

**Rate our Rock
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The Rate our Rock contest (the “**Contest**”) starts at 5:00 p.m. MST on Friday, March 1, 2024 and closes at 11:59 p.m. MST on Sunday, March 31 2024 (the “**Contest Period**”). No purchase necessary. Void where prohibited. The Contest Period consists of two (2) entry periods as outlined below:
 - “**Entry Period One**” starts at 5:00 p.m. MST on March 1, 2024 and closes at 11:59 p.m. MST on March 15, 2024; and
 - “**Entry Period Two**” starts at 5:00 p.m. MST on March 16, 2024 and closes at 11:59 p.m. MST on March 31, 2024.

Entry Period One and Entry Period Two shall be collectively referred to as “**Entry Periods**”, each an “**Entry Period**”.

2. The Contest sponsors are 100.3 The Bear, CJAY 92, CHOM 97.7 and 97.7 HTZ FM, divisions of Bell Media Inc. (hereinafter collectively referred to as the “**Contest Sponsor**”).
3. To enter and to be eligible to win, entrant must be a legal resident of Alberta, Ontario or Quebec 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 any such 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 websites located at www.thebearrocks.com, www.cjay92.com, www.977htzfm.com or www.iheartradio.ca/chom (the “**Participating Stations**”) and follow the instructions to subscribe to the Rate our Rock Survey (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 during the applicable Entry Period. If you fully complete and submit the Survey during the applicable Entry Period, you will receive one (1) entry into the Contest. Limit of one (1) entry per individual per Entry Period. If it is discovered that you attempted to exceed the above-mentioned entry limit, 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 one (1) prize (the “**Prize**”) available to be won, consisting of a cheque in the amount of \$500 CAD remitted to the winner. Prize must be accepted as awarded. The Prize 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.

6. **PRIZE DRAW:** On April 1, 2024 at approximately 9:00 a.m. MST, a random draw for the Prize will take place at Bell Media Inc., Edmonton, Alberta from among all eligible entries received for all the Participating Stations 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 total number of eligible entries received for all the Participating Stations during the Contest Period. Bell Media Inc., acting reasonably, will attempt to contact the potential Prize winner to notify potential winner that they may have won the Prize by telephone within two (2) business days after the Prize draw. In the event that the potential winner cannot be contacted within two (2) 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.
7. In order to be declared the winner, 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 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 a qualified winner has been duly selected, but in any event, no later than April 5th, 2024. 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. No correspondence will be entered into except with entrants requesting Rules by mail or requesting the name of the Prize winner (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 (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 Quebec 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. Personal information collected from entrants will be used by Contest Sponsor for the purpose of administering this Contest and, if consent is given at the time of entry, to provide the entrants with marketing information relating to new and existing products and upcoming promotions of Bell Media Inc. by mail or e-mail. Entrants are able to opt-in with respect to receiving such marketing information online. The Contest Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. 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 18520 Stony Plain Road, Edmonton, Alberta T5S 1A8.
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.