



You Fish 2 Contest Rules and Terms of Use

1. CONSENT TO USE PERSONAL INFORMATION: By entering the You Fish 2 Contest (the "Contest") electronically and voluntarily providing your personal information (including, but not limited to e-mail address, first name and last name (collectively "Registrant Information") you consent to Fins Media Group's (FMG's) collection and use of the Registrant Information to administer this Contest. In addition, by opting-in online, you consent to FMG's use of your Registrant Information to contact you to promote draws, interactive features and other contests, notify you about programs and special events and automatically enter you into other FMG sponsored draws

and contests (collectively, the "Additional Uses"). If you choose to register by mail-in to participate in the Contest, your Registrant Information will be collected and used by FMG only to administer the Contest and for notifications as set out in these Contest rules and for no other purpose. Your Registrant Information will not be disclosed or transferred to any third party without your prior consent.

2. CONTEST PERIOD: The Contest shall run for a one-year term (the "Term") on for twelve concurrent months beginning January 1, 2009 to December 31, 2009, inclusive (each calendar month of the Term shall be collectively referred to as the "Contest Periods" and individually as the "Contest Period"). PLEASE NOTE: There must be a minimum total of 100 different entries for the contest period in order to have the sponsors award any or all prizes listed.

3. CONTEST PARTICIPATION: By entering this Contest, you agree to be bound by these Contest rules. In order to enter the Contest, and qualify for a chance to win the Grand Prize (you and a guest will travel with host Henry Waszczuk to an exotic fishing destination and will be featured on a TV program) in which you may enter the following way: A) By logging on to the website www.youfish2.com, and submitting a video on fishing which may include big catches, funny bloopers, incredible fish catching scenes etc. or; B) By mail-in entry to Fins Media Group, 2285 Grand Blvd, RR#3, Campbellville, Ontario L0P1B0, Canada; Attn: "YOUFISH 2 CONTEST", and submitting an incredible video and with each entry, include your name, daytime phone number, address and age at the time of entry.?? Only three (3) qualifying mail-in entry's per household address and three (3) qualifying entry's per e-mail address during each Contest Period will be accepted. Each mail-in entry must be submitted separately.

4. WINNER DETERMINATION: Grand Prize Winner: All eligible entries received will be judged using the following criteria to determine the Grand Prize winner and others: judges decision of uniqueness of Video - 25%; Clarity of Expression - 25%; -and 50% from the viewers of the video and number of impressions. . All entries will be judged by a panel of qualified judges under the supervision of FTF. The single highest scoring entry, as determined by the judges in their sole discretion, will be declared the Grand Prize winner, subject to verification of eligibility and compliance with all terms and conditions set forth in these Official Rules. Such determination shall be final and binding. Sponsors reserve the right to not award the Grand Prize if, in its sole discretion, it does not receive a sufficient number of eligible and qualified entries. Prize Winners: All eligible entries received will be posted to the fishingtheflats.com website for public voting. The single entry with the highest average score based on public voting (with a minimum of 100 votes), as determined by the sponsors in their sole discretion, will be deemed the First Prize winner and other honorable mentions, subject to verification of eligibility and compliance with the terms of these Official Rules. The Grand Prize winning entry is not eligible for the First or Second Prize. In the event that there is a tie for any Prize, or in the event the entry with the highest average score and the entry with the second highest average score do not contain a minimum of 100 valid votes, the entries involved in the tie, or the entry with the highest or second highest score with less than 100 votes will be reviewed by an additional judge who will evaluate entries involved according to criteria listed above to determine the Prize winners.

5. PRIZES: One Grand Prize for each Contest Period is available to be won and will be detailed on the web site (www.fishingtheflats.com). There will also be additional prizes inclusive of fishing rods and other gear. If any of the Prizes are forfeited, then such Prize will not be offered to any other entrant and will not be redrawn, unless FMG decides to redraw at its sole discretion.

6. ELIGIBILITY: Once contacted, a selected entrant must, in order to be declared eligible to receive the Prize: I. comply with all Contest rules; and II. Correctly answer the time-limited mathematical skill testing question (which will be administered at a pre-arranged time with the selected entrant) without the assistance of another person or mechanical device. The odds of being selected in the random draw depend on the number of eligible entries received. This Contest is open to all residents of Canada and the U.S. (excluding residents of Quebec) who are the age of majority or older within the province or state in which they reside at the time of entry. The employees of FMG and its officers, directors, shareholders, employees, advisors, assignees, agents, licensees, representatives, advertising, media buying and promotional agencies and members of their respective immediate families or persons with whom any of the foregoing are domiciled are not eligible to enter this Contest.

7. GENERAL RULES: a) FTF shall not be responsible or bear any liability for: (i) late-received, lost, unintelligible/illegible, incomplete, or misdirected entries; (ii) entries which fail to comply with these Contest rules; and (iii) any failure of the youfish2.com website during the Contest Period, including any problems or technical malfunction of any computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer related to or resulting from downloading any material in the Contest, all of which may affect an entrant's ability to participate in the Contest. b) FMG reserves the right to cancel or suspend any portion of this Contest should a virus, bug or other cause beyond the reasonable control of FMG corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, FMG reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. c) By participating in this Contest, each of the prize winners agrees that his/her name, residence, photograph, voice and/or image may be used in any and all forms of media, without any further compensation by FMG and waives all rights (including moral rights) with respect to printed, broadcast and other forms of publicity. d) This Contest is void where prohibited by law and is subject to all applicable federal, provincial and municipal laws and regulations. This may include Quebec and some U.S. States. e) All entries are subject to verification by FMG and FMG reserves the right to cancel and revoke any entries if they are found to be improper or if the entrant is subsequently found not to be eligible pursuant to these Contest rules. f) In the event of unavailability of the stated prize (or any portion thereof), FMG, in its sole discretion, reserves the right to substitute a prize of equal or greater value. g) Prizes are not transferable, not refundable, not redeemable for cash, will not be extended under any circumstances and must be accepted as offered. Any unused portions of the prize will be forfeited and will have no cash value. h) By participating in this Contest, entrants agree to be bound by these Contest rules and the decisions of FMG in awarding the prizes, which decisions shall be final and binding upon all entrants. Failure to comply with these rules may void the entrant's rights vis a vis any prize. Interpretation of these Contest rules by FMG shall be final. i) FMG may terminate this Contest at anytime and may amend the rules or administration of this Contest without notice in FMG's sole discretion in any commercially reasonable manner. j) Each prize winner must be willing to accept prize delivery upon FMG's terms and designated delivery times. Shipped prizes shall not be insured and FMG shall not assume any liability for lost, damaged, or misdirected prizes. The means of delivery shall be chosen in FMG's sole discretion. k) FMG will not assume any liability for injuries suffered arising from the hazards of the prize or unforeseen circumstances. l) 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. Selected entrants may be required to provide FMG with proof that he/she is the authorized account holder of the e-mail address associated with the selected entry. m) The Contest shall be governed in accordance with the laws of the Province of Ontario and the federal laws of Canada and will be open to worldwide entrants.