

**Virgin Radio \$5K-A-Day
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The Virgin Radio \$5K-A-Day contest (the “**Contest**”) starts at 8:00 a.m. Local Time on September 7, 2021 and closes at 8:59 p.m. Local Time on October 15, 2021 (the “**Contest Period**”). No purchase necessary. Void where prohibited. For clarity, “**Local Time**” means the official time used in the entrant’s place of residence.
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 Alberta, British Columbia, Manitoba, Nova Scotia, Ontario and Québec and have reached the age of majority in their place of residence. 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. **HOW TO ENTER THE CONTEST:** During the Contest Period, listen to the Virgin Radio local station closest to your place of residence as listed in the chart below (each, a “**Local Station**”) for the announcement (each, an “**Announcement**”) of the key word (the “**Key word**”) to be made six (6) times on each weekday of the Contest Period (excluding September 30 and October 11, 2021), once each at approximately 8:00 a.m., 10:00 a.m., 12:00 p.m., 2:00 p.m., 4:00 p.m. and 6:00 p.m. Local Time. The Key word will be different and unique with each Announcement. Once a Key word has been announced on your Local Station, any previous Key word will be considered incorrect and ineligible for entry into the Contest. When you hear an Announcement and have the Key word, visit the website of your Local Station as listed in the chart below, click on the Contest page and complete and submit your entry during the applicable Entry Period (as described in Section 6) by following the instructions found on the Contest page. If you fully complete and submit your entry during the applicable Entry Period, you will receive one (1) entry into the Contest (the “**Entry**”). Entries must include your name, address, ten-digit day and evening telephone numbers and email address, as well as the applicable Key words. Entries shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. “Authorized account holder” is defined as the natural person who is assigned to an email address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Limit of one (1) Entry per individual per Key word. For clarity, an entrant may not enter the Contest on more than one (1) Local Station and may not enter the Contest on a Local Station other than the one closest to their place of residence. If it is discovered that you attempted to enter more than the foregoing limit, all your Entries will be void.

Station Name	URL Website	City/Province
98.5 Virgin Radio	iheartradio.ca/virginradio/calgary	Calgary, Alberta
104.9 Virgin Radio	iheartradio.ca/virginradio/edmonton	Edmonton, Alberta
101.3 Virgin Radio	iheartradio.ca/virginradio/halifax	Halifax, Nova Scotia
99.9 Virgin Radio	iheartradio.ca/virginradio/kelowna	Kelowna, British Columbia
105.3 Virgin Radio	iheartradio.ca/virginradio/kitchener	Kitchener, Ontario
97.5 Virgin Radio	iheartradio.ca/virginradio/london	London, Ontario
95.9 Virgin Radio	iheartradio.ca/virginradio/montreal	Montréal, Québec
99.9 Virgin Radio	iheartradio.ca/virginradio/toronto	Toronto, Ontario
94.5 Virgin Radio	iheartradio.ca/virginradio/vancouver	Vancouver, British Columbia
107.3 Virgin Radio	iheartradio.ca/virginradio/victoria	Victoria, British Columbia
93.9 Virgin Radio	iheartradio.ca/virginradio/windsor	Windsor, Ontario
103.1 Virgin Radio	iheartradio.ca/virginradio/winnipeg	Winnipeg, Manitoba

5. **PRIZES:** There are twenty-seven (27) prizes (the "**Prizes**") available to be won, each consisting of \$5,000.00 CAD, remitted to the winner in the form of a cheque. Prizes must be accepted as awarded. The Prizes may not be sold or transferred. 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. Limit of one (1) Prize per household. The number of Prizes available to be won throughout the Contest will decrease as they are awarded.
6. **DAILY PRIZE DRAWS:** On each of the draw dates (as described below), at approximately 12:00 a.m. EST, a random draw for a Prize (each, a "**Daily Draw**") will take place at Bell Media Inc., at the locations indicated below, from among all eligible Entries received from all the Local Stations during the applicable Entry Period. The first Entry drawn in the course of each Daily Draw will be eligible to win a Prize. The odds of winning a Prize will depend on the number of eligible Entries received from all the Local Stations during the applicable Entry Period. Entries received will be discarded after each Daily Draw and will not be carried over to the next Daily Draw. Bell Media Inc., acting reasonably, will attempt to contact each potential Prize winner to notify potential winner that they may have won a Prize by telephone within two (2) business days after the applicable Daily Draw. In the event that a potential winner cannot be contacted within two (2) business days after the applicable Daily 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.

Entry Periods	Draw Dates	Draw Locations
Tuesday, September 7 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, September 8, 2021	Calgary, AB
Wednesday, September 8 from 8:00 a.m. to 8:59 p.m. Local Time	Thursday, September 9, 2021	Calgary, AB
Thursday, September 9 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, September 10, 2021	Calgary, AB
Friday, September 10 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, September 11, 2021	Calgary, AB
Monday, September 13 from 8:00 a.m. to 8:59 p.m. Local Time	Tuesday, September 14, 2021	Calgary, AB
Tuesday, September 14 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, September 15, 2021	Calgary, AB
Wednesday, September 15 from 8:00 a.m. to 8:59 p.m. Local Time	Thursday, September 16, 2021	Calgary, AB
Thursday, September 16 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, September 17, 2021	Calgary, AB
Friday, September 17 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, September 18, 2021	Calgary, AB
Monday, September 20 from 8:00 a.m. to 8:59 p.m. Local Time	Tuesday, September 21, 2021	Vancouver, BC
Tuesday, September 21 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, September 22, 2021	Vancouver, BC
Wednesday, September 22 from 8:00 a.m. to 8:59 p.m. Local Time	Thursday, September 23, 2021	Vancouver, BC
Thursday, September 23 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, September 24, 2021	Vancouver, BC
Friday, September 24 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, September 25, 2021	Vancouver, BC
Monday, September 27 from 8:00 a.m. to 8:59 p.m. Local Time	Tuesday, September 28, 2021	Calgary, AB
Tuesday, September 28 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, September 29, 2021	Calgary, AB
Wednesday, September 29 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, October 1, 2021	Calgary, AB
Friday, October 1 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, October 2, 2021	Calgary, AB
Monday, October 4 from 8:00 a.m. to 8:59 p.m.	Tuesday, October 5, 2021	Victoria, BC

Entry Periods	Draw Dates	Draw Locations
Local Time		
Tuesday, October 5 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, October 6, 2021	Victoria, BC
Wednesday, October 6 from 8:00 a.m. to 8:59 p.m. Local Time	Thursday, October 7, 2021	Victoria, BC
Thursday, October 7 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, October 8, 2021	Victoria, BC
Friday, October 8 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, October 9, 2021	Victoria, BC
Tuesday, October 12 from 8:00 a.m. to 8:59 p.m. Local Time	Wednesday, October 13, 2021	Toronto, ON
Wednesday, October 13 from 8:00 a.m. to 8:59 p.m. Local Time	Thursday, October 14, 2021	Toronto, ON
Thursday, October 14 from 8:00 a.m. to 8:59 p.m. Local Time	Friday, October 15, 2021	Toronto, ON
Friday, October 15 from 8:00 a.m. to 8:59 p.m. Local Time	Saturday, October 16, 2021	Toronto, ON

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 Sponsor, a full release and indemnity form stating that, among other things, 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 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 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 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 four (4) business days following the applicable Daily Draw. 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.
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, 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 Sponsor. Broadcast delays may occur, including depending on the means used to listen to the radio (e.g. analog radio vs. online streaming). Contest Sponsor will not be held liable in any way for such delays. 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 the right (subject only to the consent of the Régie des alcools, des courses et des jeux) to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from previously received eligible Entries. Contest Sponsor reserves its right (subject only to the consent of the Régie des alcools, des courses et des jeux) 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.

10. For Québec residents, any litigation respecting the conduct or organization of this Contest may be submitted to the Régie des alcools, des courses et des jeux du Québec for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.
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 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 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 80 Patina Rise S.W. Calgary, AB T3H 2W4.
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. In the event of any discrepancy or inconsistency between the English and French version of the Rules, the English version shall prevail.
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 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.