

**CJAY 92 \$100,000 Name That Sound  
CONTEST  
OFFICIAL RULES AND REGULATIONS (the “Rules”)**

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1. The CJAY 92 \$100,000 Name That Sound contest (the “**Contest**”) starts on Monday, August 26, 2019 at 6:30 a.m. Mountain Time (MT) and closes on Friday, November 1, 2019 at 7:30 p.m. MT or when the maximum amount of one hundred thousand dollars (\$100,000.00) CAD is reached and awarded (the “**Cashpot**”), whatever comes first (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest is sponsored by CJAY 92, a division of Bell Media Inc. (hereinafter referred to as the “**Contest Sponsor**”).
3. **ELIGIBILITY.** To enter and to be eligible to win, entrant must be a legal resident of Alberta and be sixteen (16) years of age or older. Subject to the age requirement provided above, entrants who are under the age of majority at the date of entry are eligible to enter the Contest and win a Prize provided that the parent or legal guardian of the entrant accepts the Prize and the terms and conditions hereof for and on behalf of such entrant. Employees and their parents, siblings and children, and persons domiciled with an employee of any of the Contest Sponsors, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter.
4. TO ENTER the Contest during the Contest Period, listen to CJAY 92 for an announcement that will be made fourteen (14) times each weekday of the Contest Period (one each, at approximately 6:30 a.m., 7:30 a.m., 8:30 a.m., 9:30 a.m., 10:30 a.m., 11:30 a.m., 12:30 p.m., 1:30 p.m., 2:30 p.m., 3:30 p.m., 4:30 p.m., 5:30 p.m., 6:30 p.m. and 7:30 p.m. MT) telling listeners to enter for a chance to win (each, an “**Announcement**”). When you hear an Announcement, you can enter the Contest by either of the following methods:
  - a) Text the word SOUND together with your full name to short code 92-92-92 (the “**Text Entry**”). You must have access to a cellular telephone that is capable of two-way text messaging. Text messaging is not available in all areas. Standard text messaging fees apply (check your carrier plan for your standard text messaging fees). Text Entries shall be deemed to be submitted by the Authorized Mobile Account Holder of the mobile phone used to enter the Contest. “Authorized Mobile Account Holder” of a mobile phone is defined as the natural person who is assigned to a cellular telephone number by a wireless carrier that is responsible for assigning cellular telephone numbers. An eligible Prize winner may be required to provide proof that he/she the Authorized Mobile Account Holder associated with the selected Text Entry.

OR

- b) Visit the web site located at CJAY92.com, click on the Contest page, and complete and submit your entry by following the instructions found on the Contest page (the “**Online Entry**”). Online Entries must include your name, address, age range, ten digit day and evening telephone numbers and e-mail address. Online 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 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.

NOTE: All Text Entries and Online Entries relating to each Announcement must be received within five (5) minutes after the applicable Announcement (the “**Entry Period**”). 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.

Text Entries and Online Entries shall be collectively referred to as the “**Entries**” and each an “**Entry**”.

5. **PRIZES.** There is a series of cash prizes available to be won (the “**Prizes**” and each, a “**Prize**”) on the amount of the current Cashpot. The minimum amount of the Cashpot is five-hundred dollars (\$500.00) CAD. The total amount of all Prizes awarded during the Contest Period as a whole, which is the maximum amount that the Cashpot can have, will be one hundred thousand dollars (\$100,000.00) CAD. The number of Prizes decreases as they are attributed during the Contest Period. Prizes will be awarded in the form of a cheque.
6. 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. Prize winner is solely responsible for all costs not expressly described herein.
7. Proof of identification must be provided upon request. In order to be declared a winner, potential winner must first correctly answer, unaided, a time-limited mathematical skill-testing question administered by the Contest Sponsor by telephone. Before being awarded a Prize, potential winner, or in the case of a minor, his/her parent or legal guardian, 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, he/she 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 his/her name, city/town/village and province 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, the Contest Sponsor shall have the right to disqualify potential winner, and forfeit the prize and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard.
8. **CONTESTANTS SELECTION.** Each weekday of the Contest Period after each Announcement, a random draw will take place at the offices of Bell Media Inc., Calgary, AB (each, a “**Qualifying Draw**”) from among all the eligible Entries received during each related Entry Period. The entrant associated with the ninety-second (92<sup>nd</sup>) Entry drawn in the course of each Qualifying Draw will be eligible to play (each, a “**Contestant**”) the Name That Sound Game (the “**Game**”). Entries received will be discarded after each Qualifying Draw and will not be carried over to the next Qualifying Draw. The CJAY 92 on-air announcer (the “**Announcer**”), acting reasonably, will attempt to contact each potential Contestant by telephone immediately after the applicable Qualifier Draw. If the potential Contestant does not answer (or if an answering machine or voice mail box picks up the call), the Announcer will call a second (2<sup>nd</sup>) time. In the event the potential Contestant cannot be contacted after such two (2) attempts by the Announcer, he or she will be disqualified and an alternate potential Contestant will be drawn. In conducting the Contest, the Announcer has the full and absolute discretion to disqualify any potential Contestant who fails to respond on the phone or if there is not a clear telephone connection between the Announcer and a potential Contestant, such that one or each other cannot hear the other, such potential Contestant will be disqualified, and the Contest Sponsor shall have no liability or responsibility to any potential Contestant so disqualified for such failed connection. In the event that a Contestant is a minor, valid permission must be provided to the Contest Sponsor from the Contestant’s parent or legal guardian before any Contestant is put through on-air to participate in the Game. Each Contestant will be announced on-air and will be required to play the Game on-air. Each Contestant will then be required to provide the Announcer with his/her name, address, age and telephone number. Contestants can become a winner only once during the Contest Period. Any Contestant who does not comply with this condition will automatically be disqualified. The odds of becoming a Contestant will depend on the number of eligible Entries received during each associated Entry Period.

**THE NAME THAT SOUND GAME:** The Announcer will play a sound effect, and the Contestant will be asked to correctly identify the sound. The Contestant who correctly guesses the sound effect will be

eligible to win a Prize in the amount of the current Cashpot. Whenever a Contestant does not correctly guess the sound effect, he/she will not be eligible to win any prize and fifty dollars (\$50.00) CAD will be added to the current Cashpot. If a Contestant correctly identifies the sound effect, he/she will be eligible to win the current Cashpot, and a new Game will be announced. The odds of winning a Prize for any Contestant will depend on the caliber of their response.

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, inaudible 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 name 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/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 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, including canceling any method of entry and select a prize 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, including any automated, macro, script, robotic or other system(s) or program(s) to enter. Any attempts to deliberately damage the Contest web site 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, from downloading any material from the Contest web site.
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 his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age range 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 [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 Sponsor should be addressed to Bell Media Inc. at 80 Patina Rise SW
12. In the event of any discrepancy or inconsistency between the terms and conditions of the Contest 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 Contest 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 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.