

Where in the Hal is Megan?
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)

1. The “Where in the Hal is Megan?” contest (the “**Contest**”) starts at 6:00 a.m. AT on November 15, 2021 AT and closes on November 26, 2021 at 10:00 a.m. AT (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsors are 101.3 VIRGIN Radio, a division of Bell Media Inc. and Downtown Halifax Business Commission (hereinafter collectively referred to as the “**Contest Sponsors**”). The Contest is in no way sponsored, endorsed or administered by, or associated with Facebook. Facebook is completely released of all liability by each entrant in this Contest. Any questions, comments or complaints regarding the Contest must be directed to Bell Media Inc. and not Facebook. You may only use your one (1) personal Facebook account (the “**Account**”) to participate in this Contest. To enter the Contest, you will need to sign up for an Account if you don’t already have one. Signing up for an Account is free. To sign up for an Account, visit www.facebook.com and follow the onscreen instructions.
3. To enter and to be eligible to win, entrant must be a legal resident Nova Scotia, Canada and be nineteen (19) years of age or older. Employees of the Contest Sponsors, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, promotional and advertising agencies or of any other entity involved in the development, production, administration, or fulfillment of the Contest, as well as the parents, siblings and children of any such employees and any person domiciled with such employees, are ineligible to enter. Winners of a previous Bell Media Inc. contest prize valued at \$500 CAD or more in the thirty (30) days preceding the winner selection date for this Contest (including persons designated by such winners to participate in the prize) and persons domiciled with any such winner are ineligible to enter or to be selected for a prize and may be disqualified.
4. **HOW TO ENTER:** Each weekday morning of the Contest Period at approximately 6:00 a.m. AT, a new contest post (each a “**Daily Video**”) will be posted to the 101.3 Virgin Radio Facebook account at www.facebook.com/VirginRadioHali (the “**Page**”). To enter the Contest, between 6:00 a.m. AT and 10:00 a.m. AT each weekday of the Contest Period, log-in to your Account, visit the Page, “comment” with the location of where Megan is in the Daily Video on the applicable post which includes a hyperlink to these Rules to signify that you have read and agree to be bound by these Rules and you will be provided with one (1) entry into the Contest. All entries must be submitted between 6:00 a.m. and 10:00 a.m. AT on the same weekday the corresponding Daily Video was posted (the “**Entry Period**”). Limit of one (1) entry per individual per Entry Period. If it is discovered that you attempted to exceed the foregoing entry limit, all your entries will be void. Each entrant must comply with Facebook’s Terms of Service available at www.facebook.com. Use of any automated, script, macro, robotic or other program(s) to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. All entries and entrants are subject to verification for compliance with these Rules. In the event of a dispute, entries shall be deemed to be submitted by the "Authorized Account Holder" of the Account that submitted the applicable entry. “Authorized Account Holder” is defined as the person who is assigned to an Account by www.facebook.com. An entrant may be required to provide proof that they are the Authorized Account Holder of the Account that submitted the applicable entry. If you opt to enter this Contest via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Contest), standard text messaging and/or data rates may apply according to the terms and conditions of your services agreement with your wireless carrier. Other charges may apply (such as normal

airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Contest. Participation in this Contest by mobile device means that you understand that you may receive additional messages by mobile device relating to this Contest, including notifying you if you are the potential Prize winner (if applicable), which may be subject to charges pursuant to your carrier's rate plan. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions before entering the Contest via your wireless mobile device.

5. **QUALIFYING PRIZES:** There are ten (10) qualifying prizes available to be won (the “**Qualifying Prize(s)**”), each consisting of one (1) \$50 gift card to a specific merchant (as more fully detailed in section 8 below). Limit of one (1) Qualifying Prize per household.
6. **GRAND PRIZE:** There is one (1) grand prize available to be won (the “**Grand Prize**”) consisting of a shopping experience in Downtown Halifax. The Grand Prize includes: one (1) \$400 gift card to The Hollis Hotel – a DoubleTree Suites by Halifax (rates may vary depending on dates and availability. Winner will be responsible for booking their own reservation); one (1) \$240 gift card to Neptune Theatre (can be used towards any Neptune Theatre show. The winner will be responsible for booking their own tickets); one (1) \$200 gift card to each of the following: Murphy Hospitality Group (that can be used at Gahan House Nova Centre, Grounded Coffee Bar, Pickford & Black and/or The Barrington Steakhouse); FireWorks Gallery; Bishop’s Landing; and Spirit Spa (winner responsible for booking their own service or treatment); one (1) \$100 gift card to each of the following: Flower Child and Ruffles & Tassels; one (1) \$50 gift card to each of the following: Freak Lunchbox and Layers Cupcakes; and one (1) \$300 Holiday Gift Guide basket (items in the Gift Basket cannot be exchanged or returned for cash and will be selected by the Contest Sponsors at their sole discretion). Approximate retail value of the Grand Prize is two thousand dollars (\$2,000.00) CAD.
7. Qualifying Prizes and Grand Prize shall be collectively referred to as “**Prizes**”, each, a “**Prize**”. Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. The Contest Sponsors reserve the right to substitute a Prize, in whole or in part, in the event that all or any component of the Prize is unavailable. Prize winners are solely responsible for all costs not expressly described herein. Each gift card is subject to the terms and conditions of its issuer. Prize winner acknowledges that upon awarding of the Prize, all obligations typically borne by the provider of services or goods become that provider’s responsibility.
8. **QUALIFYING DRAWS:** At approximately 10:00 a.m. AT, on each of the draw dates set out below, a random draw (each, a “**Qualifying Draw**”) will take place in Halifax, NS from among all eligible entrants received up to the point of the applicable Qualifying Draw. The first entrant drawn in the course of each Qualifying Draw will be eligible to win a Qualifying Prize and to be entered into the Grand Prize draw as described below (each, a “**Qualifier**”). Entries received will be discarded after each Qualifying Draw and will not be carried over to the next Qualifying Draw. The odds of winning a Qualifying Prize will depend on the number of eligible entries received up to the point of the applicable Qualifying Draw.

DRAW DATES	DESCRIPTION OF QUALIFYING PRIZES	
Monday, November 15, 2021	Qualifying Prize 1	One (1) \$50 Gift card to Venus Envy
Tuesday, November 16, 2021	Qualifying Prize 2	One (1) \$50 Gift card to KingsPIER Vintage
Wednesday, November 17, 2021	Qualifying Prize 3	One (1) \$50 Gift card to Peace by Chocolate
Thursday, November 18, 2021	Qualifying Prize 4	One (1) \$50 Gift card to The Vault Jewelry
Friday, November 19, 2021	Qualifying Prize 5	One (1) \$50 Gift card to Antojos Tacos + Tequila
Monday, November 22, 2021	Qualifying Prize 6	One (1) \$50 Gift card to Amos Pewter

DRAW DATES	DESCRIPTION OF QUALIFYING PRIZES	
Tuesday, November 23, 2021	Qualifying Prize 7	One (1) \$50 Gift card to The Flower Shop
Wednesday, November 24, 2021	Qualifying Prize 8	One (1) \$50 Gift card to Layers Cupcakes
Thursday, November 25, 2021	Qualifying Prize 9	One (1) \$50 Gift card to Thornbloom
Friday, November 26, 2021	Qualifying Prize 10	One (1) \$50 Gift card to The Wooden Monkey

9. **GRAND PRIZE DRAW:** On Monday, November 29, 2021, at approximately 9:00 a.m. AT a random draw for the Grand Prize will take place in Halifax, NS from among all eligible Qualifiers received during the Contest Period. The first Qualifier drawn will be eligible to win the Grand Prize. The odds of a Qualifier winning the Grand Prize will be no worse than 1 in 10. Bell Media Inc., acting reasonably, will attempt to contact potential Grand Prize winner to notify potential winner that they may have won the Grand Prize by telephone within two (2) business days after the draw. In the event that the potential Prize winner cannot be contacted within two (2) business days after the draw, they will be disqualified and an alternate potential winner may be drawn at the Contest Sponsors' sole discretion. Proof of identification must be provided upon request.
10. In order to be declared the winner, each potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Bell Media Inc. Before being awarded a Prize, potential winner will be required to sign and return within the time stipulated by the Contest Sponsors, a full release and indemnity form stating that, among other things, they have 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 Sponsors and/or similar matters, authorizes the Contest Sponsors to broadcast, publish, disseminate and otherwise use their name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice, in any form of media now known or hereinafter developed (including Contest Sponsors' social media platforms), 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 Sponsors 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 the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify potential winner, and draw an alternate potential winner, and the Contest Sponsors 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, but in any event, no later than December 6, 2021. 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. 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.
11. By entering this Contest, the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsors 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.
12. All entries become property of Contest Sponsors who assume no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, 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 names of Prize winners (for which a self-addressed, postage paid envelope must be

included). Contest Sponsors do 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 Sponsors, in their 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 infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsors reserve the right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsors reserve their right in their sole discretion to disqualify any individual they find 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 website 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 Sponsors reserve their right to seek remedies and damages to the fullest extent of the law. Contest Sponsors 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, as a result of their participation in this Contest or from downloading any material from the Contest website.

13. 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 their personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsors for the purposes of implementing, administering and fulfilling this Contest. Contest Sponsors 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 https://www.bell.ca/Security_and_privacy/Commitment_to_privacy . Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to the VIRGIN Radio, 2900 Agricola St, Halifax, NS, B3K 6A7.
14. 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.
15. 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 Sponsors and/or their 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.