

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

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1. The 580 CFRA \$1,000 Minute contest (the “**Contest**”) starts at 5:00 a.m. Eastern Time (ET) on January 4, 2022 and ends at 9:00 a.m. ET on December 16, 2022 (the “**Contest Period**”). No purchase necessary. Void where prohibited. Limit of one (1) Prize per household per ninety (90) days.
2. The Contest sponsor is 580 CFRA, a division of 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 Ontario, Canada and be eighteen (18) 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 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 ninety (90) 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, an announcement will be made once each weekday during the Contest Period (excluding statutory holidays) between 5:00 a.m. ET and 9:00 a.m. ET, telling listeners to enter for a chance to play the \$1,000 Minute Game, as described below (each, an “**Announcement**”). When you hear an Announcement, you can enter the Contest as follows:
  - a. **TEXT ENTRY**: Text your full name to short code 580-580 during the Entry Period (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 of being the Authorized Mobile Account Holder associated with the selected Text Entry.
  - b. **EMAIL**: Send an email to [contest@cfra.com](mailto:contest@cfra.com) with \$1000 Minute in the subject line and your name, address, ten-digit day and evening telephone numbers and e-mail address in the body of the email during the Entry Period (the “**Email Entry**”). Email Entries must include your name, address, ten-digit day and evening telephone numbers and e-mail address. Email 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 Email 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 Email Entries shall be collectively referred to as “**Entries**” and each, an “**Entry**”. Limit of one (1) Entry per individual per Entry Period, regardless of the method of entry. If it is discovered that you attempted to enter more than the foregoing limit, all your Entries will be void.

5. **SELECTION OF CONTESTANTS:** Each weekday of the Contest Period (excluding statutory holidays), after each Entry Period, at the offices of Bell Media Inc. in Ottawa, ON, a random draw will take place (each, a “**Contestant Selection**”) from among all eligible Entries received up to the point of the applicable Contestant Selection. The fifteenth (15<sup>th</sup>) entrant drawn in the course of each Contestant Selection will be eligible to play the Game for a chance to win a Prize, as described below (each, a “**Contestant**”). Entries received will be discarded after each Contestant Selection and will not be carried over to the next Contestant Selection. Immediately after each Contestant Selection, the 580 CFRA on-air announcer, acting reasonably, will attempt to contact the potential Contestant by telephone. If the potential Contestant does not answer, the announcer will call a second time. In the event the potential Contestant cannot be contacted immediately after the applicable Contestant Selection, or after two (2) attempts by the 580 CFRA on-air announcer or if an answering machine or voice mail box picks up the call, such Contestant will be disqualified and an alternate potential Contestant will be drawn. Furthermore, if there is not a clear telephone connection between the 580 CFRA on-air 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 will not be liable in any way for such failed connection. In conducting the Contest, the 580 CFRA on-air announcer has the full and absolute discretion to disqualify any potential Contestant who fails to respond on the phone or whose response cannot be heard by such 580 CFRA representative, and the Contest Sponsor shall have no liability or responsibility to any caller so disqualified. The odds of being selected as a Contestant in the course of each Contestant Selection will depend on the number of eligible Entries received up to the point of the applicable Contestant Selection. Once a Contestant, the odds of winning a Prize will depend on the Contestant’s ability at playing the Game.
6. **THE GAME:** 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 money 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, such Contestant will win one thousand (\$1,000) dollars CAD. The first answer given to a question is the only answer accepted.
7. **PRIZES:** A maximum of two hundred and forty-nine (249) prizes is available to be won throughout the Contest Period (collectively the “**Prizes**”, each a “**Prize**”). The approximate retail value of each Prize will depend on the number of questions answered correctly. 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.
8. Prizes must be accepted as awarded and may not be 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.
9. 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, each potential winner will be required to sign and return within the time stipulated by the

Contest Sponsor, a full release and indemnity form in the Contest Sponsor's form stating, among other things, that potential winner has read, understood and complied with these Rules, grants all consents required by the Contest Sponsor, authorizes the Contest Sponsor to broadcast, publish, disseminate and/or otherwise use potential winner's name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice and all other indicia of personality, in connection with any promotion and/or publicity, and/or for general news and/or for 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/or 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 select 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 December 22, 2022. The number of actual Prizes awarded may be less than the number of available Prizes should efforts to confirm all winners be unsuccessful, in accordance with these Rules.

10. 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.
11. 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. 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.
12. 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](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 87 George Street, Ottawa, Ontario K1N 9H7.

13. 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.
14. 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.