

TSN CLASSIC BOWL CHAMPIONSHIP 2010 SERIES



July 22, 2010

TSN CLASSIC BOWL CHAMPIONSHIP

Dear tenpin bowler:

The long anticipated return of The Canadian Bowling Championships on TSN is likely a year away, and while we wait for this very popular series to get back on air, our long time partner network TSN has graciously stepped up with a new series to help fill the bowling void on the airwaves.

Produced for broadcast on TSN 2 by TSN Events, the network will be staging the all new TSN CLASSIC BOWL CHAMPIONSHIP in just a few short weeks. All the information on the series is attached along with everything you need to sign up, and YOU ARE INVITED to take part and shoot for a position on the televised series. To add to the excitement, TSN has posted a Prize Purse of...

\$10,000

The TSN CLASSIC BOWL CHAMPIONSHIP is a mixed event and entries are now being accepted for participation in this exciting new championship. Entries are capped at 120 bowlers and will be accepted on a first-come-first-served basis, so send your entry in now for a spot in the qualifying round.

The tournament will take place at Classic Bowl, a premiere bowling centre in Mississauga, just west of Toronto. 120 bowlers will compete in the 8 game qualifying round on Friday August 20, with the top 24 advancing to the television series to be taped on Saturday and Sunday. An Agenda is attached along with tournament Format, Prize Pool breakdown, and all the forms you need to sign up for the summer's big news in bowling.

Entry into the tournament is \$100 + HST, and all expenses (travel, accommodation, meals, etc.) are the responsibility of the entrant. Entry fee includes lineage for the qualifying round as well as any subsequent lineage fees should the entrant make the televised round.

FINALIZATION

As mentioned, space is limited to 120 bowlers, and entries will be on a first-come-first-served basis, so please look over the attached information and send in your entry right away. Entry form, Waiver and Fact Sheets are to be SENT IN OR DELIVERED DIRECTLY TO CLASSIC BOWL as per the information enclosed.

Bowl Canada congratulates TSN for pulling together a great opportunity for Canadian bowlers on a rather tight timeframe and I'm sure you'll join us in thanking TSN for their commitment to our sport and for getting a new bowling series off the ground as we all look forward to being back on TSN in the coming months.

Sincerely,

A handwritten signature in blue ink that reads 'Paul Oliveira'.

Paul Oliveira,
Executive Director,
Bowl Canada.

**TSN CLASSIC BOWL
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2010 SERIES**



TSN



AGENDA

FRIDAY, AUGUST 20th

All Day Studio Set up at Classic Bowl, Mississauga
2:30 pm Registration of competitors
4:00 - 9:00 pm 8 Game Qualifying Round to begin
 followed by TSN Pre-Production for Qualified Bowlers

SATURDAY, AUGUST 21st

9:00 am Practice - Classic Bowl and any Pre-Production required by TSN
10:00 am - 9:00 pm Production of Shows 1 through 4 (meal break TBD)

SUNDAY, AUGUST 22nd

9:00 am Practice - Classic Bowl and any Pre-Production required by TSN
9:30 am Production of Shows 5 through 8
 (meal breaks TBD)
6:30 pm - 9:30 pm Stepladder Semis and Finals - Shows 9 & 10

Agenda subject to change with notice

PRIZE FUND

SERIES CHAMPION

\$5,000

Runner-Up

\$2,000

3rd Place

\$1,250

4th Place

\$750

Quarter-Finalists (4 at...)

\$250

TOTAL PRIZE FUND

\$10,000

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FORMAT

Qualifying - off camera - Open Entry Format - Friday Aug. 20
 8 Games - total pinfall
 Top 24 advance to the series

TV SERIES - Saturday & Sunday
 August 21 & 22

Round 1 (Shows 1 - 4)
 Bowlers are matched up based on their Qualifying scores

 12 match winners plus 4 highest losing scores advance to Round 2 (total of 16 advancing)

| Cede | | Cede | Show # |
|------|----|------|--------|
| 1 | vs | 24 | |
| 2 | vs | 23 | 1 |
| 3 | vs | 22 | |
| 4 | vs | 21 | |
| 5 | vs | 20 | 2 |
| 6 | vs | 19 | |
| 7 | vs | 18 | |
| 8 | vs | 17 | 3 |
| 9 | vs | 16 | |
| 10 | vs | 15 | |
| 11 | vs | 14 | 4 |
| 12 | vs | 13 | |

Round 2 (Shows 5 - 8)
 Top 16 bowlers from Round 1 are re-ranked based on Round 1 scores

| Cede | | Cede | Show # | |
|--------|----|--------|--------|-------------|
| 1 | vs | 16 | | |
| 8 | vs | 9 | 5 | |
| Winner | vs | Winner | | Qtr Final 1 |
| 2 | vs | 15 | | |
| 7 | vs | 10 | 6 | |
| Winner | vs | Winner | | Qtr Final 2 |
| 3 | vs | 14 | | |
| 6 | vs | 11 | 7 | |
| Winner | vs | Winner | | Qtr Final 3 |
| 4 | vs | 13 | | |
| 5 | vs | 12 | 8 | |
| Winner | vs | Winner | | Qtr Final 4 |

Round 3
Stepladder Semi-Finals

Final 4 are re-ranked according to their Quarter Final scores

| | | | | |
|--------------------|------------|---|----|--------|
| 4 | vs | 3 | | Step 1 |
| | | | 9 | |
| Winner | vs | 2 | | Step 2 |
| Winner | vs | 1 | | |
| 2 or 3 | Game Final | | 10 | Step 3 |
| (To be determined) | | | | FINAL |

Format subject to adjustment / modification

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COMPETITOR'S ENTRY & AGREEMENT FORM - TENPIN

As a competitor in the **2010 TSN Classic Bowl Championship**, I am aware there is a \$10,000 cash purse. Purse distribution will be as follows: Champion \$5,000, Runner Up \$2,000, Third Place \$1,250, Fourth Place \$750, Quarter Finalists (4) x \$250. I hereby agree to all the conditions set out in this form and understand that my signature below **is required as a condition of entry into the event.**

I confirm that I am 18 years old on/before August 20, 2010.

I agree to conduct myself in a manner which will be a credit to the sport of bowling. I understand that foul language, bad temper, and any display of poor or unsportsmanlike conduct will not be tolerated. I understand that slow bowling could seriously affect the time allotted for each show of the series and I agree that I will speed up play if asked to do so by the organizers.

I understand that the Entry Fee into the tournament includes the cost of lineage for the Qualifying Round, and any subsequent rounds should I make the television series. I further understand that any other expenses related to my participation in the tournament, including any travel costs, accommodation costs, meal costs, etc., are my personal responsibility. I further understand that the organizers will accept no responsibility for lost baggage or money, sickness or injury, etc. which may occur during the course of the event.

I understand that I may wear a shirt of my own choosing which meets the approval of the organizers, and that sponsor identification/advertising is permitted on the shirt so long as it conforms to a logo size not larger than 3" x 4". TSN in its sole discretion may refuse sponsor advertising on a participant's shirt if it is detrimental to TSN or the public image of the sport of bowling. I further agree that, should my apparel not meet the approval of the organizers, I agree to wear a shirt that will be provided to me by the organizing committee. Additionally, I agree to co-ordinate the shirt with dress slack/skirt and understand that multi-coloured or white slack/shirts will not be allowed. I further acknowledge that my shirt must be tucked in to my slacks/skirt for production of the TV series. Failure to cooperate will result in disqualification and forfeit of entry fee.

I confirm that I will attend **all** production meetings and taping sessions, scheduled or otherwise, as requested by the production crew and shall sit in the stands during the shows if requested by the organizers. I further agree to co-operate with the organizers in all other production requirements, including signing the separate waiver.

I confirm my understanding that failure to comply with any of the points as listed on this agreement form may cause any prize money I have won on the series to be revoked.

I acknowledge that entry into the event is limited at 120 entries of which the top 24 qualifiers will advance to the TV series. As a result, my paid entry fee reserves my spot in the qualifying round and therefore is non-refundable.

Entry Fee: \$100 + HST, total of \$113.00 Please charge the entry fee to my credit card as follows;

Visa Master Card Amex Card # _____ Expiry ____ / ____

Name of cardholder as it appears on card _____

Signed _____

Name in Print _____

Date Signed _____

City & Province _____

Email _____

Telephone _____

3 WAYS TO REGISTER:

Please fax this form, duly signed and completed, to Classic Bowl at **905-607-2458** or email to sousa@classicbowl.com or drop off in person at Classic Bowl c/o Ed Sousa, **3055 Dundas Street West**, Mississauga **BY AUGUST 6**. Entries may not be accepted after this date. Please include Entry Form, Waiver and Fact Sheet.

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WAIVER RELEASE

TO: THE SPORTS NETWORK INC. ("TSN") AND CLASSIC BOWL AND BOWL CANADA (COLLECTIVELY, THE "RELEASEES")

PROGRAM: 2010 TSN CLASSIC BOWL CHAMPIONSHIP (TENTATIVE TITLE), ALL CURRENT AND FUTURE VERSIONS (THE "PROGRAM")

For good and valuable consideration, including without limitation the opportunity to appear in the Program, the receipt and sufficiency of which is hereby acknowledged, I, the undersigned, irrevocably agree as follows:

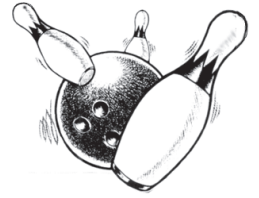
1. I hereby grant the Releasees the authority to photograph and record the Appearance (defined below); to edit and/or modify it, to incorporate same and/or elements thereof into the Program or not; to use and exploit such recordings and photographs in any language, manner, communication, and/or media whatsoever, in all forms whether current or developed in future, including without limitation unrestricted use for purposes of publicity, advertising and sales promotion; and to use my Appearance and/or any elements thereof for any purpose in connection with the Program. I hereby waive any moral or similar rights I may have in the Appearance and in the Program. I hereby irrevocably grant to the Releasees all rights of every kind and character whatsoever whether now known or later developed throughout the world and in perpetuity in and to my performance, contribution, appearance, name, likeness, and/or voice and the results and proceeds thereof (the "Appearance"). I further acknowledge that the Releasees exclusively owns all rights in and to my performance, contribution, appearance and the results and proceeds of my services rendered in connection herewith. I warrant and represent that: (i) I have the full right and authority to sign this release and to grant the rights granted herein; (ii) the use of the Appearance by the Releasees will not infringe the rights of any person including, without limitation, rights of privacy, publicity or personality; and (iii) all statements made by me in my Appearance are true and accurate.
2. I agree to attend the games in which I am scheduled to play, as well as all production meeting and other scheduled events for which TSN require my presence. I further agree to be punctual at all times according to the TSN schedule.
3. I hereby release and discharge the Releasees, their employees, agents and independent contractors, from any and all claims, demands or causes of action that I, my heirs, executors or administrators may have against the Releasees, their employees, agents or independent contractors, whether for libel, violation of my right of privacy, negligence, or any other matter arising out of or in any manner connected with: the use and exercise of the rights granted to the Releasees herein; the Appearance; or, the Program. I warrant that I am not a member of any performer's union or guild. In the event that I am a member I hereby waive any applicable fees of any kind in connection with the Appearance or the Program for good and valuable consideration in the form of self promotion and/or for the intrinsic pleasure derived by me in being televised, should the Releasees elect to do so.
4. By signing below I confirm I am 18 years old on/before August 20, 2010 and I acknowledge having read the above terms and agree that any breach of the terms by me will be sufficient cause to permit TSN to replace me in the Program.

Printed Name

Signature

Date

**TSN CLASSIC BOWL CHAMPIONSHIP
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COMPETITOR'S FACT SHEET

PERSONAL DATA

Name _____
E-mail _____
Address _____
City/Town _____
Province _____ Postal Code _____
Home Telephone _____
Business Telephone _____
Birth Date: Month ____ Day ____ Year ____
Height _____ Weight _____
Marital Status _____
Name of spouse (if applicable) _____
No. of Children _____
Names and Ages of Children _____

Occupation _____
Full Business Name of Employer _____

SPONSOR IDENTIFICATION

Please list any sponsors whose identification you wish to wear during the championship;

SHIRT SIZE (Please circle)

S M L XL XXL Other _____

CURRENT BOWLING AVERAGE

What was your highest league average this past season?

BOWLING PROFILE

Have you ever bowled a perfect game? ____ If "yes", when _____

High Single _____

High 3-Game Series _____

How many years have you been bowling? _____

Were you ever a member of YBC? (Youth Bowling Council/Canada) _____

Are you involved in the coaching and/or instruction aspect of bowling? _____

If "yes", please explain _____

Do you bowl left-handed
or right-handed?

How many steps do you normally take in your approach? _____

What type of ball do you normally throw? Example, hook, curve, back-up, etc. _____

Ball Weight _____

In how many leagues per week did you bowl this past season? _____

On an average, how many games per week did you bowl this past season? _____

Please list the names of the bowling centres in which you bowled as a league bowler this past season _____

Please turn over



BOWLING ACHIEVEMENTS



HAVE YOU EVER COMPETED ON NATIONAL TELEVISION? _____

If "yes", please give the name and year of the event, your finishing position and monies won, if any.

HAVE YOU EVER WON A NATIONAL OR WORLD CHAMPIONSHIP? _____

If "yes", please give the name of the event, where and when it was held, whether you won a world or national title and whether it was for singles or team play.

PLEASE LIST ANY OTHER NATIONAL OR INTERNATIONAL BOWLING CHAMPIONSHIPS in which you have competed and indicate your final ranking. Please give the complete name of the event. Do not abbreviate with initials, etc.

| <i>Name & Location of Event</i> | <i>Year</i> | <i>Singles or Team</i> | <i>Final Placing</i> |
|-------------------------------------|-------------|------------------------|----------------------|
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |
| _____ | _____ | _____ | _____ |

PLEASE OUTLINE WHAT YOU CONSIDER TO BE THE HIGHLIGHT OF YOUR BOWLING CAREER OR YOUR MOST SIGNIFICANT BOWLING ACCOMPLISHMENT.

WHAT ARE YOUR HOBBIES? _____

Signed _____ *Competitor*



It's a Strike! TSN CLASSIC BOWL CHAMPIONSHIP to Debut August 20

- Canada's top tenpin bowlers compete for \$10,000 purse –
 - TSN CLASSIC BOWL CHAMPIONSHIP takes place August 20-22 at Classic Bowl in Mississauga –
-

Toronto, ON (July 22, 2010) – TSN announced today the launch of the **TSN CLASSIC BOWL CHAMPIONSHIP** – an original, made-for-television, event that will see Canada's Top tenpin bowlers compete for \$10,000 in cash prizes. To be televised nationally on TSN2, **TSN CLASSIC BOWL CHAMPIONSHIP** will be the first Canadian bowling event to be featured on a TSN network since 2009.

TSN CLASSIC BOWL CHAMPIONSHIP is owned and operated by TSN Events and is conducted in cooperation with Bowl Canada. **TSN CLASSIC BOWL CHAMPIONSHIP** takes place on August 20-22 at Classic Bowl in Mississauga, Canada's largest bowling centre and a designated venue for the 2015 Pan American Games.

TSN CLASSIC BOWL CHAMPIONSHIP will be broadcast on TSN2 over ten weeks beginning on Tuesday, August 31 at 8 p.m. ET.

"TSN has a long history with Bowl Canada, and we are thrilled to create an original branded event that puts the spotlight on some of the country's top bowlers in front of a national audience," said Randy Paul, Managing Director, TSN Events.

"The bowling community across Canada is very excited to see our sport return to the TSN family," said Paul Oliveira, Executive Director, Bowl Canada. "We anxiously look forward to great competition at Classic Bowl, and appreciate our continued relationship with Canada's sports leader."

The **TSN CLASSIC BOWL CHAMPIONSHIP** is open to a maximum of 120 bowlers who meet the qualifications. Registration fee is \$100. Details are available at www.bowlcanada.ca

"Classic Bowl is thrilled to be hosting the TSN Classic Bowl Championship," said Edward Sousa, Director, Classic Bowl. "Canada's top tenpin bowlers have been anticipating a tournament of this magnitude. Best of luck to all participants."

About TSN Events

Established in 2003, TSN Events was created to develop a wide-variety of original branded programming and event platforms to supplement TSN's traditional live sports and news coverage. TSN Events acquires sports marketing rights, develops original programming and grassroots initiatives, and leverages the strength and capabilities of the TSN brand to meet

customer objectives and exceed fan expectations. TSN Events' assets include NASCAR Canada, TSN Curling Skins Game at Casino Rama and the Degree Poker Championship.

About Bowl Canada

Bowl Canada is the national trade association for bowling centre operators nation-wide, offering a wide range of services to its members and to the bowling community since 1963. Bowl Canada conducts several tournaments and events annually, and offers programs to encourage and enhance participation in the sport, such as Youth Bowling Canada and Club 55+. Additionally, Bowl Canada aims to promote the sport and recreation of bowling on a national level. For more information on Bowl Canada and the sport of bowling in Canada visit www.bowlcanada.ca.

About Classic Bowl

Classic Bowl was first established in 1991. With over 70,000 sq. ft. of family fun and entertainment, we are Canada's largest bowling center with 60 lanes of 10-pin bowling. Winner of numerous industry awards including best bowling centre 12 years running. Classic Bowl has been the proud home of the PBA, Juno Awards, Toronto Raptors and National Bowling Day featuring A Flock of Seagulls. Classic Bowl was recently selected as the bowling home for the 2015 Pan American Games. www.classicbowl.com

- 30 -

For More Information:

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Ed Sousa, (w) 905-607-2695 ext. 229, sousa@classicbowl.com

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