



CONTEST RULES AND REGULATIONS THE JUICE'S 90 DAY TRANSFORMATION CONTEST

1. THE CONTEST AND THE CONTEST PERIOD THE JUICE'S 90 DAY TRANSFORMATION CONTEST (the "Contest") commences on January 12, 2010 and concludes on April 14, 2010 (the "Contest Entry Period") (hours dependant on Sponsor Location Operating Hours).

2. NO PURCHASE NECESSARY

3. ELIGIBILITY The Contest is open to residents of the Okanagan Valley, British Columbia, who are over the age of 19, but excluding family members of employees and directors of CJUI-FM, Vista Radio Ltd. ("Vista"), any affiliate (as defined in the Canada Business Corporations Act) of CJUI-FM or Vista (the "Affiliates"), family members of employees, directors and officers of The V-Spot, Sure Slim, Vibrance Wellness Centre, World Gym, and Nature's Fare (the "Sponsor(s)"), employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing. Contestants must be considered healthy in order to participate.

4. HOW TO ENTER Eligible participants must 'measure in' and register at one of the official 90 Day Transformation Measure In locations including: The V-Spot, Vibrance Wellness Centre, Natures Fare, and World Gym between January 12 and 15th during sponsor locations normal business hours. There is no limit to the number of contestants that will be chosen. In order to be eligible to participate in the 90 Day Transformation - contestants must not have any medical concerns, contestants must sign a waiver releasing employees, family members of employees, shareholders and directors and officers of CJUI-FM, Vista Radio Ltd. ("Vista"), any affiliate (as defined in the Canada Business Corporations Act) of CJUI-FM or Vista (the "Affiliates"), employees, family members of employees, shareholders, directors and officers of The V-Spot, Sure Slim, Vibrance Wellness Centre, World Gym, and Nature's Fare (the "Sponsor(s)"), employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing from any liability in participating.

5. HOW TO WIN Contestants will be given the opportunity to complete in THE

JUICE'S 90 DAY TRANSFORMATION CONTEST. Contestants will be required to eat healthy and participate in a healthy lifestyle. The winner will be the person who has lost the greatest percentage of 'centimeters of their total size based on three measurements. The measurements to be taken at: 1. The waist, more specifically the narrowest point of the torso 2. the navel and 3. the hips or more specifically the widest point of the torso.

The winner will be determined by the total of the three measurements on day one, minus the total of the three measurements on day 90, the difference to be expressed as a percentage of inches/centimeters (to 2 decimal points - ie. 5.02%) lost from the beginning to the end of the contest.

In the event of a tie, the winner will be determined by random drawing.

Contestants will be disqualified if unable to do the final weigh-in exactly 90 days from their registration weigh-in day (See table a). The contestant that is deemed to have "lost the highest percent of inches/centimeters" and has improved their health overall with this contest will be chosen by THE JUICE'S 90 DAY TRANSFORMATION judges (RealLifeHealth.com and 1039 The Juice staff).

Table a)

Measure In Date: January 12, 2010

Final Measuring: April 11, 2010

Measure In Date: January 13, 2010

Final Measuring: April 12, 2010

Measure In Date: January 14, 2010

Final Measuring: April 13, 2010

Measure In Date: January 15, 2010

Final Measuring: April 14, 2010

The FINAL MEASURING location MUST BE A DIFFERENT LOCATION than the Measure In Location. Official Measure In locations are: The V-Spot - 2080B Springfield Road, Vibrance Wellness Centre - 102 - 3480 Carrington Road West Kelowna, World Gym 2339 Highway 97, Kelowna and 101-1195 Industrial

Road, West Kelowna, and Nature's Fare - 120-1876 Cooper Road, Kelowna.

Measure In Locations will operate based on their regular hours of business and as a result some locations may not be open on all Measure In Days.

Failure to Measure In on the assigned dates will result in disqualification.

6. THE GRAND PRIZE The ONE (1) Grand Prize will include the following: A VIP Membership to the V-Spot which includes: - A facial, pedicure, & manicure once/month for a year. - One year of vibration training (Value \$3700.00), a health basket from Natures Fare (Value \$500), a 1- Year Gym Membership to Worlds Gym (value approx \$800), Yoga/pilates passes from Sure Slim (value approx \$500), from Vibrance Wellness Spa – 3 radiofrequency cellulite treatments with oxygen body capsule (value \$525.00), and a one year subscription to Reallifehealth.com.

7. GRAND PRIZE VALUE The prize must be accepted as awarded: No cash value

8. DEADLINE FOR CLAIMING GRAND PRIZE The Grand Prize winner must claim the Grand Prize by 1:00 p.m. on April 30th, 2010 (the "Deadline"). If the Grand Prize winner fails either to claim the Grand Prize or inform CJUI-FM of his or her inability to claim the Grand Prize before the Deadline, his or her entry will be forfeited and another eligible entrant will be selected.

9. EXPENSES The Grand Prize winner is responsible for all incidental expenses incurred for the purpose accepting the grand prize including, but not limited to transportation to and from the gym, work out clothes, health supplements, healthy foods and other related expenses (the "Expenses"). The Grand Prize winner understands that he or she may not seek reimbursement for the Expenses from CJUI-FM, Vista, the Affiliates, the Sponsor(s) or their respective advertising and promotional agencies.

10. LIMITATION ON NUMBER OF ENTRIES PERMITTED Only one entry per person is permitted. Multiple entries will be discarded. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

11. CHANCES OF WINNING Chances of winning depend on the total number of registered contest participants.

12. NO REPRESENTATIONS OR WARRANTIES Neither CJUI-FM nor Vista makes any representation or offers any warranty, express or implied, as to the quality or

fitness of the Grand Prize. The Grand Prize winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from CJUI-FM or Vista should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

13. **DECLARATION AND RELEASE OF GRAND PRIZE WINNER** Before being awarded the Grand Prize the Grand Prize winner (and their legal guardian) must: a) Correctly answer, unaided, a time-limited skill-testing mathematical question; and b) Sign a standard form confirming that by entering the Contest: he or she read, understood and accepted these rules and regulations; that he or she understands that acceptance of the Grand Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death; that he or she nevertheless freely and voluntarily agrees and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and winning the Grand Prize; and that he or she releases CJUI-FM, Vista, the Affiliates, the Sponsor(s), and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance of the Grand Prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Grand Prize, whether suffered by the Grand Prize winner or his or her guest, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

14. **GRAND PRIZE TO BE ACCEPTED AS AWARDED** The decision of the Contest judges is final, and the Grand Prize must be accepted as awarded. No portion of the Grand Prize is transferable. The Grand Prize is not redeemable for cash and no substitute for any portion of the Grand Prize is offered. Should the Grand Prize winner be unable to claim the Grand Prize as awarded, his or her entry will be forfeited and another eligible Contest entrant will be selected.

15. **SUBSTITUTION OR CHANGE TO THE CONTEST** CJUI-FM, Vista, the Sponsor(s) and their respective advertising and promotional agencies reserve the right to substitute the Grand Prize or any component thereof, for those of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

16. OWNERSHIP OF ENTRIES All entries shall become the property of CJUI-FM, Vista, the Sponsor(s) and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

17. CONSENT TO USE OF PERSONALITY By entering the Contest, each entrant, including the Grand Prize winner, consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, in all media used by CJUI-FM, Vista, the Sponsor(s), promoters and their advertising and promotional agencies without any payment or compensation. The Grand Prize winner further agrees that his or her audio reaction may be used for on-air promotional purposes. The entrants understand and acknowledge that CJUI-FM may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.

18. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "Registrant Information"), each Contest entrant grants permission to CJUI-FM, Vista and the Sponsor(s) to the collection and use of the Registrant Information for the purpose of administering the Contest and selecting the Grand Prize winner(s). Correspondence will take place between CJUI-FM, Vista, the Sponsor(s) and the entrants and will be in connection with the Contest and, in the case of the Grand Prize winner, as a result of entering the Contest and winning the Grand Prize. All entrants will also be added to the JUICE-AHOLICS Email Newsletter which has an 'opt out' option.

19. WHERE CONTEST RULES AND REGULATIONS AVAILABLE These rules and regulations are available online at www.1039TheJuice.com

20. COMPLIANCE WITH CONTEST RULES All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of CJUI-FM, Vista and the Sponsor(s).

21. COMPLIANCE WITH LAWS This Contest is void where prohibited by law, and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.