



Cheryl's Celebrity MAKEOVER

Presented by
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COSMÉTIQUES

Would you like to treat your Leading Lady to a Celebrity Makeover?

She'll be styled like a star and enjoy a professional photo shoot - all to be featured on ET Canada!

Cheryl Hickey is looking for deserving candidates, so nominate a loved one for the star treatment!

Cheryl will choose a winner every month!

CONTEST DETAILS:

For your submission to be eligible for the Cheryl Hickey Celebrity Makeover Contest, an email must be sent along with an image and a description (500 words or less) on why this person should be selected. Winners will be selected monthly. The select winner will be notified by the 15th of each month.

To submit a nomination for the Cheryl Hickey Makeover contest, please send an email to: **makeover@globaltv.com**.



CHERYL'S CELEBRITY MAKEOVER RULES:

The following are the rules (the "Rules") for the "Cheryl's Celebrity Makeover" promotion (the "Promotion") being administered by Entertainment Tonight Canada ("ETC").

1. HOW TO ENTER

To enter, entrants must go to www.etc.canada.com, click on the "Cheryl's Celebrity Makeover" logo and email the following:

- (a) the entrant's name and phone number;
- (b) the name of a deserving person (the "Deserving Person") that the entrant thinks deserves to be styled like a star explain why in 500 words or less (the "Essay");
- (c) a photograph of the Deserving Person (the "Photo" and together with the Essay, the "Work"); and
- (d) the Deserving Person's name, phone number, home town or city.

2. PROMOTION TERM

The Promotion shall commence as of January 22, 2009 at 7:00 p.m. EST and continue until December 31, 2009 at 7:00 p.m. EST (the "Promotion Term"), after which time no entries will be considered. Entrant can only win once during the Promotion Term.

3. PRIZES

Twelve (12) Promotion winners (the "Winners" and each, a "Winner") shall receive:

- (a) A hair and makeup session with a stylist selected by ETC;
- (b) An outfit provided by a retailer selected by ETC;
- (c) A photographic session with a professional photographer elected by ETC; and
- (d) Winner will be featured in a story about their makeover on ETC.

(collectively, the "Prize")

4. SELECTION OF WINNER

During the Promotion Term, a Canwest representative shall review the entries submitted to determine who will receive the Prize. Should Winner be unable to participate on the dates and times designated by ETC, the Prize will be forfeited and awarded to an alternate winner. The Prize shall be provided throughout the Promotion Term, subject to the conditions set out herein. Once selected, the Canwest representative will contact the Deserving Person to discuss their suitability to participate in the Makeover segment. Once Canwest has reviewed the potential Winner's information and contacted the potential Winner, Canwest shall decide in its sole discretion whether the potential Winner shall be selected as a Winner of the Promotion. For the purposes of this Promotion and the awarding of Prize, these Rules shall govern in all respects and the decision of any Canwest representatives shall be final.

5. RELEASE

The Winner will be required to execute a legal agreement and release ("Release") that confirms Winner's: (i) eligibility for the Promotion and compliance with these Rules; (ii) acceptance of the Prize as offered; (iii) release of Canwest, the prize providers and their respective parent companies, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "Releasees") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Promotion, participation in any Promotion-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to Canwest the unrestricted right, in Canwest's discretion, to produce, reproduce, publish, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, photograph, likeness, voice and biography, audio-visual recordings in any and all media now known or hereafter devised, in connection with the Promotion and the promotion and exploitation thereof. The executed Release must be



returned within two (2) business days of the verification as a Winner or the potential Winner will be disqualified and the Prize forfeited.

6. THE WORK

By participating in this Promotion, you represent and warrant that: (i) the Work does not contain any material that is libelous, defamatory, profane or obscene; (ii) the Work is original and all right, title, and interest (including copyright) therein and thereto is owned and/or controlled by you to the full extent necessary to enable ETC to use the Work as contemplated by these Rules; and (iii) the Work does not infringe upon the intellectual property or other statutory or common law rights of any third party.

By providing the Work to ETC, you shall retain all right, title and interest (including copyright) in and to the Work, and shall grant to ETC a worldwide, gratuitous, irrevocable, and exclusive licence to copy, use, modify, reproduce, display, adapt and transmit the Work for use in all media now known or hereafter devised in perpetuity beginning on the date of entry, including, but not limited to, in connection with the administration, promotion and exploitation of the Promotion. You hereby confirm that the Work is an original work, solely created by you, and that no third party participated as an author, co-author, photographer or otherwise in the creation of the Work or any part thereof. ETC assumes no responsibility for any claims of infringement of rights to copyright, privacy and/or personality, and all such liability shall remain with you.

7. GENERAL

By participating in this Promotion, you agree to abide by these Rules and the decisions of Canwest in awarding the Prize, which decisions shall be final and binding upon all entrants. Entrants who have not complied with these Rules are subject to disqualification. Canwest reserves the right to modify the Rules, before or during the Promotion, in its sole discretion, in any way at any time it deems necessary or appropriate without materially affecting the terms and conditions of this Promotion. Interpretation of these Rules by Canwest shall be final.

Personal information collected during the course of this Promotion shall be used by Canwest and its authorized representatives solely for the purposes of conducting the Promotion and awarding prizes, and will not be used or disclosed for any other purpose unless required by law.

The Prize is not transferable and not redeemable for cash, will not be extended under any circumstances and must be accepted as offered without substitution.

By participating in this Promotion, the Winner and entrant agrees that his/her name may be used in any and all forms of media, without any further compensation by Canwest and waives all rights (including moral rights) with respect to printed, broadcast and other forms of publicity.

In the event of a dispute as to who submitted an electronic entry, the entry will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

Canwest and the prize providers are not responsible for any injury or damage to the Winner or any entrant related to or resulting from participating in this Promotion. Winner and entrants assumes liability for injuries caused or claimed to be caused by participating in the Promotion, or by the acceptance, possession, use of, or failure to receive any Prize. Canwest and the prize providers assume no responsibility or liability in the event that the Promotion cannot be conducted as planned for any reason.

Canwest reserves the right, in its sole discretion, to terminate the Promotion, in whole or in part, and/or modify, amend or suspend the Promotion, and/or the Rules in any way, at any time, for any reason without prior notice.

The Promotion is subject to all applicable laws of the province of Ontario and the laws of Canada applicable therein.