



KEYS TO THE COMBINE

THIS CONTEST IS GOVERNED BY CANADIAN LAW

1. CONTEST PERIOD:

The Keys to the Combine Contest (the “**Contest**”) begins on September 15, 2011 at 8:00 a.m. Mountain Time (MT) and ends on November 6, 2012 at 11:00 p.m. MT (the “**Contest Period**”).

2. ELIGIBILITY:

Contest is open only to legal residents of British Columbia, Alberta, Saskatchewan and Manitoba, who (at the time of entry): (i) are the owner, operator or designated representative of a farm located in either British Columbia, Alberta, Saskatchewan or Manitoba with a minimum of 160 acres of canola in one of the last two crop years (the “**Farm**”); and (ii) have reached the age of majority in their province of residence (18 in AB, MB, SK and 19 in BC); except employees, representatives or agents (and those with whom such persons are domiciled, whether related or not) of Dow AgroSciences Canada (the “**Sponsor**”), its subsidiaries, affiliates, prize suppliers and advertising/promotion agencies (collectively, the “**Contest Parties**”).

For the purposes of entering the Contest, each Farm must designate one (1) authorized representative who must: (i) meet the eligibility requirements noted above; and (ii) have the authority to legally bind the Farm to the terms and conditions of these Official Rules and Regulations (the “**Rules**”). The Sponsor reserves the right, in its sole and absolute discretion, to require proof, in form and substance satisfactory to the Sponsor, that: (i) the Farm meets the eligibility requirements noted above; and (ii) the person entering on behalf of the Farm is, in fact, a duly authorized representative of the Farm.

3. HOW TO REGISTER:

NO PURCHASE NECESSARY. To register, go to www.keystothecombine.ca (the “**Website**”) and follow the on-screen instructions to obtain and fully complete the Official Contest Registration Form (the “**Registration Form**”), which requires you to: (i) enter your first name, last name, Farm name, valid email address, complete mailing address (including postal code); telephone number and fax number (if available) (collectively the “**Information**”); (ii) input all required information about your Farm (as indicated on the Registration Form); and (iii) indicate that you agree (on behalf of yourself and the Farm) to be legally bound by the terms and conditions of these Rules. Once you have fully completed the Registration Form, click the “SUBMIT” button to complete your Registration (“**Registration**”). Once you have completed your Registration, you will automatically receive one (1) entry into the Contest (the “**Key**”), and you will be provided with a personal P.I.N. (“**Personal P.I.N.**”). You will need to have your Personal P.I.N. to use the Monthly Entry Options described below, so please write it down. To be eligible, your Registration and all Keys (as applicable) must be received within the Contest Period. All eligible Keys received during the Contest Period will be entered into the random prize draw (see Rule 9).

4. MONTHLY ENTRIES

There are fifteen (15) months in the Contest (each a “**Contest Month**”). Each Contest Month, excluding September 2011, there will be one or more additional methods to earn additional Keys (each a “**Monthly Entry Option**”). You must first register for the Contest as described in rule 3 to earn Keys using the Monthly Entry Options. You will need to have your Personal P.I.N. to use any of the Monthly Entry Options.

Each Monthly Entry Option will first become available during the Contest Month indicated below on a day to be determined in the sole and absolute discretion of the Sponsor. After it first becomes available, each Monthly Entry Option will remain open for the duration of the Contest Period and may be used to earn an additional Key. There is a limit of one (1) Key per Farm for each Monthly Entry Option described in this rule. All eligible Keys earned via a Monthly Entry Option during the Contest Period will be entered into the random prize draw (see Rule 9).

Note: Where a Monthly Entry Option involves a requirement to correctly answer a question, and/or correctly complete a task, all decisions regarding what constitutes a correct answer and/or completion of the task (as applicable) will be made by the Sponsor in its sole and absolute discretion.

October 2011

Method One: Starting in the Contest Month of October 2011, an article on contracting will be published in the Western Producer. Read the article, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the article. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of October 2011, a “Welcome Video” will be published on the Website. Watch the video, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a true or false question based on the video. All registrants who correctly answer the true or false question will receive one (1) Key. To receive this Key without watching the video, see “No Purchase Entries” below.

November 2011

Method One: Starting in the Contest Month of November 2011, a video on Omega-9 oil demand will be made available on the Website. Watch the video, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the video. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of November 2011, crop yield data will be posted on the www.healthierprofits.ca field results page. Review the yield information, then go to the Website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the yield data. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reviewing the yield data, see “No Purchase Entries” below.

December 2011

Method One: Starting in the Contest Month of December 2011, a video on secure delivery will be made available on the Website. Watch the video, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the video. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of December 2011, a Holiday Greeting will be posted on the Website. Read the greeting, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a fill in the blank question about Santa Claus. All registrants who correctly answer the fill in the blank question will receive one (1) Key. To receive this Key without reading the Greeting, see “No Purchase Entries” below.

January 2012

Method One: Starting in the Contest Month of January 2012, review the “Solutions Center Profile” on www.healthierprofits.ca. After you have reviewed the Solutions Center profile, go to the Website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a fill in the blank question on the question based on the Solutions Center profile. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without reviewing the Solutions Center profile, see “No Purchase Entries” below.

Method Two: Visit one of agricultural tradeshow occurring in Saskatoon, Saskatchewan from January 9, 2011 to January 12, 2011, in Brandon, Manitoba from January 17, 2011 to January 19, 2011, and in Edmonton, Alberta from January 24, 2011 to January 26, 2011 (each a “**Tradeshow**”) and visit the Dow AgroSciences Canada booth or the Western Producer booth to receive a brochure which includes a bonus Key code. After you have obtained a code, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) enter your Key code. All registrants who correctly enter a Key code will receive one (1) Key. Additionally, all registrants will be sent a Key code via the email address they submitted at their time of registration to allow them to obtain this Key.

February 2012

Method One: Starting in the Contest Month of February 2012, an article on heart healthy initiatives in Canadian agriculture will be published in the Western Producer. Read the article, then go to the Website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the article. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

Method Two: On February 13, 2012, a heart with a Key Code will be published in the Western Producer classifieds. Find the heart and retrieve the Key code then go to the Website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly enter the Key code. All registrants who correctly enter the Key code will receive one (1) Key. To receive this Key without reading the Western Producer classifieds, see “No Purchase Entries” below.

March 2012

Method One: Starting in the Contest Month of March 2012, a direct mail piece on Nexera will be sent to all persons on the Sponsor’s mailing list. The direct mail piece will contain a Key code. After you have received the direct mail piece, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly enter the Key code. All registrants who correctly enter the Key code will receive one (1) Key. To receive this Key without joining the Sponsor’s mailing list, or in the event you do not receive the direct mail piece, see “No Purchase Entries” below.

April 2012

Method One: Starting in the Contest Month of April 2012, an email Blast on seeding tips will be sent to the Sponsor’s email list, and will be posted on the Website. After you have reviewed the seeding tips, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly answer a true or false question about the seeding tips. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without reading the seeding tips, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of April 2012, an article on the benefits of pre-seeding burndown will be posted on the Website. Read the article, then follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly unscramble a word from the article. Note: the determination of what constitutes the correct unscrambled word will be made by the Sponsor in their sole and absolute discretion. All registrants who correctly unscramble the word will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

May 2012

Method One: Starting in the Contest Month of May 2012, a slideshow on Nexera canola’s emergence and early-season vigour will be posted on the Website. After you have watched the slideshow follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly answer a fill in the blank question about the video. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without watching the video, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of May 2012, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) answer a yes or no question about whether you will be seeding Nexera canola this season. All registrants who answer the question, regardless of their answer, will receive one (1) Key. To receive this Key without answering the question, see “No Purchase Entries” below.

June 2012

Method One: Starting in the Contest Month of June 2012, an article on weather patterns and growing conditions will be published in the Western Producer. Read the article, then go to the Website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question based on the article. All registrants who correctly answer the multiple choice question will receive one (1) Key. To receive this Key without reading the article, see “No Purchase Entries” below.

July 2012

Method One: Starting in the Contest Month of July 2012, a video of a plot tour will be posted on the Website. After you have watched the video follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly answer a true or false question about the video. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without watching the video, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of July 2012, go to www.healthierprofits.ca and review the plot tour schedule, which will contain a Key Code. After you have reviewed the plot tour schedule and located the Key Code, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly enter the Key Code. All registrants who correctly enter the Key code will receive one (1) Key. To receive this Key without reviewing the plot tour schedule, see “No Purchase Entries” below.

August 2012

Method One: Starting in the Contest Month of August 2012, a video featuring the Prize combine will be posted on the Website. After you have watched the video, follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly answer a multiple choice question about the combine. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without watching the video, see “No Purchase Entries” below.

September 2012

Method One: Starting in the Contest Month of October 2012, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) upload one (1) photograph (the “Photo”). Your Photo must be in accordance with the specific requirements listed in rule 7 and must depict, describe and/or discuss harvest time. All registrants who successfully submit a Photo will receive a Key code. Follow the onscreen instructions on the Website to enter the Key code. All registrants who correctly enter the Key code will receive one (1) Key. To receive this Key without submitting a Photo, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of September 2012, a hidden Key code will be published in the Western Producer. Find the Key code, then go to the Website. The Key Code will also be posted on the Western Producer website. Follow the onscreen instructions on the Website to: (i) enter your Personal P.I.N. and (ii) correctly enter the Key code. All registrants who correctly enter the Key code will receive one (1) Key. To receive this Key without reading the Western Producer, see “No Purchase Entries” below.

October 2012

Method One: Starting in the Contest Month of September 2012, a video discussing the benefits of Omega-9 oil will be posted on the Website. After you have watched the video, follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) correctly answer a fill in the blank question about the video. All registrants who correctly answer the question will receive one (1) Key. To receive this Key without watching the video, see “No Purchase Entries” below.

Method Two: Starting in the Contest Month of October 2012, go to the Website and follow the onscreen instructions to: (i) enter your Personal P.I.N. and (ii) complete a short survey about Nexera Canola. All registrants who complete the survey will receive one (1) Key. To receive this Key without completing the survey, see “No Purchase Entries” below.

November 2012

Method One: Starting in the Contest Month of November 2012, go to the Website and follow the onscreen instruc-

tions to: (i) enter your Personal P.I.N. and (ii) answer a yes or no question about whether you want to win the combine. All registrants who answer the question, regardless of their answer, will receive one (1) Key. To receive this Key without answering the question, see “No Purchase Entries” below.

5. NO PURCHASE ENTRIES

No purchase is necessary to enter this Contest, or to obtain a Key using any of the Monthly Entry Options outlined in rule 4 above. To obtain a Key via any Monthly Entry Option without purchase, write your first name, last name, Farm name, valid email address, complete mailing address (including postal code); Personal P.I.N.; telephone number and fax number (if available) on a plain piece of paper and specify the Monthly Entry Option you wish to receive a Key in respect of (e.g. September 2012, Method One). Mail your request, in a separate envelope with sufficient postage, along with a 50 word or more unique and original essay (as determined by the Sponsor in its sole and absolute discretion) about “The benefits of Nexera Canola” to: Keys to the Combine Contest – Mail-in Request AdFarm 250, 333-24th Avenue SW Calgary, AB T2S 3E6 (“**Mail-in Request**”). All Mail-in Requests must be post-marked during the Contest Period. Upon receipt of your Mail-in Request in accordance with these Official Rules & Regulations (the “**Rules**”), you will be given one (1) Key, in lieu of receiving a Key for the Monthly Entry option you indicated in your mail in request. For greater certainty, there is a limit of one (1) Mail-in Request per person in respect of each Monthly Entry Option, and each person may only receive only one (1) Key per Monthly Entry Option, regardless of whether they obtain that Key as outlined in rule 4, or whether they request it by Mail-in Request. Each individual Mail-in Request must include a unique and original essay and must be sent in a separate envelope with sufficient postage. The Releasees (defined below) take no responsibility for any lost, stolen, delayed, illegible, damaged, misdirected, late or destroyed Mail-in Requests.

6. KEY LIMITS

There is a limit of one (1) Registration per Farm and one (1) Key per Farm on registration permitted during the Contest Period. There is a limit of one (1) Key per Farm for each Monthly Entry Option, regardless or whether it is obtained under rule 4, or via Mail-in Request. For greater certainty, you can only use one (1) email address to enter the Contest. There is a maximum of twenty-five (25) Keys per Farm if all options to obtain Keys are exercised during the Contest Period. If it is discovered that any person has attempted to: (i) obtain more than one (1) Key on registration per Farm during the Contest Period; (ii) obtain more than one (1) Key through any single Monthly Entry Option, regardless or whether it is obtained under rule 4, or via Mail-in Request; (iii) obtain more than twenty-five (25) Keys per Farm during the Contest Period; and/or (iv) use (or attempt to use) multiple names, identities and/or more than one (1) email address to enter the Contest; then (in the sole and absolute discretion of the Sponsor) the Farm may be disqualified from the Contest. Your Registration and any Keys will be rejected if (in the sole and absolute discretion of the Sponsor) the Registration Form is not fully completed with all required information and submitted during the Contest Period. Use (or attempted use) of multiple names, identities, email addresses and/or any automated system to enter or otherwise disrupt this Contest is prohibited and is grounds for disqualification by the Sponsor. The Releasees (defined below) are not responsible for late, lost, misdirected, delayed, incomplete or incompatible Registrations, Entries, Keys, or Mail-in requests.

All Registrations and/or Keys are subject to verification at any time. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) to participate in this Contest. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid Registration and/or Key in this Contest will be the Contest server machine(s).

7. PHOTO REQUIREMENTS:

In relation to the October 2012 Monthly Entry Option, the submitted Photo must never have been previously exhibited publicly outside of this Contest or selected as a winner in any other contest. To be eligible for entry in this Contest, the Photo must meet the following specific requirements:

| Type | Maximum Length/Size/Amount | Language | Acceptable Formats |
|-------|----------------------------|----------|--------------------|
| Photo | 1 Photo (up to 1 MB) | --- | .jpeg or .png |

By participating in the Contest, each entrant agrees to be bound by these Official Rules (the “Rules”) and by the interpretation of these Rules by the Sponsor, and further warrants and represents that his/her Photo:

- i. is original to him/her and that the entrant has all necessary rights (including, without limitation, consent of the photographer) in and to the Photo to enter the Contest;
- ii. does not violate any law, statute, ordinance or regulation;
- iii. does not contain any reference to or likeness of any identifiable third parties, unless consent has been obtained from all such individuals and their parent/legal guardian if they are under the age of majority in their jurisdiction of residence (note: if you cannot obtain the consent of an individual appearing in your Photo, then his/her face must be blurred out);
- iv. will not give rise to any claims of infringement, invasion of privacy or publicity, or infringe on any rights and/or interests of any third party, or give rise to any claims for payment whatsoever; and
- v. is not defamatory, trade libelous, pornographic or obscene, and further that it will not contain, depict, include, discuss or involve, without limitation, any of the following:
 - Nudity;
 - Explicit, graphic or excessive sexual activity;
 - Crude, vulgar or offensive language and/or symbols;
 - Derogatory characterizations of any ethnic, racial, sexual or religious groups;
 - Content that endorses, condones or discusses any illegal, inappropriate or risky activity, behaviour or conduct;
 - Personal information of individuals, including without limitation, names and addresses (physical or e-mail);
 - Conduct or other activities in violation of these Rules;
 - Commercial messages, comparisons or solicitations for products or services other than those of Sponsor;
 - Any identifiable third party products and/or trade-marks, brands or logos. For example, any clothing worn by persons appearing in a Photo must not contain any visible logos, trade-marks or other third party materials, unless the necessary permissions/licenses have been obtained; and
 - Any other content that is or could be considered inappropriate, unsuitable or offensive, all as determined by the Sponsor and/or the Contest Parties in their sole discretion.

The Sponsor and/or the Contest Parties will screen every Photo within 48 hours of its submission. Any Photo that the Sponsor and/or the Contest Parties deem, in its/their sole discretion, to violate the terms and conditions set forth in these Rules will not be posted. Prior to being posted on the Website, the Sponsor and/or the Contest Parties reserve the right, in its/their sole discretion, to edit or modify any Photo, or to request an entrant to modify or edit his or her Photo, in order to ensure that the Photo complies with these Rules, or for any other reason. Any Photo that is deemed appropriate will be posted on the Website and the entrant will receive an email notification from Sponsor indicating that the Photo has been posted and they have received one (1) Key. If a Photo is deemed to be inappropriate by the Sponsor and/or the Contest Administrator, in its/their sole discretion, then the entrant will receive an email notification from Sponsor indicating that the Photo has not been posted.

By entering the Contest and submitting the Photo, each entrant: (i) grants to the Sponsor, in perpetuity, a world-wide, non-exclusive license to publish, display, reproduce, modify, edit or otherwise use the Photo, in whole or in part, for advertising or promoting the Contest or for any other reason; (ii) waives all moral rights in and to his/her Photo in favour of the Sponsor; and (iii) agrees to release and hold harmless the Releasees (defined below) against any and all claims based on publicity rights, defamation, invasion of privacy, copyright infringement, trade-mark infringement or any other intellectual property related cause of action. For greater certainty, the Sponsor and/or the Contest Parties reserve the right, in its/their sole discretion, to modify, edit or remove any Photo, or to request an entrant to modify or edit his or her Photo, if a complaint is received with respect to the Photo, or for any other reason.

8. THE PRIZE AND APPROXIMATE RETAIL VALUE:

There will be one (1) prize available to be won consisting of a New Holland 9000 Series combine; with an approximate retail prize value of \$327,000 (the “Prize”). Regardless of the actual individual associated with the selected

Key, the Prize will only be awarded to the owner of the Farm (the “**Farm Owner**”) associated with the selected Key.

Without limiting the generality of the foregoing, the following general conditions apply to the Prize: (i) Prize must be accepted as awarded and is not transferable, assignable, or convertible to cash. No substitutions except at Sponsor’s sole and absolute discretion; (ii) Sponsor reserves the right to substitute the Prize or a component thereof for any reason with a prize or a prize component of equal or greater value, including, without limitation, but solely at the Sponsor’s sole discretion, (iii) colour, accessories, and other specifics of the Prize will be at the sole discretion of the Sponsor; (iv) manufacturer’s warranty applies to the Prize; (v) upon notification, the Prize winner will be required to personally take delivery of the Prize from a location reasonable close to the winner’s Farm as determined by the Sponsor in their sole and absolute discretion, and present adequate personal identification. The Prize will not be released without the Prize winner being present and adequately identified; (vi) Prize will not be released unless and until the Prize winner first shows proof of having a valid driver’s license (equivalent to a full class 5 licence in Alberta) and proof of satisfactory insurance; (vii) Prize winner is solely responsible for all costs or expenses that are not included in the Prize description above, including, but not limited to: insurance; all other costs associated with any upgrade or option packages that the Prize winner may request and which Sponsor, in its sole and absolute discretion, is willing to provide or has provided respecting the Prize; costs associated with obtaining a valid license, insurance, costs associated with returning the Prize to their Farm, and all other costs incurred in accepting, claiming, or using the Prize. All applicable taxes (if any) on the Prize, other than taxes specifically referred to in these Rules, are the responsibility of the Prize winner; (viii) If the Prize winner does not utilize any part(s) of the Prize, then any such part(s) not utilized will be forfeited in their entirety and nothing will be substituted in their place; and (ix) By accepting the Prize, the Prize winner agrees to waive all recourse against the Releasees (defined below), if the Prize or a component thereof does not prove satisfactory, either in whole or in part.

9. RANDOM PRIZE DRAW AND WINNER SELECTION:

On November 8, 2012 (the “**Draw Date**”) in Red Deer, Alberta at approximately 1:00 p.m. MT, one (1) eligible Farm will be selected by random draw from among all eligible Keys received during the Contest Period. The odds of winning depend on the number of eligible Keys received during the Contest Period.

The Sponsor or its designated representative will make a maximum of Five (5) attempts to contact the selected entrant by telephone or email (using the information provided at the time of entry) within seven (7) business days of the Draw Date. If the selected entrant cannot be contacted within the maximum five attempts or seven business days of the Draw Date (whichever occurs first), or if there is a return of any notification as undeliverable; then that Farm will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible Farm from among the remaining eligible Keys (in which case the foregoing provisions of this section shall apply to such new selected Farm).

BEFORE BEING DECLARED THE CONFIRMED PRIZE WINNER, the Farm Owner associated with the selected Key will be required to: (a) correctly answer a mathematical skill-testing question without mechanical or other aid; and (b) sign and return within ten (10) business days of notification the Sponsor’s declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the Prize as awarded; (iii) releases the Contest Parties, Western Producer Publications, and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the “**Releasees**”) from any and all liability in connection with this Contest, the Farm’s, Farm Owner’s and/or selected entrant’s participation therein and/or the awarding and use/misuse of the Prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of the Farm Owner’s name (and, the Farm’s name), voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by or on behalf of the Sponsor in any manner whatsoever, including print, broadcast or the internet. If the Farm Owner: (a) fails to correctly answer the skill-testing question; (b) fails to return the properly executed Contest documents within the specified time; and/or (c) cannot accept the Prize for any reason; then that Farm will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to randomly select an alternate eligible Farm from among the remaining eligible Keys (in which case the foregoing provisions of this section shall apply to such new selected Farm).

10. GENERAL CONDITIONS:

All Keys become the property of the Sponsor. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Keys

and/or entrants.

The Releasees will not be liable for: (i) any failure of the Website during the Contest; (ii) any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; (iii) the failure of any Key or Mail-in Request to be received by the Contest Parties for any reason, including, but not limited to, technical problems or traffic congestion on the Internet or at any website; (iv) any injury or damage to an entrant's or any other person's computer or other device related to or resulting from participating or downloading any material in the Contest; and/or (v) any combination of the above.

In the event of a dispute regarding who submitted a Key, Keys will be deemed to have been submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the person who is assigned an email address by an internet provider, online service provider, or other organization (e.g. business, educational institute, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. An entrant may be required to provide proof (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification) that he/she is the authorized account holder of the email address associated with the selected Key.

The Sponsor reserves the right, in its sole and absolute discretion, to withdraw, amend or suspend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest in any way (as determined by Sponsor in its sole and absolute discretion) is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole and absolute discretion, to cancel, amend or suspend this Contest, or to amend these Rules, without prior notice or obligation, in the event of any accident, printing, administrative, or other error of any kind, or for any other reason.

By entering this Contest, each entrant expressly consents to the Sponsor, its agents and/or representatives, storing, sharing and using the personal information submitted with his/her Key only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.dowagro.com/company/privacy/index.htm>), unless the entrant otherwise agrees.

The Sponsor reserves the right, in its sole and absolute discretion, and without prior notice, to adjust any of the dates and/or timeframes stipulated in these Rules, to the extent necessary, for purposes of verifying compliance by any entrant or Key with these Rules, or as a result of technical problems, or in light of any other circumstances which, in the opinion of the Sponsor, in its sole and absolute discretion, affect the proper administration of the Contest as contemplated in these Rules.

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Registration Form and/or point of sale, television, print, online or other advertising or correspondence; the terms and conditions of these Rules shall prevail, govern and control.