

**EZ Rock High Low for Dough
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The EZ Rock High Low for Dough contest (the “**Contest**”) starts at 6:00 a.m. Pacific Time (PT) on Tuesday, September 4, 2018 and closes on Friday, October 26, 2018 at 5:00 p.m. PT (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsor is EZ Rock, a division of Bell Media Inc. (hereinafter referred to as the “**Contest Sponsor**”).
3. **ELIGIBILITY.** To enter and to be eligible to win, entrant must be a legal resident of British Columbia, Canada, and be nineteen (19) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsor, its agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter. Winners of a prize from an EZ Rock contest valued at over five hundred dollars (\$500.00 CAD) within one (1) year (365 days) preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) are not eligible to enter.
4. **TO ENTER** the Contest, simply listen to EZ Rock twice each weekday during the Contest Period, excluding Thanksgiving Monday, October 8, 2018 (each one between 6:00 a.m. and 5:00 p.m. PT) telling listeners to call in for a chance to win (the “**Announcements**”). When you hear an Announcement, call the EZ Rock contest line at 1-877-661-2211 (the “**Contest Line**”). In the event the entrant is outside of the local calling area, standard long distance rates as charged by the entrant’s long distance service provider may apply. The tenth (10th) caller through on the Contest Line following an Announcement (each, a “**Contestant**”) will be eligible to play Hi Lo for Dough (the “**Game**”) for a chance to win a cash prize (each, a “**Prize**”) as described below. Each Contestant will be announced on-air and will be required to play the Game on-air. As part of the Game, a random number will be initially set by the Contest Sponsor at its sole discretion to be identified by the Contestant, and the Prize will be set to an initial twenty-five dollar (\$25.00) CAD amount. The goal of the Game is to guess this number correctly from a range provided by the EZ Rock on-air announcer (e.g. from 1 – 1000) and be eligible to win a Prize. After the Contestant provides a number, the EZ Rock on-air announcer will advise if this number is either correct, or “higher” or “lower” than the correct number. If the correct number is not identified, the Contestant’s chance is over and Prize will be increased by twenty-five dollars (\$25.00) for the next time the Game is played. The Prize will increase by twenty-five dollars (\$25.00) increments until the correct number is identified. If the correct number is identified, a new number will be set by the Contest Sponsor at its sole discretion, and the next Prize amount will be re-set to twenty-five dollars (\$25.00). Each eligible Contestant will then be required to provide a representative of EZ Rock with their name, address, email address and telephone number. The odds of becoming a Contestant will depend on the total number of individuals calling the Contest Line following the applicable Announcement. The odds of winning a Prize will depend on the total number of individuals calling the Contest Line following the applicable Announcement and the calibre of the response of the corresponding Contestant. Limit of one (1) Contestant per household during the Contest Period. Limit of one (1) phone number per person, in case a person has more than one. If it is discovered that you attempted to enter more than the above-mentioned limitations, all your entries will be void and any potential Contestant disqualified, and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. Proof of identification must be provided upon request.
5. **PRIZES.** The number of Prizes to be awarded will depend on the number of successful Contestants who correctly identify the pre-determined number. The amount of each Prize is equal to the amount accumulated, pursuant to the procedure described above. The minimum amount offered to a particular

Contestant will be twenty-five dollars (\$25.00) CAD. The maximum amount that may be offered to a particular Contestant will be two thousand dollars (\$2,000.00) CAD. Prizes will be awarded in the form of a cheque. Limit of one (1) Prize per household.

6. Prizes must be accepted as awarded. Prizes may not be sold or transferred. The Contest Sponsor reserves the right to substitute a Prize in whole or in part in the event that all or any component of the prize is unavailable.
7. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill-testing question administered by the Contest Sponsor. Before being awarded a Prize, the potential winner will be required to sign and return within the time stipulated by the Contest Sponsor, a full release and indemnity form stating that, among other things, he/she has read, understood and complied with these Rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsor and/or similar matters, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the potential winner's participation in this Contest and receipt and use of the Prize. In the event that a potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor shall have the right to disqualify the potential winner, and select an alternate potential winner, and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner shall be applied with the necessary amendments until all qualified winners have been duly selected. The number of actual Prizes awarded may be less than the number of available Prizes should efforts to confirm all winners be unsuccessful, in accordance with these Rules.
8. By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.
9. All entries become property of Contest Sponsor who assumes no responsibility for garbled, in audible lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting the name of the Prize winners (for which a self-addressed, postage paid envelope must be included). Contest Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials or data that have been tampered with or altered are void. If for any reason, in the opinion of the Contest Sponsor, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its control, Contest Sponsor reserve its right to cancel, terminate, modify, amend, extend or suspend the Contest, including cancelling any method of entry and select a prize winner from previously received eligible entries. Contest Sponsor reserves its right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsor reserves its right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner including any automated, macro, script, robotic or other system(s) or program(s) to enter. Any attempts to deliberately damage the Contest web site or to

undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsor reserves the right to seek remedies and damages to the fullest extent of the law. Contest Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, from downloading any material from the Contest web site.

10. Contest is subject to all applicable federal, provincial and municipal laws and regulations. By entering this Contest each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsor for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Bell Media Inc.'s Privacy Policy, which is available at www.bellmedia.ca/about/Media_Privacy.page. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to Bell Media Inc. at 33 Carmi Ave., Penticton, BC.
11. In the event of any discrepancy or inconsistency between the terms and conditions of the Rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.
12. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsor and/or its affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.