

NO PURCHASE NECESSARY

Country Music Television Ltd ("CMT") presents the "CMT Casting Call 2" Contest (the "Contest").

Beginning Thursday, April 16th, 2009 at 10:00 a.m. Eastern Time (ET) until Friday, May 8, 2009 at 11:59 p.m. ET (the "Entry Period"), eligible persons can enter the Contest by visiting www.cmt.ca/castingcall and fully completing a Contest Entry telling us why you are a CMT "Superfan". A "Superfan" is a passionate and ultra-enthusiastic follower and supporter of country music and its artists in Canada, the U.S. and world-wide. Eligible persons (defined below in the Eligibility requirements section) must explain how country music is a large part of their daily world and directly fits with their lifestyle and values. Eligible persons must be knowledgeable and insightful about country music and its artists, as well as pop culture in general. Eligible persons must have the desire and drive to keep up to date on the latest country music, entertainment and human interest news and information and have the gift to inform and entertain CMT viewers.

CMT invites eligible persons to enter the Contest (see "Eligibility Requirements" below) by logging onto www.cmt.ca and following the Contest link or by logging on directly at www.cmt.ca/castingcall and submitting (in accordance with these Official Rules) a Three minute (00:03:00) original demonstration video created by the entrant (the "Video") along with a fully and properly completed Contest entry form, CMT Questionnaire, Video Release Form and Guest Release Form (if required). In these Official Rules a submission to the Contest consisting a Video which complies with the applicable provisions of these Official Rules and a properly completed Contest entry form, CMT Questionnaire, Materials Release and Video Guest Release (if required) is referred to as a "Contest Entry".

CMT viewers can vote for their favorite Superfan (defined below) Video. There is One (1) Grand Prize Package consisting of a Two (2) month Summer Hosting Position at CMT! (see "Casting Call Duties" below). The procedure for entering the Contest, the preliminary selection, judging and voting process for each Contest Entry and the Grand Prize Package are described in detail below.

CONTEST CLOSING DATE

Entries must be received by CMT no later than 11:59 p.m. ET on Friday, May 8, 2009 (the "Contest Closing Date").

REQUIRED CONTEST ENTRY MATERIAL

Eligible persons must fully complete the following Contest Entry material:

- "MyCMT" membership number. Eligible persons may become a member by visiting www.cmt/mycmt.ca.

- A fully completed Contest entry form on www.cmt.ca/castingcall including the CMT Questionnaire designed to help CMT judge the aptitude, general knowledge and writing skills of the eligible person;
- One (1) uploaded head shot (solo head and shoulders) of the entrant (in jpeg or gif format);
- One (1) Video a maximum of Three minutes (00:03:00) in length in which the eligible person demonstrates why they are a country Superfan and why they should be selected for the CMT Casting Call. Eligible persons will upload their Video through the entry page/link on the www.cmt.ca/castingcall website.
- A fully signed Video Release Form and Guest Release Form (if applicable) mailed or faxed to the CMT offices at: CMT Casting Call Contest, 64 Jefferson Avenue, Unit 18, Toronto, Ontario M6K 3H4 – by fax- Fax number 416-530-2215) or can be scanned and emailed to castingcall@cmt.ca.

CONDITIONS OF ENTRY

The following requirements are conditions of entry and participation in the Contest:

- Eligible persons must be a "mycmt" member. Visit www.cmt.ca/mycmt to become a member (no costs are involved in becoming a member!).
- Each Contest Entry must contain an uploaded head shot of the entrant in either .jpg or .gif format that is a maximum of One (1) megabyte in size;
- Each Contest Entry must contain a Video that is a maximum length of Three minutes (00:03:00). Any submitted video forming part of a Contest Entry which fails to comply with the time requirements set forth within these Official Rules and Regulations will be considered incomplete for the purpose of these Official Rules and Regulations;
- Uploaded Video submissions must be a maximum of Ten (10) megabytes in size and in one of the following formats: i) .WMV; ii) .MOV; or iii) .MPG.
- Each submitted Video must be original and must be accompanied by a Video Release Form and Guest Release Form as provided on www.cmt.ca/castingcall for each individual, other than the entrant, that appears in the Video;
- The Video cannot use the name of any third party, other than the eligible person;
- The Video cannot contain profanity, violence or any language that may be deemed to be in contravention of the Criminal Code of Canada;
- The Video must not contain any trademarked or copyrighted material;

- By submitting a Video, via uploading, mail or courier you represent and warrant that: i) the submitted Video in no way violates CMT's Terms of Use or the Official Rules and Regulations of the CMT Casting Call 2 Contest; ii) you are the owner of all copyright in and to the submitted Video; and/or iii) you have the express written permission of all copyright owners to submit the Video;
- Eligible persons must not have entered into any contractual or other arrangements related to entrant's performing hosting, acting and/or singing abilities that might be in breach of these Official Rules and/or Release Forms;
- Eligible persons must be legally able to work in Canada;
- Eligible persons must be available to work on a full time basis from July 1, 2009 to August 28, 2009 (Five (5) days, 40 hours per week);
- Eligible persons must feel comfortable appearing on national television;
- Eligible persons must not have a criminal record or any pending criminal charges.
- All potential Finalists (defined below) will be required to provide CMT with consent to arrange a Criminal Record Check;
- Eligible persons cannot enter or have entered into any contractual, commercial, sponsorship or other arrangements with respect to his/her hosting ability that might be in breach of these Official Rules;
- CMT is not obligated to use or broadcast any Video on CMT and/or the CMT website; and
- Entrants must be residents of Canada (excluding Quebec) and Nineteen (19) years of age as of Thursday, April 16th, 2009.

Videos that exceed Three minutes (00:03:00) in length and/or which, in any part or parts, contain profanity, violence, themes of hate or bullying shall be immediately disqualified from the Contest.

CMT will not be responsible for any eligible person's inability to access the CMT website during the Entry Period.

CMT reserves the right to exhibit Video and all submitted materials regardless of an entrant's success in the Contest.

HOW TO ENTER

Eligible persons may log on www.cmt.ca/castingcall and upload the materials set forth in the "Required Contest Entry Material" section above. All forms must be fully completed and signed and submitted by email attachment or fax, as detailed above.

Any Contest Entry which, in any part or parts, contains copyrighted material and/or trademarked material, profanity, themes of violence or themes of bullying shall

immediately be disqualified from the Contest and that Contest Entry will be null and void.

ELIGIBILITY REQUIREMENTS

This Contest is open to all residents of Canada that are Nineteen (19) years of age as of Thursday, April 16th, 2009 **except:** finalist from CMT "Casting Call" (2007), residents of the Province of Quebec, employees, representatives and agents of CMT, it's parent, related and affiliated companies, franchisees, advertising and promotional agencies and the members of the households of such employees, representatives and agents. By entering the Contest eligible persons agree to comply with these Official Rules and Regulations and by all decisions of the CMT panel (defined below), which shall be final and binding on all entrants in all matters relating to the Contest. In these Official Rules, a person who is eligible to enter the Contest is called an "eligible person".

In order to be awarded any prize in the Contest, an eligible person must comply with all provisions of these Official Rules and Regulations.

CMT CASTING CALL DUTIES

The declared Grand Prize Package winner's duties may include, but are not limited to, the following duties:

- Hosting and/or co-hosting episodes of all current CMT programs and any CMT programs that are in development, as directed by CMT;
- Gathering, writing and presenting entertainment news, in a fashion deemed satisfactory by CMT;
- Researching artist and personality interviews, on and offsite;
- Conducting interviews;
- Appearing at CMT promotional events, as directed by CMT;
- Traveling to award shows and festivals to host, generate content and participate otherwise as assigned by CMT;
- Performing voice over work when directed by CMT;
- Performing voice over work for the construction of edited packs that appear on all current CMT programs and any CMT programs that are in development;
- Performing host duties as required for On Air Promotions;
- Gathering, writing and generating entertainment news for CMT.ca podcasts;
- Appearing regularly in CMT.ca podcasts;
- Generating and writing a weekly blog for CMT.ca;
- Attending all CMT meetings; and
- Any further duties in accordance with CMT's instructions.

The selected entrant for the Grand Prize Package will be required to sign, among other forms, CMT's Temporary Employment Agreement in order to be declared the Grand Prize winner of the Contest.

GRAND PRIZE PACKAGE

There is One (1) Grand Prize Package available consisting of:

- A Two (2) month Temporary Employment Agreement with CMT (see CMT Casting Call Duties) commencing July 1, 2009 and expiring August 28, 2009;
- A basic fee of Four Thousand Dollars (\$4000) per month for each of July and August 2009;
- A pro-rated fee of One Thousand Dollars (\$1000) for training period expenses and an appearance on "CMT" during the week of June 22, 2009;
- A clothing allowance totaling One Thousand Dollars (\$1000) for the combined months of July and August;
- One return economy flight to Toronto, Ontario*;
- Furnished accommodation in Toronto**, as selected by CMT in its sole discretion, between July 1, 2009 and August 28, 2009;

The approximate retail value of the Grand Prize Package is Sixteen Thousand Six Hundred Canadian Dollars (\$16,000 CDN) based on Vancouver flight origin.

***IN THE CASE OF THE DECLARED GRAND PRIZE WINNER'S RESIDENCE BEING WITHIN TWO HUNDRED (200) KILOMETRES OF TORONTO, ONTARIO, RETURN GROUND TRANSPORTATION WILL BE PROVIDED AND NO AIRFARE WILL BE INCLUDED IN THE GRAND PRIZE PACKAGE AND THE RETAIL VALUE OF THE GRAND PRIZE PACKAGE SHALL BE REDUCED ACCORDINGLY.**

****IN THE CASE OF THE DECLARED GRAND PRIZE WINNER'S RESIDENCE BEING WITHIN A FIFTY (50) KILOMETRE RADIUS OF TORONTO CITY CENTRE, NO ACCOMMODATION OR TRANSPORTATION WILL BE PROVIDED AND THE RETAIL VALUE OF THE GRAND PRIZE PACKAGE SHALL BE REDUCED ACCORDINGLY. THIS AREA SHALL BE DEFINED AS INCLUDING THE CITIES OF: TORONTO, MISSISSAUGA, OAKVILLE, BURLINGTON, BRAMPTON, VAUGHAN, RICHMOND HILL, MARKHAM, AJAX, PICKERING, OSHAWA AND WHITBY.**

The Grand Prize Package must be accepted in whole and as awarded and is not transferable, in whole or in part, and no cash value or other alternative will be provided. CMT will book the declared Grand Prize winner's air or ground transportation arrangements.

CMT in its sole discretion reserves the right to offer the declared Grand Prize winner employment opportunities with CMT on new terms and conditions.

FINALIST PRIZE PACKAGE

There are Five (5) Finalist Prize Packages. Each Finalist Prize Package consists of the following:

- One (1) return economy flight to Toronto, Ontario*;
- Two Hundred Canadian Dollars (\$200) spending money; and
- Two (2) nights standard accommodation in Toronto** as arranged by CMT in its sole discretion.

The approximate retail value of each Finalist Prize Package is One Thousand Two Hundred Canadian Dollars (\$1,200 CDN) based on Vancouver flight origin.

***IN THE CASE OF A DECLARED FINALIST PRIZE WINNER'S RESIDENCE BEING WITHIN TWO HUNDRED (200) KILOMETRES OF TORONTO, ONTARIO, RETURN GROUND TRANSPORTATION WILL BE PROVIDED AND NO AIRFARE WILL BE INCLUDED IN THE FINALIST PRIZE PACKAGE AND THE RETAIL VALUE OF THE FINALIST PRIZE PACKAGE SHALL BE REDUCED ACCORDINGLY.**

****IN THE CASE OF A DECLARED FINALIST PRIZE WINNER'S RESIDENCE BEING WITHIN A FIFTY (50) KILOMETRE RADIUS OF TORONTO CITY CENTRE, NO ACCOMMODATION OR TRANSPORTATION WILL BE PROVIDED AND THE RETAIL VALUE OF THE FINALIST PRIZE PACKAGE SHALL BE REDUCED ACCORDINGLY. THIS AREA SHALL BE DEFINED AS INCLUDING THE CITIES OF: TORONTO, MISSISSAUGA, OAKVILLE, BURLINGTON, BRAMPTON, VAUGHAN, RICHMOND HILL, MARKHAM, AJAX, PICKERING, OSHAWA AND WHITBY.**

The Finalist Prize Packages must be accepted in whole and as awarded and are not transferable, in whole or in part, and no cash value or other alternative will be provided. CMT will book the declared Finalist Prize winner's air or ground transportation arrangements.

NOT INCLUDED IN THE GRAND PRIZE PACKAGE or FINALIST PRIZE PACKAGE: The Grand Prize Package and Finalist Prize Package **does not include:** transportation for the declared Grand Prize Package winner/declared Finalist Prize Package winner's to and from the declared Grand Prize Package winner/declared Finalist Prize Package winner's home and the Canadian international airport closest to the declared Grand Prize Package winner/declared Finalist Prize Package winner's place of residence, additional ground or other transportation not expressly included above, car rental or rentals, personal and miscellaneous expenses of any kind for the declared Grand Prize Package winner/declared Finalist Prize Package winner's, medical, accident, life, health, hospital, trip cancellation insurance, airport or other taxes and fees, gratuities (not expressly included above), excess baggage fees, communication charges, meals, beverages (including alcoholic beverages).

ACCEPTANCE OF RISK

By accepting the Grand Prize Package/Finalist Prize Package, the declared Grand Prize winner/declared Finalist Prize Package winners understand that, as a condition of receiving, and participating in, the Contest and accepting the Grand Prize Package/Finalist Prize Package they will be required to fully execute CMT's Official Declaration and Release Form failing which the Grand Prize Package Winner/Finalist Prize Package will be forfeited. Additionally, the Grand Prize Package winner shall sign CMT's Temporary Employment Agreement failing which the Grand Prize Package will be forfeited.

LIMITS OF RESPONSIBILITY

CMT reserves the right to substitute a prize, or any component or components thereof, of equal or greater value than the whole or any part of the Grand Prize Package/Finalist Prize Package. The declared Grand Prize Package and Finalist Prize Package winner(s) further agree that CMT is not liable to them or to their heirs and assigns for death, personal injury or any other loss that may occur: i) due to any act or omission of the Grand Prize Package supplier, or ii) by reason of any other event over which CMT has no control.

SELECTION, PRELIMINARY JUDGING AND WEB POSTING OF ENTRIES

On Monday May 11th, 2009 at 9:00 a.m. ET, a panel of CMT judges (the "Panel") will consider all Contest Entries in order to select the top Sixteen (16) Contest Entries that, in the Panel's sole opinion: demonstrates a Superfan; creativity; television presence; uniqueness; originality and Video presentation flow. All decisions of the Panel with respect to the judging of any selected Contest Entries are final and binding upon all eligible Contest entrants.

From Wednesday May 13th, 2009 at 10:00 a.m. ET to Wednesday June 3rd, 2009 at 11:59 p.m. ET, the Sixteen (16) selected Contest Entries will be posted on www.cmt.ca/castingcall for voting by CMT viewers to determine which of the Sixteen (16) selected Contest Entries is their favorite Superfan (the "Voting Period"). By following the instructions on the CMT website, CMT viewers can vote on-line for their favorite selected Contest Entry. Should it be discovered that a CMT viewer is using the aid of computer/software programs to auto-fill votes, all such votes shall be immediately null and void and excluded from the Contest votes.

Subject to these Official Rules, the Five (5) selected Contest Entries that receive the most votes online during the Voting Period will be the selected as the Contest finalists ("Finalists"). In the event of a tie in the number of votes for a Finalist, the Panel will select from among the tied entries, the Contest Entry which, in their opinion, exhibits the greatest creativity and originality and CMT shall be released and discharged from any liability or responsibility in this regard.

The Five (5) Finalists will be contacted by telephone, at the daytime contact telephone number provided in their Contest Entry, from the CMT offices in Toronto, Ontario

between Thursday June 4th, 2009 at 12:00 noon ET and Friday June 5th, 2009 at 12:00 noon ET. Should CMT be unable to establish contact with a Finalist by telephone during this period, the Finalist shall be disqualified and another eligible Finalist shall be selected with the next highest number of online votes and CMT shall be released and discharged from any liability or responsibility in this regard. ALL POTENTIAL FINALISTS WILL BE REQUIRED TO PROVIDE CMT WITH CONSENT TO ARRANGE A CRIMINAL RECORD CHECK.

In order to be declared a Finalist for the Finalist Prize Package, each Finalist shall sign and return to CMT: a Confirmation of Availability for Finalist Assignment Form, a Guest Release Form and a Standard Declaration and Release Form confirming compliance with these Official Rules and Regulations and acceptance of the Finalist Prize Package, as awarded. All required documentation for redemption of a Finalist Prize Package will be sent, via courier, directly to a Finalist's home only after the Finalist has signed and returned to CMT a Guest Release Form and a Standard Declaration and Release Form.

The chances of winning a Finalist Prize Package depends on the number of online votes received during the Voting Period.

FINALISTS ASSIGNMENTS

Each Finalist must be prepared to stay in Toronto to commence the CMT Casting Call 2, should they be selected as potential Grand Prize Package Winner.

The Five (5) declared Finalists must attend CMT's offices in Toronto, Ontario for shoot dates as advised by CMT or their participation in the Contest will be forfeited and another eligible entrant will be selected from the remaining eligible entries and CMT shall be released and discharged from any liability in this regard.

Finalists must follow all instructions of CMT representatives and complete an assignment ("Finalist Assignment") as directed by CMT. Finalists must submit the Finalist Assignment on or before the deadline established by CMT, in its sole discretion.

Each Finalist must complete their Finalist Assignment and return it to CMT representatives on or before June 18th, 2009 at 12:00 noon ET.

Each Finalist will appear on "CMT" on June 29, 2009, to be taped June 22 and June 23, 2009 for the "showcase" of the finalists and the potential Grand Prize Package winner.

The Finalist who receives the most votes online by 11:59 PM ET on Monday June 29th, 2009 will become the potential Grand Prize Winner.

GRAND PRIZE PACKAGE SELECTION

On June 19, 2009 at 12:00 noon ET, the Panel, at the CMT offices in Toronto, Ontario, in their sole discretion, will review the completed Finalist Assignments and select the potential Grand Prize Package winner.

All decisions of the Panel with respect to the selection of the potential Grand Prize Package winner are final and binding.

The potential Grand Prize Package winner will be "revealed" on June 30, 2009 during a CMT broadcast between 5:00 p.m. ET to 6:00 p.m. ET. In order to be declared the Grand Prize Package winner, the selected Finalist shall sign and return: a Standard Declaration and Release Form, a CMT Temporary Employment Agreement, and return a clear Criminal Record Check. Should the selected Finalist fail to complete any of the above documents, CMT reserves the right to disqualify the selected Finalist and select another Finalist from the remaining Four (4) Finalists and the original potential Grand Prize Package winner will have no further claim in that regard against CMT. The next highest ranked Finalist, as determined by the Panel in its sole discretion, will be selected as the potential Grand Prize Package winner.

The chances of winning the Grand Prize Package depend on the creativity, television presence, uniqueness, originality and flow of presentation of the Finalist's Assignment.

CONSENT TO USE OF PERSONAL INFORMATION

By entering the Contest electronically and voluntarily providing his/her personal information (including, but not limited to, email address, first name, last name, age, city, province, postal code, and home phone number) (collectively the "Registrant Information") each entrant consents and agrees to CMT's collection and use of the Registrant Information to conduct and administer the Contest. The entrant's consent to CMT's use of Registrant Information may be revoked at any time by writing to CMT at: CMT Unsubscribe, 64 Jefferson Avenue, Unit 18, Toronto, Ontario, M6K 3H4.

MISCELLANEOUS

All Contest Entries become the property of CMT upon receipt, will not be returned, and no correspondence will be entered into except with eligible persons whose Contest Entries were selected in the Contest, or eligible persons that request a copy of these Official Rules by writing to: CMT "Casting Call 2" Contest, 64 Jefferson Avenue, Unit 18, Toronto, Ontario, M6K 3H4.

CMT is not responsible for lost, late, incomplete or misdirected Contest Entries, for any failure of the CMT website during the Contest, or for any problems or technical malfunction of a telephone or broadcast network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail or on-line entry to be received by CMT on account of technical problems or traffic congestion on the Internet or the CMT website, or any combination thereof that may affect an individual's ability to participate in the Contest, or for any injury or damage to any person or to an entrant's or any other person's computer or property related to or resulting from using, downloading or sending any material in connection with the Contest. CMT reserves the right, in its sole discretion and without notice, to cancel, suspend or modify the Contest, in whole or in part, for any reason including a virus, bug

or any other cause of any nature beyond the reasonable control of CMT which corrupts or could corrupt or interfere with the security or proper administration of the Contest, or for any other reason.

CMT is not responsible for any incorrect or inaccurate entry or transmission of information which may affect any person's ability to participate in the Contest, including but not limited to human error, technical malfunctions, lost/delayed/corrupted data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, any inability to access the CMT website, or any damage to a user's system occasioned by participating in the Contest.

Any attempt to deliberately damage the website or to undermine the legitimate operation of the Contest will render any Contest Entry or Entries submitted by an individual participating in such activity void and may be a violation of criminal and civil laws. Should such an attempt be made, CMT reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. All Contest Entries are subject to verification and will be declared invalid if they are illegible, incomplete, garbled, mechanically reproduced, mutilated, forged, falsified, altered or tampered with in any way.

By entering the Contest, each eligible entrant: (a) releases and holds harmless CMT, its parent, related and affiliated companies, its directors, officers and employees, its parent company, related companies, suppliers, subsidiaries, affiliates, franchisees, dealers, advertising and promotional agencies, and agents, and each of their respective directors, officers, employees, successors, assignees, and all others associated with the development and execution of the Contest (collectively the "Releasees"), from and against any and all liability for injuries, loss or damage of any kind to persons, including death or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize packages in the Contest, resulting from participation in the Contest, or resulting from participation in any prize-related activity; and (b) agrees to fully indemnify the Releasees, from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to any prize won by the eligible entrants (declared winners) including, without limitation, death or personal or property damage or injury.

Any eligible person who is selected as a potential winner for the Finalist Prize Package and the potential winner of the Grand Prize Package shall be required to sign and deliver to CMT a Declaration and Release in form and content provided by CMT declaring compliance with these Official Rules, releasing the Releasees in the terms set out above, and granting CMT the publicity rights described below.

Each Contest entrant agrees irrevocably to the use by CMT of his/her name, voice, address (city, Province) and/or photograph, videotape, or any likeness for advertising or publicity purposes in any medium, including the Internet, and to the use of statements made by or attributed to him/her relating to CMT, in perpetuity and throughout the



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universe, and grants CMT any and all rights to said use, without further notice, approval or compensation, and releases CMT from any liability with respect thereto.

This Contest is subject to all applicable Federal, Provincial and Municipal laws.

CMT reserves the right to terminate or withdraw this Contest any time prior to the Contest Closing Date, for any reason, without any prior notice.