

1.0 Entry Format and Criteria

General Selection Criteria

One Good Idea™ Contest Entry proposals must include the following information to be considered:

- Corporate background, including: year of incorporation, corporate overview and management structure, number of staff.
- One Good Idea™ proposal – tell us your pitch and why your One Good Idea™ is the best, most interesting and most sustainable idea that simply must get out there.
- Implementation plan – give us an idea on how you would implement the idea and what you would look to Ion Design to produce using the prize value.
- An explanation of how you would provide recognition for Ion Design.
- And, finally, a single sentence that embodies your pitch.

Proposals should not exceed ten (10) typeset pages. Submissions will be accepted only via email and formatted only as a PDF.

The contest deadline for entries is Monday, June 30, 2008 5 pm PST.

Email your entries to enter@onegoodidea.ca

Selection and Judging

A panel of distinguished judges will judge valid entries and select the One Good Idea™ with the most merit based on the following criteria:

Your One Good Idea™ will effectively use the scope of services offered by Ion Design Inc.

Your One Good Idea™ will have a real impact on the world.

Your One Good Idea™ will have a realistic chance at establishing itself as a marketable idea, service or product.

Your One Good Idea™ will effectively educate the average person on how they can become part of a sustainable solution.

Your One Good Idea™ will actively serve the tenets of sustainability and actively promote social, environmental and economic harmony.

2.0 Rules and Regulations

By entering contest, you confirm your acceptance of the rules and regulations set out here by Ion Design Inc. No purchase necessary.

1.0 Eligibility: Entrants to One Good Idea™ Sustainability Contest (“the Promotion”) must be Canadian citizens or a legal business entity doing business in Canada. Entrants must demonstrate that the idea is original and does not infringe, borrow or steal someone else’s intellectual property.

The Promotion is subject to all applicable federal, provincial, territorial, and municipal laws and regulations. Void where prohibited.

2.0 Sponsor: Sponsor/Administrator: Ion Design Inc., 948 West 7th Avenue, Vancouver, BC V5Z 1C3

3.0 Agreement to Official Rules: By participating in the Promotion, entrant warrants that he/she fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4.0 Timing: The Promotion begins at 12:00 Pacific Daylight Time (“PDT”), May 21, 2008 and ends at 17:00, PDT, June 30, 2008 (the “Promotion Period”). Administrator’s computer is the official time keeping device for the Promotion.

5.0 Prize Selection and Verification: All potential winning ENTRIES are subject to verification by Sponsor or administrator, whose decisions are final AND BINDING. Entries are void if not submitted in accordance with these official rules. An entrant is not a winner of any prize, even if the PROMOTION SHOULD so indicate, unless and until entrant’s eligibility and the potential Winning ENTRY has been verified and entrant has been notified BY SPONSOR that verification is complete.

6.0 Prize: Ion will contribute \$25,000 in Strategy and Design services. There is no cash value of the prize. The prize budget must be applied to a specific project as indicated below and cannot be applied to a new or existing comprehensive marketing campaign or partial project. Possible uses for the prize budget, include: Branding + Identity; Website; Brochure; Annual Report; Packaging; Promotional Materials. All expenses and incidental travel costs not expressly stated in the prize package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner.

7.0 Publicity: Except where prohibited, participation in the Promotion constitutes winner’s consent to Sponsor’s use of winner’s name, likeness, photograph, voice, opinions, biographical information, and address for promotional purposes in any media without further payment or consideration.

8.0 Submission Requirements: Proposals and/or photos (a “Submission” or “Submissions”) must not be inappropriate, indecent or obscene, as determined by Sponsor in its sole discretion. Proof of submission or sending the Submission is not proof of receipt by Sponsor. All Submissions become the exclusive

property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt, and publish any or all of the Submissions submitted without compensation to the entrant, his or her successors or assigns, or any other entity. UPON Submission of a SUBMISSION in this PROMOTION, Participant hereby assigns, conveys, and transfers to Sponsor all right, title, and interest in the SUBMISSION, including, without limitation, all copyrights, INCLUDING RENEWAL RIGHTS.

Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected, Submissions which are void. In addition, by entering, ENTRANTS represent and warrant that the SUBMISSIONS that they submit:

- are original and are not and have not been previously published, released or distributed in any form; - do not include any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic, or profane content. This means, for example, that they are not sexually explicit and that they do not contain any offensive content, or nudity; - do not include any material that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability, or otherwise violate any law;
- are consistent with standards for family audience viewing; and

- do not contain or infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property rights of any third person or entity.

9.0 Assignment: By participating in this Promotion each entrant making a Submission irrevocably and in perpetuity assigns to Sponsor all worldwide right, title and interest in and to the Submission and to all intellectual property created thereby and arising out of the Submission.

Ownership of the Submission and that intellectual property vests totally in Sponsor. In respect of copyrights, the assignment shall be effective for the entire duration of the copyrights, including renewals, and shall include, but not be limited to, all rights to derivative works. Each entrant making a Submission waives, to the maximum extent permitted by law, all rights of attribution and integrity for specific works created in respect of all marketing, advertising and commercial uses thereof. Each entrant waives in favor of Sponsor all moral rights in the Submission(s).

10.0 Release: By entering this Promotion, entrant agrees to release and hold harmless Ion Design Inc., any promotional partners or prize suppliers, and each of its and their respective officers, directors, employees, and agents (collectively the “Released Parties”) from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in One Good Idea™ 2008 – \$ 25,000 Ion Design Sustainable Ideas Contest Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

11.0 Disputes: Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, other than the administration of the Promotion or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the Courts of British Columbia, Canada; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys’ fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of Province of British Columbia, without giving effect to any choice of law or conflict of law rules (whether of the Province of British Columbia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of British Columbia. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

12.0 Entrant’s Personal Information: Ion Design Inc. is committed to protecting your privacy. Any personal information collected from you in the course of the Promotion will be subject to Ion Design Inc.’s Privacy Policy posted on the Website. Personal information will be disclosed and used by the Released Parties for the purpose of administering the Promotion in accordance with these Official Rules, administering warranties, or where required or permitted by law. Information collected from entrants is subject to: Ion Design Inc.’s Privacy Policy (www.onegoodidea.ca).

13.0 Winner List: Promotion results and/or a copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to the “One Good Idea™ 2008 – Ion Design Sustainability Contest”, 948 West 7th Avenue, Vancouver, BC V5Z 1C3 Canada. Requests must be received by June 30, 2008 for the winner list. Requests for the Official Rules may omit return postage.