

**Pure Country Hit Maker
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The Pure Country Hit Maker contest (the “**Contest**”) starts at 5:00 p.m. Eastern Time (ET) on Tuesday, September 7, 2021 and closes at 11:59 p.m. ET on Friday, September 30, 2021 (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsor is Bell Media Inc. (hereinafter referred to as the “**Contest Sponsor**”).
3. To enter and to be eligible to win, entrant **must** be a legal resident of British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario or Saskatchewan and be of the age of majority in the province in which they reside. 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 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 a winner) are not eligible to enter or to be selected for a prize and may be disqualified.
4. TO ENTER the Contest during the Contest Period, visit the website located at <https://www.iheartradio.ca/contests>, and follow the instructions to subscribe to the Pure Country Music Survey (the “**Survey**”) and receive the Survey by email. To subscribe, you must provide your first name, your last name and the email address where you wish to receive the Survey. Once you receive the Survey, fully complete and submit it. If you fully complete and submit the Survey during the Contest Period, you will receive one (1) entry into the Contest. Limit of one (1) entry per individual during the Contest Period. If it is discovered that you attempted to enter and to fill out the Survey more than once during the Contest Period, all your entries will be void. Entries shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of completion of the Survey. “Authorized account holder” is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Illegible entries are ineligible.
5. PRIZE. There is (1) prize (the “**Prize**”) available to be won, consisting of five hundred dollars (\$500.00) CAD, remitted to the winner in the form of a cheque.
6. Prize must be accepted as awarded. The Prize may not be sold or transferred. Contest Sponsor reserves the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable.
7. PRIZE DRAW. On October 1, 2021 at approximately 9:00 a.m. ET, a random draw for the Prize will take place at Bell Media Inc., Toronto, Ontario, from among all eligible entries received during the Contest Period. The first entry drawn will be eligible to win the Prize. The odds of winning the Prize will depend on the number of eligible entries received during the Contest Period across all the local Pure Country stations in British Columbia, Manitoba, New Brunswick, Nova Scotia, Ontario, and Saskatchewan. Bell Media Inc., acting reasonably, will attempt to contact the potential Prize winner to notify potential winner that such potential winner may have won the Prize by telephone within two (2) business days after the Draw. In the event that the potential winner cannot be contacted within five (5) business days after the Prize draw, such potential winner will be disqualified and an alternate

potential winner may be drawn at the Contest Sponsor's sole discretion. Proof of identification must be provided upon request.

8. In order to be declared the winner, the potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by Bell Media Inc. Before being awarded the 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, such potential winner 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 such 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 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 the 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 draw 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, but in any event, no later than October 8, 2021. The number of actual Prizes awarded may be less than the number of available Prizes should efforts to confirm a winner be unsuccessful, in accordance with these Rules.
9. 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.
10. All entries become property of Contest Sponsor who assumes 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 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 infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its control, Contest Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a 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. 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 Sponsor reserves its 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, 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 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 Sponsor should be addressed to Bell Media Inc. at 299 Queen Street West, Toronto, ON M5V 2Z5.
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 trademarks, 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