

**MAJIC 100's BIRTHDAY JACKPOT CONTEST
OFFICIAL RULES AND REGULATIONS
(the "Rules")**

1. The MAJIC 100's Birthday Jackpot Contest (the "**Contest**") starts at approximately 7:40 a.m. Eastern Time ("**ET**") on Monday, August 26, 2019 and closes on Friday, October 25, 2019 at approximately 3:50 p.m. ET (the "**Contest Period**"). No purchase necessary. Void where prohibited.
2. The Contest Sponsor is MAJIC 100, 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 prize from a MAJIC 100 radio contest within the thirty-days preceding the winner selection date for this Contest (including persons designated by such winners to take ownership of any such prizes) 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 each weekday of the Contest Period inviting listeners whose birthday is in the month announced in the announcement (each, an "**Announcement**") to enter for a chance to win a prize. Announcements will be made Monday through Friday of the Contest Period at approximately 7:40 a.m., 10:40 a.m., 1:40 p.m. and 3:40 p.m. ET (except on Labour Day, September 2, 2019 and Thanksgiving Monday, October 14, 2019). When you hear an Announcement and your birth date is in the month announced, you can enter the Contest as follows:
 - a. **TEXT ENTRY:** Text the word "JACKPOT" and your full name to short code 10030 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). You will receive a reply text indicating that your Text Entry has been received. In the event of a dispute, entries received by text message shall be deemed to be submitted by the "Authorized Account Holder" of the mobile phone number used for entry. "Authorized Account Holder" is defined as the natural person who is assigned to a cell phone number by a wireless carrier that is responsible for assigning cell phone numbers. Text Entries will be rejected if entry is not fully completed and received during the Entry Period.

OR

- b. **EMAIL:** To enter the Contest without sending a text message, send an email during the Entry Period to MAJIC100.contests@bellmedia.ca and include your full name, telephone number and the word "JACKPOT" (the "**Email Entry**"). Email entrants will be contacted at the telephone number provided in the Email Entry. In the event of a dispute, Email Entries received 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 (each an “**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 the “**Entries**”, 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. **QUALIFYING PRIZE DRAWS:** Each weekday of the Contest Period after each Entry Period, a random draw for a Qualifying Prize (each, a “**Qualifying Prize Draw**”) will take place at MAJIC 100 in Ottawa, Ontario from among all eligible Entries received during such Entry Period. The first entrant drawn will be eligible to win a Qualifying Prize and will be eligible to play the Birthday Jackpot Game, as described below (each, a “**Qualifier**”) for a chance to win a Grand Prize. Entries received will be discarded after each Qualifying Prize Draw and will not be carried over to the next Qualifying Prize Draw. The odds of winning a Qualifying Prize will depend upon the total number of eligible Entries received during each Entry Period. The on-air announcer of MAJIC 100, acting reasonably, will attempt to contact each potential Qualifier by telephone immediately after the applicable Qualifying Prize Draw. If the potential Qualifier does not answer (or if an answering machine or voice mail box picks up the call), the MAJIC 100 Announcer will call a second time. In the event the potential Qualifier cannot be contacted after such two (2) attempts by the MAJIC 100 announcer, he or she will be disqualified and an alternate potential Qualifier will be drawn. Furthermore, if there is not a clear telephone connection between the MAJIC 100 on-air announcer and a potential Qualifier, such that one or each other cannot hear the other, such potential Qualifier will be disqualified, and the Contest Sponsor will not be liable in any way for such failed connection. In conducting the Contest, the MAJIC 100 on-air announcer has the full and absolute discretion to disqualify any potential Qualifier who fails to respond on the phone or whose response cannot be heard by such MAJIC 100 representative, and the Contest Sponsor shall have no liability or responsibility to any caller so disqualified.
6. **THE GAME:** Each eligible Qualifier will be announced on air and will be required to play the Birthday Jackpot Game (the “**Game**”) on-air immediately after they have been selected as a Qualifier. The object of the Game is to be the individual whose day of birth matches the day randomly selected by the on-air announcer by way of a “spinning wheel” (ranging from 1 to 31). If the day of the month that the Qualifier was born on matches the day randomly selected by the on-air announcer, the Qualifier will be eligible to win a Grand Prize. If the day of the month that the Qualifier was born on does not match the selected day, the Qualifier will not be eligible to win a Grand Prize but will retain his/her Qualifying Prize, subject to compliance with these rules. The odds of a Qualifier winning a Grand Prize are one in thirty-one.
7. Each potential winner will be required to provide a representative of MAJIC 100 with their name, address, telephone number and postal code. Once confirmed as a winner, the winner must present him/herself in person at MAJIC 100, 87 George Street, Ottawa, Ontario during regular business hours (9:00 am to 6:00 p.m.) Monday to Friday (excluding holidays) on a date as specified by MAJIC 100. Upon presenting himself/herself to the receptionist, he/she must provide MAJIC 100 with a current government-issued photo identification and valid birth certificate, the acceptance of which as valid proof of identification is subject to the sole discretion of the Contest Sponsor for authentication as to

date of birth of the potential winner.

8. PRIZES: There is a maximum of one hundred and ~~fifty-six~~seventy-two (172) qualifying prizes (each, a “**Qualifying Prize**”) available to be won and a maximum of nine (9) grand prizes (each, a “**Grand Prize**”) available to be won. Each Qualifying Prize consists of five hundred dollars (\$500) CAD. Each Grand Prize consists of five thousand dollars (\$5,000) CAD. Qualifying Prizes and Grand Prizes shall be collectively referred to as “**Prizes**”, each a “**Prize**”. The exact number of Qualifying Prizes awarded will depend on the number of individuals who have the exact birth month matching the one announced by MAJIC 100 and who opt to call in to participate in the Contest. The exact number of Grand Prizes awarded will depend on the outcome of Qualifiers’ participation in the Game and whether their date of birth matches the MAJIC 100 randomly chosen date by way of the “spinning wheel”. In the event that the maximum of \$130,000.00 is awarded prior to the end of the Contest Period, no further prizing will be awarded and the Contest will end immediately, before the end of the Contest Period set out in these Contest rules. Limit of one (1) Prize per household.
9. Prizes won will be awarded in the form of a cheque payable to the winner and must be picked up in person at MAJIC 100, 87 George Street, Ottawa, Ontario, at a time and date as specified by MAJIC 100 Radio. The number of Prizes available to be won will decrease throughout the Contest Period as they are awarded.
10. Prizes must be accepted as awarded and cannot be transferred. In order to be declared a winner, potential winner must first correctly answer, unaided, a time limited mathematical skill testing question in mathematical sequence administered by MAJIC 100. Before being awarded a Prize, 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 he/she has read and understood these Rules, grants all consents required, authorizes the Contest Sponsor to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet and voice, in connection with any promotion or publicity, and/or for general news, entertainment and 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 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.
11. 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.
12. All entries become the property of Contest Sponsor who assumes no responsibility for garbled, in audible, lost, late, delayed, destroyed or misdirected entries or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting names of 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 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 including canceling any method of entry. 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 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 Sponsors 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 web site, where applicable.

13. 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/her 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 www.bellmedia.ca/about/Media_Privacy.page. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to MAJIC 100 at 87 George Street, Ottawa, Ontario. K1N 9H7.
14. 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 these Contest Rules shall prevail, govern and control.
15. 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.