

EAT BC! DINING OUT "SIGNATURE DISH" PROMOTION

OFFICIAL RULES AND REGULATIONS

HOW TO ENTER!

NO PURCHASE NECESSARY. The EAT BC! Dining Out Signature Dish Contest (the "Contest") begins September 14, 2007. To enter, complete a Contest Entry Form available at each of the restaurants in British Columbia participating in the Contest (each a "Participating Restaurant"). Entry forms are also available online at www.eatbc.com and at MarketPlace IGA stores across BC.

To enter the Contest, individuals are required to provide their first and last name, complete address including postal code and phone number. By entering the Contest you consent to collection and use of this information by BC Restaurant & Food Services Association (the "Sponsor"). All completed entries must be deposited with a Participating Restaurant or retailer (MarketPlace IGA store).

The Sponsor may provide this information to all or some of the Participating Restaurants.

Deadline for Entry:

All entries must be received by 5:00 p.m. (Pacific) on September 30, 2007 at a Participating Restaurant or at the Sponsor address noted above. The Sponsor is not responsible for any entries lost, misdirected or destroyed. Entries that are fraudulent, illegible, altered, mutilated or tampered with, or which are incomplete or inaccurate will be declared invalid. To enter, you must be 19 years of age or older and a resident of the Province of British Columbia.

Prizes:

There will be a total of three (3) prizes available to be won. There will be: (i) one grand prize of 53 gift certificates for dinner for 2 at certain Participating Restaurants. The gift certificates will range in value from \$20.00 through to \$200.00 each depending upon the Participating Restaurant, with a total approximate retail value of \$8,000.00 depending upon the composition of the gift certificates from the Participating Restaurants; (ii) one prize of a gift certificate for \$1,000.00 worth of gasoline from Husky/Mohawk - total retail value of \$1,000.00; and (iii) one prize of a gift certificate from Marketplace/IGA grocery stores for the purchase of \$250.00 worth of groceries - retail value of \$250.00. Each gift certificate may have a time-limitation or other restrictions on its use. All prizes must be accepted as awarded, have no cash value and cannot be substituted, transferred or redeemed. By entering the Contest entrants agree to abide by the Contest rules and the decision of the Sponsor. All transportation, gratuities, parking costs and other costs or expenses associated with any of the prizes or collecting any of the prizes are the responsibility of the winner.

How To Win:

A random draw by the Sponsor will be held on October 12, 2007 from all eligible entries received. The odds of winning a prize depend on the total number of entries received. The selected entrant for each prize will be notified by telephone and/or mail. No selected entrant may win more than one prize. If a selected entrant cannot be contacted within 14 days of the date of the draw, the prize will be forfeited and awarded to an alternative entrant, drawn randomly from all eligible entries received. In order to be declared a winner, the selected entrant must correctly answer a time-limited mathematical, skill-testing question and sign: (i) an affidavit of eligibility and winner's agreement (including a publicity release) agreeing to the use of his or her name, photo, voice and/or statements without compensation other than the prize offered; and (ii) a release waiving all liability of the Sponsor, each of the Participating Restaurants and their respective directors, officers, agencies and representatives. Refusal to follow these rules will result in the contestant being denied the prize.

By entering the Contest, the entrants agree to be bound by the rules of the Contest and agree to the decisions with respect to all aspects of this Contest. All legal permanent or temporary residents of Canada are eligible to win, providing that they are not employees of the Sponsor, any of the Participating Restaurants or their respective advertising or promotional agencies or Husky/Mohawk or Marketplace IGA, the prize suppliers, or family members with whom these employees are domiciled. All entrants must be 19 years of age or older. All entries become the property of the Sponsor.

Sponsor reserves the right to substitute prizes of equal or greater value if the prizes offered become unavailable for any reason. If for any reason in the opinion of the Sponsor in its sole discretion, the Contest is not capable of running as planned or if the administration, security, fairness, integrity or proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorised intervention, fraud, technical failures or any other causes beyond its control, the Sponsor reserves the right to cancel, terminate, modify or suspend the Contest including any method of entry.

The Sponsor reserves the right to modify the Contest rules without materially affecting the terms and conditions of the Contest.

The Contest is subject to all Federal, Provincial and Municipal regulations and is void when prohibited by law.