

**OLG Lotto Max
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The OLG Lotto Max contest (the “**Contest**”) starts at 6:00 a.m. Eastern Standard Time (“**EST**”) on June 5, 2023 and closes at 6:00 p.m EST on May 31, 2024 (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsors are Pure Country 99, a division of Bell Media Inc. and Ontario Lottery and Gaming Corporation (“**OLG**”) (hereinafter collectively referred to as the “**Contest Sponsors**”).
3. To enter and to be eligible to win, entrant must be a legal resident of Ontario, Canada and be Eightteen (18) 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 within 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 not eligible to enter or to be selected for a prize and may be disqualified.
4. TO ENTER the Contest, an announcement will be made one (1) time each Monday of the Contest Period, at approximately 7:10 a.m. EST (excluding statutory holidays, in which case the announcement will take place on the following business day), telling listeners to call in for a chance to win (each, an “**Announcement**”). When you hear an Announcement, call the Pure Country 99contest line at 613-544-0989 (the “**Contest Line**”). Broadcast delays may occur, including depending on the means used to listen to the radio (e.g., analog radio vs. online streaming). Contest Sponsors will not be held liable in any way for such delays. Limit of one (1) entrant per household. In the event that the entrant is outside of the local calling area, standard long-distance rates as charged by the entrant’s long-distance service provider will apply. The tenth (10th) caller through on the Contest Line following an Announcement will be eligible win a Prize, as described below (each, an “**Eligible Entrant**”). Each Eligible Entrant will be announced on-air and may be required to chat on-air. If there is not a clear telephone connection between the Pure Country 99on-air announcer and an Eligible Entrant, such that one or each other cannot hear the other, such Eligible Entrant will be disqualified, and the Contest Sponsor will not be liable in any way for such failed connection. Each Eligible Entrant will then be required to provide a representative of Pure Country 99with their name, address and telephone number. In conducting the Contest, Pure Country 99and its representatives have the full and absolute discretion to disqualify any Eligible Entrant who fails to respond on the phone or whose response cannot be heard, and the Contest Sponsor shall have no liability or responsibility to any Eligible Entrant so disqualified. The odds of winning a prize will depend on the total number of individuals calling the contest line following the applicable announcement.
5. **PRIZES:** There are fifty-two (52) prizes (the “**Prize(s)**”) available to be won, each consisting of one (1) \$100 OLG Lotto Max Voucher. Limit of one (1) Prize per household. The Vouchers are subject to the terms and conditions of OLG.
6. Prizes must be accepted as awarded. The Prizes may not be sold, transferred and are not convertible to cash. 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 winner is solely responsible for all costs not expressly described herein. 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.
7. In order to be declared a 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, the 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, such potential winner has read and complied with these Rules, including the eligibility requirements 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 potential winner's 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 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 a potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsors shall have the right to disqualify the 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 June 7, 2024. 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 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.
9. 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. The sole determinant of the time for the purposes of this Contest will be the Contest server machine(s) and related timekeeping systems of the Contest Sponsors. No correspondence will be entered into except with entrants requesting Rules by mail or requesting the names of the 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.
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 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 Bell Media Inc. at 87 George St, Ottawa, Ontario, K1N 9H7.

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 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.