

Rules and Regulations

MILL CREEK FARM | WIN A FALL GETAWAY

OFFICIAL RULES

This promotion is intended for viewing and participation in Ontario only and shall be construed and evaluated according to the laws of Ontario and Canada. This Contest is open to all legal residents of Ontario over the age of majority¹ with the exception of employees, representatives and agents of the Contest Sponsors or their affiliates and, their respective advertising or promotion agencies, contest judges, contest prize suppliers, any other companies engaged in the development, production, or distribution of materials for this Contest, including employees of grocery distributors and outlets that sell MILL CREEK FARM FRESH AND SWEET GARDEN PEAS and members of the immediate families of, or persons domiciled with, any of the above. Please do not proceed if you are not a legal resident of Ontario at time of entry.

¹Age of majority is 18 yrs.

1. The sponsor of this Contest is 2202558 Ontario Limited operating as Mill Creek Farm (the "Contest Sponsor").
2. CONTEST PERIOD: Contest starts June 20, 2010 and ends September 20th, 2010 at midnight 12:00am EST (the "Contest Period."), after which time no further entries will be accepted.

Grand Prize: One random draw (as defined below) from all eligible entries will be conducted on September 21, 2010 at the offices of Mill Creek Farm at 44 County Rd. 11, Picton, Ontario to determine the potential winner of the Grand Prize. All of the eligible entries received will be subject to a computerized, random draw to select the potential Grand Prize winner. Odds of winning the Grand Prize depends on the number of eligible entries received by the random draw date.

Following the Prize draw, the selected entrant will be contacted by telephone and mail within three (3) business days of the applicable draw. If a selected entrant cannot be contacted personally, within two (2) business days of the first phone call

made and after a minimum of three phone call attempts by the Contest administrator, or if the selected entrant declines the Grand Prize, or does not otherwise comply with the Contest Rules, the Prize will be forfeited without any liability to Contest Sponsor, and another entrant will be randomly drawn from amongst the remaining eligible entries for the applicable Prize draw.

3. HOW TO ENTER AND PLAY: To enter for the MILL CREEK FARM WIN A FALL GETAWAY contest, visit the contest website at www.millcreekfarm.ca during the contest period. Follow the instructions to complete the on-line Contest registration and enter your contact information with name, email address, mailing address, daytime phone number, age and other required information. **Limit one (1) entry per household.** A "Day" is defined as from 12:00 a.m. to 11.59.59 p.m. EST. A fully completed and submitted online entry form will constitute One (1) entry. All entries must be received by midnight 12:00am (EST) September 20, 2010.

4. NO PURCHASE NECESSARY: Although online access and an email account are required in order to participate in the Contest, no purchase is required. Many public libraries, Internet cafés, retail businesses and others offer access to the Internet and a number of Internet service providers and other companies offer free email accounts.

MILL CREEK FARM WIN A FALL GETAWAY CONTEST PRIZE

There is a total of one FALL GETAWAY grand prize, which includes:

- Σ A two night stay for up to 8 people at The Mill House Weekly Rental, 75 County Rd. 11, Picton, Ontario, between September 21, 2010 and December 15, 2010 subject to availability;
- Σ \$400 dinner voucher for use at any fine restaurant in Prince Edward County;
- Σ \$100 Prince Edward County gift basket filled; \$300 cash spending money
- Σ The estimated value of this prize is \$2000 CAD. (Two Thousand Dollars CAD)

The MILL CREEK FARM WIN A FALL GETAWAY CONTEST Grand Prize must be claimed and used by December 20, 2010. Booking is subject to availability, and must be arranged by contacting Mill Creek Farm (contact information on website). The Grand Prize must be accepted as awarded, cannot be substituted, transferred or exchanged, except at the sole and absolute discretion of the Contest Sponsor. Odds of winning are based on the number of eligible entries received. Maximum retail value of the MILL CREEK FARM FALL GETAWAY CONTEST Grand Prize is \$2000 (Two Thousand) CAD inclusive of applicable taxes. There is only one (1) Grand Prize in total.

HOW TO WIN AND CLAIM PRIZE: Notification will be made to the potential MILL CREEK FARM WIN A FALL GETAWAY CONTEST Grand Prize winner's mailing address and phone number provided during the registration process with instructions on how to win and claim a prize. Before being declared a winner, the potential winner must first correctly answer a mathematical skill-testing question without assistance of any kind, whether mechanical or otherwise, must accept and sign the Contest Sponsor's form of Declaration of Compliance and Release and otherwise comply with the official contest rules. If the potential winner has correctly answered the mathematical skill-testing question, accepted the Declaration of Compliance and Release form, and has been verified as a winner, confirmation will be sent to the potential winner with details on how to claim the prize. If the potential winner cannot be located or does not respond within 3 days of notification, the potential winner will be disqualified and forfeits the prize without any liability to the Contest Sponsor or its affiliates. The Contest Sponsor will not be responsible for failed attempts to notify any potential winner. The Contest Sponsor will have the right to select an alternate potential winner from among the remaining eligible entries and contact such person in the manner provided above except that the alternative potential winner will be given a new Contact Deadline which will commence 3 days after contact is made. The decisions of the official contest judges (who may be employees, agents or independent contractors of the Contest Sponsor) in respect of all matters pertaining to the Contest, including without limitation eligibility, validity, contents and/or disqualification of any entry, shall be binding and final without right of appeal. Awarding of the prize is subject to verification and compliance with the official contest rules.

The Contest Sponsor makes no representations or warranties of any kind concerning the appearance, safety or performance of any prize, and the prize is awarded "as is" without any warranty obligations by Contest Sponsor. Winners bear all risk of loss or damages to or from prizes after delivery.

ADDITIONAL CONDITIONS OF PARTICIPATION

1. By participating in this Contest, each entrant accepts and agrees to these official contest rules and all decisions of the contest judges (who may be employees, agents or independent contractors of the Contest Sponsor), which shall be final and legally binding on the entrant in all matters relating to this Contest including, without limitation, eligibility and/or disqualification of entries. All entries become the property of the Contest Sponsor and will not be returned.

In order to be confirmed a winner and receive the Grand Prize, the potential winner will be required to sign the Contest Sponsor's form of Declaration of Compliance and Release which confirms compliance with these official contest rules and releases the Contest Sponsor and its affiliated companies, agencies, contest prize suppliers and their respective officers, directors, employees and agents (collectively, the "Contest Group") from all liability with respect to the potential winner's participation in this Contest and the awarding and use of the prize. The potential winner agrees to the use of his/her name, city of residence, comments, photograph, and other likeness for publicity purposes, in any media whatsoever, and grants to the Contest Sponsor any and all rights to said use without further compensation. However, Contest Sponsor shall not have an obligation to engage in publicity. The selected entrant may be required, at Contest Sponsor's sole discretion, to provide the Contest administrator with the Release Form, the selected entrant's occupation and name of employer, and a copy of photo identification showing his/her valid address. The selected entrant agrees to cooperate in any investigations by the Contest Sponsor or administrator to confirm his/her eligibility and to help ensure that the use of such potential winner in advertising or publicity for the Contest will not bring the Contest Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavourably on the Contest or the Contest Sponsor as determined by the Contest Sponsor in its sole discretion. Entrants who have not complied with the official contest rules will be disqualified.

2. Entrants and/or winners assume liability for injuries caused, or claimed to be caused by participating in the Contest, by the acceptance, possession, or use of any prize awarded, including but not limited to claims/damages for personal injury, or property damage.

3. Any attempt by an entrant or other individual to deliberately damage any website or undermine the legitimate operation of this Contest, including but not limited to any fraudulent claims, is a violation of criminal and civil laws. Should such an attempt be made, the Contest Sponsor reserves the right to seek remedies and damages from any such individual, to the fullest extent permitted by law, including criminal prosecution. Participant engaging in any of the foregoing activities may be disqualified and will forfeit any prizes won.

4. Any entry, or any other materials used in this Contest that have been tampered with, altered, reproduced, stolen, transferred, bartered, traded or auctioned (including but not limited to an online internet auction site), unissued, unauthorized, or not legitimately obtained, or which contain or reflect any error, will be void.

5. No responsibility is assumed by the Contest Sponsors for any inability of a potential entrant to successfully enter the Contest for any reason. The Contest Group (as defined herein) is not responsible for late, lost, misdirected, or incomplete entries. Proof of transmission (screenshots or captures of game play etc.) and/or mailing does not constitute proof of delivery.

6. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified.

7. In the event of a dispute regarding the identity of an e-mail, the entry will be deemed to have been made by the authorized account holder of the e-mail address at the time of entry. Authorized account holder is defined as the natural person who is assigned to an email address, by an internet access or online service provider, or other organization responsible for assigning email addresses for the domain associated with the submitted email address.

8. ELIGIBILITY. The Contest is open to all residents of Ontario over the age of majority, ie. 18 years of age. Contest is not open to employees, representatives and agents of the Contest Sponsor or their affiliates, its respective advertising or promotion agencies, contest judges, contest prize suppliers, any other companies engaged in the development, production, or distribution of materials for this Contest, including employees of grocery distributors and outlets that sell MILL CREEK FARM FRESH AND SWEET GARDEN PEAS and members of the immediate families of, or persons domiciled with, any of the above.

9. LIMITATION OF LIABILITY. By entering this Contest, the entrant acknowledges and agrees that the Contest Sponsor, its affiliates, directors, shareholders and employees: i) shall have no liability of any kind whatsoever with respect to this Contest and/or the awarding or use of the prize, (ii) make no warranty, guaranty or representation of any kind concerning the prize, (iii) disclaim any implied warranty, and (iv) are not liable for injury, loss or damage of any kind resulting from the entrant's acceptance or use of the prize or otherwise from such entrant's participation in this Contest.

10. The Contest Sponsor and its affiliates may, at their sole discretion and without liability, terminate the Contest in whole or in part, without notice, or modify or suspend the Contest at any time subject to the approval of the "Ontario Competition Bureau" if fraud, technical failures including any network server or hardware failure, viruses, bugs, errors in programming, telephone transmissions or communications, or any other errors or other causes beyond the control of the Contest Sponsor corrupt the administration, integrity or security of the Contest or if any other factor interferes with the conduct of this Contest as contemplated by these official contest rules. Without restricting the generality of the foregoing, and subject to the approval of the Ontario Competition Bureau, if for any reason more than one entrant receives a "win" notice, the Contest Sponsor reserves the right, in its sole discretion, to terminate the Contest in whole or in part, or amend or suspend it and award only one prize as stated in these official rules via a random drawing for the prize, suspended or amended. In no event will the number of prizes awarded exceed one.

11. The Contest Sponsor is not responsible for typographical or other errors in the offer or administration of this Contest, including but not limited to, errors in advertising, the official rules, the announcement of winners, distribution of the prizes or technical malfunctions of computer online systems, servers or providers, computer equipment or software, viruses, bugs, failure of personal computers and/or software and hardware configurations, or failure of any email to be received by the Contest Sponsor or a participant for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof. The Contest Group is not responsible for damage to a user's system, including software or data, occasioned by participation in this Contest or downloading any information necessary to participate in this Contest.

12. The Contest Group does not warrant that access to or use of the Contest will be uninterrupted or error-free.

13. Under no circumstances, including negligence, shall the Contest Sponsor be liable for any direct, indirect, incidental, special or consequential damages that result from the use of or inability to use the service, or out of any breach of any warranty. This exclusion or limitation of liability will not apply to the extent that any applicable statute prohibits such exclusion or limitation of liability.

14. GENERAL. By entering this contest, an entrant acknowledges and agrees that the contest rules are legally binding. All decisions of the judging body are final and without appeal in all matters relating to this contest and the awarding of the prize. The contest is subject to all applicable laws. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsors in connection with the contest shall be governed by, and construed in accordance with, the substantive laws of the Province of Ontario without regard to Ontario conflicts of law principles. All entrants consent to the jurisdiction and venue of the Province of Ontario.

15. In the event of any discrepancies between the English language rules and the French language rules for this Contest, the English rules shall prevail.

16. PERSONAL INFORMATION. Unless entrants otherwise indicated, the personal information gathered about entrants in the course of this Contest will be used solely by the Contest Sponsor for the administration of the Contest and in connection with any publicity relating to this Contest. Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest. The Contest Sponsor will only use personal information of those entrants over the age of majority in their province of residence to inform those entrants who have expressly consented, of future contests and promotions offered by the Contest Sponsor and its affiliates and product information concerning the Contest Sponsor's and its affiliates products.

Please refer to Mill Creek Farm's Privacy Policy for any inquiry concerning the personal information held and used by Mill Creek Farm at www.millcreekfarm.ca .

17. This contest is subject to all applicable federal, provincial and municipal laws.