

2010 Power Pledge! Peterborough Ward Challenge Contest Rules (the "Contest Rules")

1. HOW TO PARTICIPATE

1.1 Entry. You will be entered automatically into the "Peterborough Ward Challenge" contest (the "Contest") if you completed and submitted the on-line Power Pledge at www.powerpledge.ca or by signing up for specified Conservation Programs (see 2.3 below) as outlined on the Peterborough Distributions website www.peterboroughutilities.ca/Electric/Energy_Conservation

1.2 Eligibility. The Contest is open to current residents of the City of Peterborough, Ontario, Canada, who are 18 years of age and older, excluding the employees, directors and officers of Peterborough Distribution and its affiliates, advertising and promotional agencies, and agents and representatives and members of the immediate family of these employees, directors, and officers, their legal or common-law spouse and/or any persons living in the same household.

1.3 Contest Period. The Contest commences January 1, 2010 at 12 a.m. Eastern Time ("ET") and closes August 31, 2010 at 11:59 p.m. ET (the "Contest Period").

1.4 No Purchase Necessary. Eligible persons wishing to enter this Contest without registering for the Contest online may send a postcard to Peterborough Distribution Inc., Peterborough Ward Challenge, 1867 Ashburnham Drive, Peterborough, ON K9J 6Z5, Attention: Liana Urquhart, by no later than 11:59 p.m. ET August 31, 2010 ("Contest Closing Date"). Each entry must contain the entrant's name, address and ten-digit telephone number. Peterborough Distribution Inc. will not accept entries by fax, courier, e-mail, personal delivery or by any method other than as noted above.

1.5 Contest Entry Restrictions: Eligible registrants are restricted to one (1) entry per person, per household. Any excess entries will be invalid for purposes of the Contest.

2. PRIZES

2.1 Prizes. The following prizes will be awarded in this contest:

- 7 Retractable Clotheslines will be awarded to 7 individual entrants**
- 1 Grand Prize (Ward Prize) valued at five hundred dollars (\$500) consisting of energy efficient products, will be awarded to 1 individual within the winning ward**

2.2 Clothesline Prize. The Clothesline Prize will be awarded to seven (7) eligible entrants. Winners will be randomly selected from the total entry pool on September 15, 2010 at the offices of Peterborough Distribution Inc. under the supervision of David Whitehouse, Manager Customer Service, Peterborough Utilities Services Inc. The Clothesline Prizes will be awarded to entrants whose contact information (name, telephone number and address) has been given by the entrant at the time of completion and submission of the registration or enrollment in specified Conservation Programs.

2.3 Ward Prize. Each entrant who completes and submits the on-line registration form, or participates in any of the following specified Conservation Programs, will be allotted points;

- Power Pledge – 100 Points**
- peaksaver™ - 100 Points**
- Power Savings Blitz – 250 Points**
- Electricity Retrofit Incentive Program – 500 Points**
- The Great Refrigerator Roundup – 100 Points**

The total number of points will be allocated toward the ward in which the entrant resides. The total number of entries will be weighted proportionately to the population in the ward. The ward with the greatest number of points will be declared the winner. The winner of the Ward Prize will be randomly selected from the winning ward.

2.4 No substitution. The Ward Prize and the Clothesline Prize must be accepted as described in these Contest Rules and cannot be transferred to another individual, substituted for another prize or exchanged in whole or in part for money. The refusal by an entrant to accept a prize, releases and forever discharges Peterborough Distribution Inc. from all obligations related to the prize, including delivery.

2.5 Winner Selection. The potential winners of the Clothesline prize will be notified via telephone or e-mail on or before September 30, 2010. Selected entrants must respond to Peterborough Distribution Inc. (via telephone at 705-748-9301 ext 1287 or via email at lurquhart@peterboroughutilities.ca within 96 hours of such notification or they will forfeit the prize. Peterborough Distribution Inc. may then select a new name from the remaining eligible entrants. This selection process will continue until an eligible entry is selected and a winner is declared for each of the seven (7) retractable clotheslines. The winner of the Ward Prize will be notified via telephone on or before September 30, 2010 by David Whitehouse, Manager Customer Service, Peterborough Utilities Services Inc.

2.6 In order to be declared an official winner, each selected entrant must:

- a) respond to the notice that they have been selected as a potential winner within the time period noted above;
- b) correctly answer, unaided, a time-limited, mathematical skill-testing question by telephone to a representative of Peterborough Distribution Inc.;
- c) provide satisfactory identification and proof of eligibility; and
- d) sign and return to Peterborough Distribution, within three (3) days of receipt thereof, a release form confirming entrant's eligibility and compliance with the Contest Rules, acceptance of the prize as awarded, and releasing Peterborough Distribution and the suppliers of the prizes, and their respective advertising and promotional agencies and their respective affiliates, and employees, directors, officers, agents and representatives, successors and assigns of each, from all liability for damages he/she may incur as a result of participating in this Contest and accepting and using the prizes.

Failure to comply with the above will cause the prize to be forfeited, in which case, the prize will be re-awarded at Peterborough Distribution's discretion. All decisions of Peterborough Distribution Inc., including the validation of entries and evaluation of the entrant's answer to the skill-testing question, will be final, binding and conclusive on all entrants, without right of appeal. No correspondence will be entered into except with selected entrants. Within three (3) business days of receipt of the completed release form, Peterborough Distribution Inc. will notify the winner how he/she may take possession of the prize.

2.6 Odds of Winning. The odds of winning depend on the total number of eligible entries received by the Contest Closing Date.

3. GENERAL CONDITIONS

3.1 By entering this Contest, entrants acknowledge they have read, understood and agree to comply with the Contest Rules. Peterborough Distribution Inc. reserves the right in its sole discretion to disqualify any entrant they find to be tampering with the entry process or with the operation of this Contest, or to be acting in violation of the Contest Rules. Peterborough Distribution Inc. reserves the right, in its sole discretion, to amend, cancel, terminate, or suspend this contest, in whole or in part, without prior notice, should any cause corrupt or affect the administration, security, fairness, or proper conduct of this Contest.

3.2 All entries become the property of Peterborough Distribution Inc. and none will be returned. All entries are subject to verification and will be declared invalid if they are late, lost, illegible, incomplete, forged, falsified, altered or tampered with in any way. Peterborough Distribution Inc. is not responsible for contacting Customers who provide unclear or incomplete information and assumes no responsibility for entries that are lost, stolen, delayed, damaged or misdirected, nor for any failure of its website for any reason during the Contest Period, including any failure to receive an entry as a result of technical problems.

3.3 Any attempt to deliberately damage any website or to undermine the legitimate operation of this contest is a violation of law, and should such an attempt be made, Peterborough Distribution Inc. reserves the right to exclude such person from the contest and to seek remedies and damages to the fullest extent permitted by law.

3.4 The names of the winners may be posted from September 30, 2010 to October 30, 2010 on Peterborough Utilities website at www.peterboroughutilities.ca as well as at the offices of Peterborough Utilities Inc., 1867 Ashburnham Drive, Peterborough, Ontario.

3.5 Personal information gathered about entrants for this Contest will be used only for the administration of the Contest and will not be used or disclosed for any other purpose except as permitted or required by law.

3.6 The sponsor of this contest is Peterborough Distribution Inc., 1867 Ashburnham Drive, Peterborough, Ontario K9J 6Z5. Peterborough Distribution Inc. is the regulated distributor of electricity in the City of Peterborough, Town of Norwood and Village of Lakefield.

3.7 By entering this Contest, each entrant further acknowledges and agrees that as a condition of winning, Peterborough Distribution Inc. and its affiliates have the right to use and publicize the winner's name and fact that he/she has won a specific prize for publicity purposes, without remuneration or liability, except where prohibited by law, and agrees to sign a release acknowledging such rights.

3.8 By entering this contest, each entrant acknowledges and agrees that Peterborough Distribution Inc. accepts no responsibility for any loss, damages or claims arising from, or caused by, the contest or the prize awarded, and releases Peterborough Distribution Inc. in respect thereof.

3.9 This Contest is subject to all applicable laws in the Province of Ontario and the federal laws of Canada applicable therein.