

September is pet health insurance month



How to enter: NO PURCHASE IS NECESSARY. This contest runs from 9:00 am CST September 1st, 2011 to September 30th, 2011 at 3 pm CST. A random drawing for the Grand Prize, Second and Third Prize will be conducted on or near October 15, 2011. Each online entrant will receive an e-mail confirming registration into the contest.

Eligibility: This sweepstakes is open only to residents of Canada (excluding the Province of Quebec) who are 18 years of age or older at time of entry. Employees and their parents, spouses, siblings and children, and persons living with an employee of Western Financial Insurance Company or Western Financial Group or an employee of a Partner Company* are ineligible to enter. Only one entry per household is allowed.

All federal, provincial and local laws and regulations apply. Void where prohibited by law. Sponsor is not responsible for incomplete, lost, late, damaged, illegible or misdirected e-mail or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof.

Sponsor not responsible for any liability for damage to any computer system resulting from participation in or accessing or downloading information in connection with this promotion.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

*Partner companies include: Dyson, London Drugs, Ducks Unlimited Canada, Dogs in Canada, Modern Dog Magazine, The Farley Foundation, The Canadian Kennel Club and PetLynx.

The sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process. In the event of a dispute regarding any online entry, the entry will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry (i.e., the person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domain

associated with the submitted e-mail address). Sponsor reserves the right, in its sole discretion, to cancel or suspend this sweepstakes should a virus, bugs, or other causes beyond the control of the Sponsor corrupt the administration, security or proper operation of the sweepstakes. In the event of termination, a notice will be posted and a random draw to award all prizes will be held from among all eligible entries received prior to the time of termination. Sponsor reserves the right to modify the sweepstakes or disqualify entrant if fraud, misconduct or technical failures destroy the integrity of the sweepstakes as determined by sponsors, in their sole discretion.

Random drawing: Winner(s) will be selected by random draw from amongst all eligible entries received by the entry deadline dates. A draw for the Grand Prize, Second and Third Prize will be held in Winnipeg, Manitoba on or near October 15, 2011. All decisions of the judging organization are final. Odds of winning depend upon the number of eligible entries.

Selected entrants will be contacted by phone, mail or e-mail.

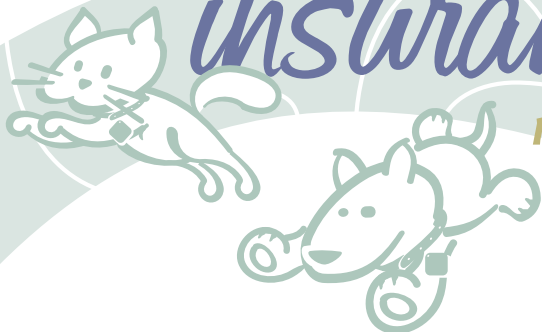
In the event the contest sponsor is unable to notify a selected entrant within 30 days of selection, that entry will be disqualified and an alternate winner will be selected from among all remaining eligible entries. To win, residents of Canada will be required to correctly answer an arithmetical skill-testing question and to release Western Financial Insurance Company and its agencies and representatives from liability with respect to the contest and prizes. Failure on the part of a selected entrant to return the affidavit by the deadline as posted on the release form may result in disqualification of that entrant and an alternate winner will be selected from among all remaining eligible entries.

Prizes will be awarded and delivered to the confirmed winners by Western Financial Insurance Company. Prizes must be accepted as awarded, have no cash equivalent and are not transferable or refundable. Sponsor reserves the right to substitute prize of equal or greater value in the event the prize described is unavailable due to circumstances beyond their control.



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By accepting the prize, the winner agrees to hold Sponsors, their respective directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize.

Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize.

Acceptance of prize constitutes permission to the sponsor and its agencies to use winner's name and/or likeness, and city of residence, for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges and consent to the use of name and city of residence in a Winners List. Sponsors not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize. One entry per person.



Prizes & approximate retail values:

25 Instant Winners (Randomly Chosen from Ballot PIN) will receive a one year subscription to either Dogs in Canada (\$50) and Modern Dog Magazine (\$20). At random, various dog toys (\$10-\$20) and dog beds (\$30) from The Canadian Kennel Club will also be awarded.

1 Grand Prize winner drawn from all entries will receive:

- A one year Petsecure Secure 3 policy (approx. value \$720)
- One 42" LCD TV courtesy of Petsecure (approx. value \$1,400)
- One Dyson DC25 Animal upright vacuum (approx. value \$700)
- One Dyson DC34 Animal handheld vacuum (approx. value \$280)
- One 8 GB iPod Nano courtesy of London Drugs (approx. value \$200)
- One Limited Edition Sculpture of Ducks Unlimited Canada (approx. value \$100)
- One year subscription to Dogs in Canada (\$50)
- One year subscription to Modern Dog (\$20)
- \$300 gift certificate for veterinary treatment courtesy of PetLynx
- One plush Farley doll (\$25)

1 Second Prize winner drawn from all entries will receive:

- One Dyson DC25 Animal upright vacuum (approx. value \$700)

1 Third Prize winner drawn from all entries will receive:

- One Dyson DC34 Animal handheld vacuum (approx. value \$280)

Winners: Visit www.petsecure.com after October 15, 2011 to learn the names of the winners.

Sponsor: Western Financial Insurance Company,
200 - 1200 Portage Avenue, Winnipeg, Manitoba, R3G 0T5.

