

**\$1,000 Minute**  
**CONTEST OFFICIAL RULES AND REGULATIONS**  
**(the “Rules”)**

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1. The \$1,000 Minute contest (the “Contest”) starts on July 17, 2023 at 7:00 a.m. Atlantic Standard Time (“AST”) and ends at 8:10 a.m. AST on September 15, 2023 (the “Contest Period”). In the event that all Prizes are awarded prior to the end of the Contest Period, no further prizing will be awarded and the Contest will be completed. No purchase necessary. Void where prohibited. Limit of one (1) Prize per household.
2. The Contest sponsors are Move 100, a division of Bell Media Inc., and Subway (hereinafter referred to as the “Contest Sponsors”).
3. To enter and to be eligible to win, entrant must be a legal resident of Nova Scotia, Canada and be nineteen (19) years of age or older. Employees of Bell Media Inc., its 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 fulfilment 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. Previous winners of a Move 100 contest prize worth more than \$500 CAD 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 a winner) are ineligible to enter or to be selected for a prize and may be disqualified.
4. TO ENTER the Contest, two announcements will be made each weekday during the Contest Period (excluding statutory holidays) at approximately 7:00 a.m. AST and 8:00 a.m. AST, telling listeners to call in for a chance to play (each, an “Announcement”). When you hear an Announcement, call the Move 100 Contest line at 902-451-1313 (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). The Contest Sponsors will not be held liable in any way for such delays. In the event that the caller 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 (the “Contestant”) will be eligible to play the \$1,000 Minute game (the “Game”) for a chance to win a Prize as further described below. The object of the Game is to answer all ten (10) trivia questions correctly in one (1) minute. With each correct question, the amount of the prize will increase by ten (\$10) dollars. If at any time during the Game the Contestant answers a question incorrectly or exceeds their one (1) minute limit, the Contestant will win the previously announced amount of money. However, if the Contestant answers all ten (10) questions correctly during the time limit, they will win one thousand (\$1,000) dollars CAD. The first answer given to a question is the only answer accepted. If there is not a clear telephone connection between the on-air announcer and the Contestant during the Game, such that one or each other cannot hear the other, such Contestant will be disqualified, and the Contest Sponsors will not be liable in any way for such failed connection. The potential winner will be announced on air and will be required to chat on-air. Each potential winner will be required to provide a representative of Move 100 with their name, address and telephone number. Proof of identification must be provided upon request. In conducting the Contest, Move 100 and its representatives have the full and absolute discretion to disqualify any Contestant who fails to respond on the phone or whose response cannot be heard

and the Contest Sponsors shall have no liability or responsibility to any Contestant so disqualified. A Contestant can only be a Contestant once. The odds of becoming a Contestant for a chance to win a Prize will depend upon the total number of individuals calling the Contest Line following each Announcement on any weekday of the Contest Period.

5. 7:00 A.M. CONTEST PLAY PRIZES: There are three hundred and eighty seven (387) Subway gift cards, valued at \$10 CAD each, and a maximum of \$5,000 CAD available to be won throughout the Contest Period (collectively the “Prizes”, each a “Prize”). As Prizes are won during the Contest Period, the number of Prizes available to be won, and the value of such Prizes, will be adjusted accordingly. The number of Prizes to be awarded will depend on the number of successful Contestants and the amount of each Prize awarded to each winner. The minimum Prize value offered to a particular Contestant will be a Subway gift card valued at ten dollars (\$10.00) CAD. The maximum Prize value which may be won by a particular Contestant will be one thousand (\$1,000) dollars CAD. Cash prizes won will be awarded in the form of a cheque. Gift cards are subject to the terms and conditions of the issuing company. In the event that the maximum value of \$5,000 CAD is awarded prior to the end of the Contest Period, no further prizing will be awarded and the Contest will be completed.
6. 8:00 A.M. CONTEST PLAY PRIZES: A maximum of \$5,000 CAD is available to be won throughout the Contest Period (collectively the “Prizes”, each a “Prize”). As Prizes are won during the Contest Period, the number of Prizes available to be won, and the value of such Prizes, will be adjusted accordingly. The number of Prizes to be awarded will depend on the number of successful Contestants and the amount of each Prize awarded to each winner. The minimum Prize value offered to a particular Contestant will be ten (\$10.00) dollars CAD. The maximum Prize value which may be won by a particular Contestant will be one thousand (\$1,000) dollars CAD. Prizes won will be awarded in the form of a cheque. In the event that the maximum value of \$5,000 CAD is awarded prior to the end of the Contest Period, no further prizing will be awarded and the Contest will be completed.
7. Prizes must be accepted as awarded and may not be transferred. 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 winner is solely responsible for all costs not expressly described herein. The number of Prizes available to be won will decrease throughout the Contest as they are awarded.
8. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Bell Media Inc. Before being awarded a Prize, each 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 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, the Contest Sponsors shall have the right to disqualify potential winner, and select an alternate potential winner, and the Contest Sponsors shall be fully and completely released and discharged from any liability or responsibility in this regard.

9. 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.
10. All entries become property of the 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-time keeping 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). The 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 its control, the Contest Sponsors reserve their right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible entries. The Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsors reserve their 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 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. The 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.
11. 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. The 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 [www.bellmedia.ca/about/Media\\_Privacy.page](http://www.bellmedia.ca/about/Media_Privacy.page). Any inquiry concerning the personal information held by the Contest Sponsors should be addressed to Bell Media Inc. at 2900 Agricola St, Halifax, Nova Scotia, B3K 6A7.

12. 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.
13. 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 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.