submission for all purposes and by means of all media, techniques, and technologies now known or

hereafter developed in its discretion without any compensation, further permission or notification to you; (b) waive in favour of the Sponsor and its successors, assigns and licensees all non-transferable rights (including all moral rights and rights of authorship) that you have throughout the world in, to or associated with the Video Submission. Without limiting the generality of the foregoing, the foregoing license permits the Sponsor the right to reproduce, edit, publish, print, use, adapt, translate, exploit, modify, include in a compilation, copy, disseminate, dispose, load onto its server, broadcast and/or transmit your Video Submission for advertising, promotional, display and/or publicity purposes, and to use your Video Submission for all purposes connected with the Contest, including without limitation uploading your Video Submission on the Sponsor's YouTube webpage and on the Contest Website.

15. The Sponsor may, in its discretion, upload and broadcast your Video Submission on the Sponsor's YouTube webpage and on the Contest Website and IN NO WAY SHOULD SUCH UPLOADING AND BROADCASTING OF YOUR VIDEO SUBMISSION BE CONSTRUED AS THE SPONSOR'S SELECTION OF YOUR VIDEO SUBMISSION TO BE ELIGIBLE FOR THE CONTEST OR A "TOP 12 VIDEO" OR TO BE THE WINNING VIDEO SUBMISSION FOR THE CONTEST.

Representations and Warranties

16. By submitting an Entry, you represent and warrant that:

- (a) you fulfill and comply with all of the requirements to participate in the Contest as set out in these Rules;
- (b) the Video Submission is your original work;
- (c) you are the sole owner of all intellectual property rights in your Video Submission (including but not limited to the images, music, content and works incorporated in the Video Submission) and you have obtained all necessary consents and permissions to submit your Video Submission or the performance contained in the Video Submission, and your Video Submission does not infringe any intellectual property rights and any other rights (including but not limited to publicity rights) of any person. You will make such consents and permissions available to the Sponsor upon request at any time. For greater certainty, if applicable, all persons appearing, or named or described in your Video Submission have provided consent to you to be so featured, named or described and have provided consent for the Video Submission to be submitted for consideration and use in the Contest; and
- (d) you will comply with all applicable laws and regulations in submitting an Entry.

Indemnity

17. To the fullest extent permissible by applicable law, by submitting an Entry, you agree to indemnify and hold harmless the Sponsor against all and any Claims (see section 24) arising out of or in connection with any breach by you of these Rules, your participation in the Contest or the use, in whole or in part, by the Sponsor of your Video Submission, including without limitation any Claims arising out of infringement of any rights (including publicity, intellectual property or proprietary rights) of a third person in respect of your Video Submission.

Judging and How to Win

18. Being selected as a finalist or winner depends upon the quality of your Video Submission, the opinions of the judges bearing in mind the selection criteria, and the outcome of the public voting among the Top 12 Video Submissions as selected by the judges.

19. Each eligible Video Submission will be judged by a panel of judges comprised of representatives of the Sponsor (the "**Panel**").

20. The Panel will evaluate each eligible Video Submission on the basis of the following criteria: creativity and adherence to the theme of showing your Steaz (50%), brand relevance and appropriateness (25%), entertainment value (15%) and quality of the video (10%). Based on the above described criteria, the Panel will determine the best 12 Video Submissions to be deemed as the "Top 12 Videos". The Top

12 Videos will be announced and posted on the Contest Website and on the Sponsor's YouTube webpage. If the Sponsor does not receive a sufficient number of eligible Entries, then the Sponsor reserves the right to post fewer than 12 Video Submissions for members of the public to vote.

21. Members of the public who are registered on the Contest Website are permitted to vote once a day on the Contest Website for the winning Video Submission. Limit one vote, per registered member, per day from June 11, 2012 at 9:00:00 a.m. (Pacific Time) to June 24, 2012 at 11:59:59 p.m. (Pacific Time) (the "**Winner Voting Period**"). At the conclusion of the Winner Voting Period, the total votes received will be tabulated by the Sponsor. The Video Submission with the most votes will be deemed as the "Winner". The Winner will be announced and posted on the Contest Website and on the Sponsor's YouTube webpage. In the event of a tie, the Winner will be determined based on the evaluation of the judges per Section 20 above.

22. All decisions of the judges will be final and binding in all respects.

23. The Sponsor may, in its discretion and at any time, disqualify a selected Top 12 Video entrant or potential Winner, and select the next highest scoring or popular Video Submission, if any of the following occur: (a) the potential Winner fails to respond to the prize notification telephone call or email within seven (7) days; (b) the potential Winner or Top 12 Video entrant fails to execute and return all documents required by the Sponsor pursuant to section 24 of these Rules within five (5) days upon receipt of the documents from the Sponsor; or (c) if the entrant is determined by the Sponsor in its sole discretion not to be eligible or in compliance with these Rules.

Notification of Winner and/or Top 12 Entrants

24. The potential Winner will be notified by telephone or email based on the phone number or email address provided in the potential Winner's Entry on or about June 25, 2012, and may be asked to complete and sign additional documents required by the Sponsor, including but not limited to the following, all of which may also be required of any entrant as a condition of being considered to have his or her Video Submission included as a Top 12 Video Submission:

- (a) a declaration of compliance with these Rules and accepting the Prize as awarded;
- (b) an irrevocable release of each of the Group and their respective directors, officers, employees, agents, representatives from and against any and all losses, damages, claims, demands, actions, proceedings, liabilities, expenses and costs (including reasonable legal fees and expenses), and obligations of any nature and kind whatsoever and howsoever arising, whether known or unknown, which now or hereafter exists, which the selected entrant or any other person may suffer or incur arising out of, related to, or connected with the Contest and the Prize;
- (c) a declaration and agreement that the selected entrant will indemnify, and save and hold harmless each of the Group and their respective directors, officers, employees, agents, representatives and each of them from and against any and all losses, damages, claims, demands, actions, proceedings, liabilities, expenses and costs (including reasonable legal fees and expenses), and obligations of any nature and kind whatsoever and howsoever arising (together the "**Claims**"), whether known or unknown, which now or hereafter exists, which the potential Winner or any other person may suffer or incur arising out of, related to, or connected with the Contest, the Prize, or the Video Submission, including without limitation any Claims arising out of infringement of any rights (including publicity, intellectual property or proprietary rights) of a third person in respect of the Video Submission;
- (d) sign a consent to the public announcement of his or her name as the winner of the Prize, and the use of his or her name, address, photographs, likeness, biographical information, voice and statements by the Sponsor for advertising and promotional purposes worldwide, using any and all media and technology now known or later developed whatsoever, without any further compensation to the potential Winner or any other person, except where prohibited by law;

- (e) if the potential Winner is under the age of majority in his or her country, state or territory of residence, a declaration that the potential Winner has the consent of his or her parent or legal guardian to enter the Contest; and
- (f) an assignment of ownership of the Video Submission to the Sponsor.

25. Except where prohibited by a potential Winner's local law, if a potential Winner is under the age of majority in the potential Winner's province, state or territory of residence, the Prize will be awarded to the potential Winner's parent or legal guardian, provided that the parent or legal guardian fully complies with the requirements of section 24 as if they were the referenced "potential Winner".

The Prize

26. There is one (1) prize available to be won, namely, a cash prize of USD\$5000 and donation by Sponsor of USD\$5000 to one of the following charitable organizations chosen by the winner: The Whole Planet Foundation; Reef Check; Healthy Child Healthy World; Global Green USA; and The Hunger Project (the "**Prize**").

27. The Prize is not transferable. The Prize must be accepted as awarded. All tax liabilities are the responsibility of the winner.

28. The Prize will be delivered to the winner in person or by courier or mail at the address specified in the Entry within fifteen (15) business days after the selected entrant fully complies with the requirements of sections 23 to 25. Risk of loss and damage to the Prize will pass to the winner at the time of delivery.

Early Video Submission Draw – April 15, 2012

29. All eligible entrants who have submitted an Entry no later than April 15, 2012 at 11:59:59 p.m. (Pacific Time) automatically have one entry for a random draw for a prize.

30. There are three (3) prizes available to be won. Each prize is a STEAZ swag bag containing one case of STEAZ Iced Teaz, a STEAZ branded t-shirt, a pair of STEAZ branded sunglasses, a STEAZ branded hat, six STEAZ branded stickers, two STEAZ branded lip balms, a STEAZ branded water bottle, a STEAZ branded cooler and a STEAZ branded chair (approximate retail value of: USD\$115).

31. A random draw for the prize will be made in Vancouver, British Columbia on or about April 16th, 2012 from all eligible entries received.

32. Following the draw, the selected entrant for the prize will be contacted by telephone or email at the telephone number or email address provided in his or her Entry form. Any one of the following may result in a forfeiture of the prize without any liability to the selected entrant or any other person, and another entrant may be selected by random draw in accordance with these Rules:

- (a) Return of a prize notification email as undeliverable, or the selected entrant's failure to respond to the prize notification telephone call or email within two (2) business days;
- (b) the selected entrant's failure to correctly answer a skill-testing question if he or she is a resident of Canada;
- (c) the selected entrant's failure to fully comply with these Rules; or
- (d) the selected entrant's failure to return a signed document provided by the Sponsor whereby the selected entrant certifies that he or she complies with the Rules, that he or she accepts the prize as awarded, that he releases the Group from all Claims, whether known or unknown, which now or hereafter exists, which the selected entrant or any other person may suffer or incur arising out of, related to, or connected with the Contest or the Prize, and consents to the public announcement of his or her name as a winner of the prize by the Sponsor without any compensation to him or her.

33. The odds of winning depends upon the number of eligible entries received through April 15, 2012.

34. No purchase or payment is necessary in order to participate in the Early Video Submission Draw – April 15, 2012.
35. Except where prohibited by a selected entrant's local law, if a selected entrant is under the age of majority in the selected entrant's province, state or territory of residence, the Prize will be awarded to the selected entrant's parent or legal guardian, provided that the parent or legal guardian fully complies with the requirements of section 32 as if they were the referenced "selected entrant".
36. The prize is not transferable and will be awarded to the confirmed winner only. The prize is not convertible to cash and must be accepted as awarded. The Sponsor may, in its sole discretion, make substitutions of equivalent kind or approximate retail value, if a prize is not available at the time of the award and will do so within thirty (30) days of the date on which the winner claimed the prize.
37. The prize will be delivered to the winner at the address provided in his or her Entry form within fifteen (15) business days after the selected entrant fully complies with the requirements of section 32. Risk of loss and damage to the prize will pass from the Sponsor to the winner at the time of delivery.

Early Video Submission Draw – May 1, 2012

38. All eligible entrants who have submitted an Entry no later than May 1, 2012 at 11:59:59 p.m. (Pacific Time) automatically has one entry for a random draw for a prize.
39. There are two (2) prizes available to be won. Each prize is a STEAZ swag bag containing one case of STEAZ Iced Teaz, a STEAZ branded t-shirt, a pair of STEAZ branded sunglasses, a STEAZ branded hat, six STEAZ branded stickers, two STEAZ branded lip balms, a STEAZ branded water bottle, a STEAZ branded cooler and a STEAZ branded chair (approximate retail value of: USD\$115).
40. A random draw for the prize will be made in Vancouver, British Columbia on or about May 2, 2012 from all eligible entries received.
41. Following the draw, the selected entrant for the prize will be contacted by telephone or email at the telephone number or email address provided in his or her Entry form. Any one of the following may result in a forfeiture of the prize without any liability to the selected entrant or any other person, and another entrant may be selected by random draw in accordance with these Rules:
- (a) Return of a prize notification email as undeliverable, or the selected entrant's failure to respond to the prize notification telephone call or email within two (2) business days;
 - (b) the selected entrant's failure to correctly answer a skill-testing question if he or she is a resident of Canada;
 - (c) the selected entrant's failure to fully comply with these Rules; or
 - (d) the selected entrant's failure to return a signed document provided by the Sponsor whereby the selected entrant certifies that he or she complies with the Rules, that he or she accepts the prize as awarded, that he releases the Group from all Claims, whether known or unknown, which now or hereafter exists, which the selected entrant or any other person may suffer or incur arising out of, related to, or connected with the Contest or the Prize, and consents to the public announcement of his or her name as a winner of the prize by the Sponsor without any compensation to him or her.
42. The odds of winning depends upon the number of eligible entries received through May 1, 2012.
43. No purchase or payment is necessary in order to participate in the Early Video Submission Draw – May 1, 2012.
44. Except where prohibited by a selected entrant's local law, if a selected entrant is under the age of majority in the selected entrant's province, state or territory of residence, the Prize will be awarded to the selected entrant's parent or legal guardian, provided that the parent or legal guardian fully complies with the requirements of section 41 as if they were the referenced "selected entrant".
45. The prize is not transferable and will be awarded to the confirmed winner only. The prize is not convertible to cash and must be accepted as awarded. The Sponsor may, in its sole discretion, make substitutions of equivalent kind or approximate retail value, if a prize is not available at the time of the

award and will do so within thirty (30) days of the date on which the winner claimed the prize.

46. The prize will be delivered to the winner at the address provided in his or her Entry form within fifteen (15) business days after the selected entrant fully complies with the requirements of section 41. Risk of loss and damage to the prize will pass from the Sponsor to the winner at the time of delivery.

Early Video Submission Draw – May 15, 2012

47. All eligible entrants who have submitted an Entry no later than May 15, 2012 at 11:59:59 p.m. (Pacific Time) automatically has one entry for a random draw for a prize.

48. There is one (1) prize available to be won. The prize is a STEAZ swag bag containing one case of STEAZ Iced Teaz, a STEAZ branded t-shirt, a pair of STEAZ branded sunglasses, a STEAZ branded hat, six STEAZ branded stickers, two STEAZ branded lip balms, a STEAZ branded water bottle, a STEAZ branded cooler and a STEAZ branded chair (approximate retail value of: USD\$115).

49. A random draw for the prize will be made in Vancouver, British Columbia on or about May 16, 2012 from all eligible entries received.

50. Following the draw, the selected entrant for the prize will be contacted by telephone or email at the telephone number or email address provided in his or her Entry form. Any one of the following may result in a forfeiture of the prize without any liability to the selected entrant or any other person, and another entrant may be selected by random draw in accordance with these Rules:

- (a) Return of a prize notification email as undeliverable, or the selected entrant's failure to respond to the prize notification telephone call or email within two (2) business days;
- (b) the selected entrant's failure to correctly answer a skill-testing question if he or she is a resident of Canada;
- (c) the selected entrant's failure to fully comply with these Rules; or
- (d) the selected entrant's failure to return a signed document provided by the Sponsor whereby the selected entrant certifies that he or she complies with the Rules, that he or she accepts the prize as awarded, that he releases the Group from all Claims, whether known or unknown, which now or hereafter exists, which the selected entrant or any other person may suffer or incur arising out of, related to, or connected with the Contest or the Prize, and consents to the public announcement of his or her name as a winner of the prize by the Sponsor without any compensation to him or her.

51. The odds of winning depends upon the number of eligible entries received by May 15, 2012.

52. No purchase or payment is necessary in order to participate in the Early Video Submission Draw – May 15, 2012.

53. Except where prohibited by a selected entrant's local law, if a selected entrant is under the age of majority in the selected entrant's province, state or territory of residence, the Prize will be awarded to the selected entrant's parent or legal guardian, provided that the parent or legal guardian fully complies with the requirements of section 50 as if they were the referenced "selected entrant".

54. The prize is not transferable and will be awarded to the confirmed winner only. The prize is not convertible to cash and must be accepted as awarded. The Sponsor may, in its sole discretion, make substitutions of equivalent kind or approximate retail value, if a prize is not available at the time of the award and will do so within thirty (30) days of the date on which the winner claimed the prize.

55. The prize will be delivered to the winner at the address provided in his or her Entry form within fifteen (15) business days after the selected entrant fully complies with the requirements of section 50. Risk of loss and damage to the prize will pass from the Sponsor to the winner at the time of delivery.

Personal Information/Privacy

56. By entering the Contest, you consent to Sponsor's collection, use and disclosure of the personal information provided in the Entry for the administration of the Contest and in aggregated form in order to

create reports regarding Contest entrant demographics, which Sponsor may in its discretion use and disclose the reports to others.

57. If you indicate on your Entry that you wish to receive correspondence or information on upcoming specials and promotions from the Sponsor and its affiliates, you consent to their use of your personal information (including e-mail address) for that purpose.

General

58. Sponsor reserves the right to withdraw, cancel, terminate, modify or suspend all or any part of the Contest by publishing a notice on the Contest Website for any reason, including but not limited to if the Sponsor in its discretion determines that for any reason the Contest is not capable of being conducted as planned, including due to computer viruses, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause that corrupts or interferes with the administration, security, fairness, integrity or proper conduct of the Contest.

WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE OR INTERFERE WITH THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER RELIEF FROM ALL RESPONSIBLE PERSONS TO THE FULLEST EXTENT PERMITTED BY LAW.

59. To the extent permitted by law, the Sponsor is not responsible or liable, jointly or severally, for any of the following:

- (a) erroneous, damaged, destroyed, lost, late, incomplete, illegible, incorrectly addressed or misdirected Entries, regardless of the cause;
- (b) failure for any reason whatsoever of a selected entrant to receive a prize notification telephone call or e-mail;
- (c) changes in entrants' telephone numbers or e-mail address after the Entries are submitted;
- (d) computer, online, telephone, communication, or technical malfunctions or errors that may occur, regardless of the cause; or
- (e) damage or loss, including any loss of use, loss of production, loss of profits (anticipated or otherwise), loss of markets, economic loss, special, indirect or consequential loss or damage or punitive damages, whether in contract, tort or under any other theory of law or equity, arising from, connected with, or relating to the Contest, or the submission of Entries to the Contest, or participation in the Contest, or the Prize, or the use of Contest Website, or the use or misuse of entrants' personal information, and regardless of the cause or any negligence by the Sponsor or any person or entity for whom it is responsible, and notwithstanding that any of those entities or persons may have been advised of the possibility of such loss or damage being incurred.

60. Decisions of the judges regarding any and all aspects of the Contest are final and binding on all entrants.

61. The Sponsor is not required to engage in correspondence regarding the Contest with any person at any time other than the selected entrant or potential winner.

62. The Contest is subject to all applicable laws and regulations, and is void where prohibited by law. If any provision of these rules is found by any court of competent jurisdiction to be unenforceable, all other provisions will remain in full force and effect.

63. THE CONTEST AND ALL RELATED MATTERS ARE GOVERNED BY THE LAWS OF BRITISH COLUMBIA, CANADA AND APPLICABLE FEDERAL LAWS OF CANADA, EXCLUDING ANY RULES OF PRIVATE INTERNATIONAL LAW OR THE CONFLICT OF LAWS WHICH WOULD LEAD TO THE APPLICATION OF ANY OTHER LAWS. ANY DISPUTE

BETWEEN THE SPONSOR AND YOU OR ANY OTHER PERSON ARISING FROM, CONNECTED WITH OR RELATING TO THE CONTEST, ENTRIES TO THE CONTEST, PARTICIPATION IN THE CONTEST, THE PRIZE, THE USE OF CONTEST WEBSITE, THE USE OR MISUSE OF ENTRANTS' PERSONAL INFORMATION, OR ANY RELATED MATTERS (COLLECTIVELY, "**DISPUTES**") MUST BE RESOLVED BEFORE THE COURTS OF BRITISH COLUMBIA SITTING IN THE CITY OF VANCOUVER, BRITISH COLUMBIA, CANADA, AND YOU HEREBY IRREVOCABLY SUBMIT AND ATTORN TO THE ORIGINAL AND EXCLUSIVE JURISDICTION OF THOSE COURTS IN RESPECT OF ALL DISPUTES. PROCEEDINGS REGARDING DISPUTES MUST BE COMMENCED IN A COURT OF COMPETENT JURISDICTION IN THE CITY OF VANCOUVER, BRITISH COLUMBIA, CANADA WITHIN ONE (1) YEAR AFTER THE DISPUTE AROSE, AFTER WHICH TIME ANY AND ALL PROCEEDINGS REGARDING THE DISPUTE ARE BARRED.

64. Your participation in the Contest constitutes your irrevocable acceptance of and agreement to all of these Rules.