

**MINUTE TO WIN IT
CONTEST
OFFICIAL RULES AND REGULATIONS
(the “Rules”)**

1. The Minute to Win It contest (“**Contest**”) starts at 8:10 a.m. Atlantic Time (“**AT**”) on Monday, December 30, 2019 and closes at approximately 8:10 a.m.AT on January 1, 2021 (the “**Contest Period**”). No purchase necessary. Void where prohibited.
2. The Contest sponsor is Pure Country 99.5 (the “**Station**”), 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 Nova Scotia or Prince Edward Island, Canada and be nineteen (19) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of the Contest Sponsor, its 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, an announcement will be made each weekday of the Contest Period at approximately 8:10 a.m. AT telling listeners to call in for a chance to play (each, an “**Announcement**”). When you hear an Announcement, call the Station’s Contest line at 1-877-897-9950 (the “**Contest Line**”). 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. In the event the entrant is outside of the local calling area, standard long distance rates as charged by the entrant’s long distance service provider will apply. The tenth (10th) caller through on the Contest Line following an Announcement (each, a “**Contestant**”) will be eligible to play Minute to Win It (the “**Game**”) for a chance to win a Prize as described below. The Contestant will be announced on-air and will be required to play the Game on-air. If there is not a clear telephone connection between the Station’s on-air announcer and a Contestant, such that one or each other cannot hear the other, such Contestant will be disqualified, and the Contest Sponsor will not be liable in any way for such failed connection. The object of the Game is to answer all ten (10) questions correctly in one (1) minute. If at any time during the Game, the Contestant does not correctly answer all ten (10) questions within the allotted time, he/she will not be eligible to win a Prize. However, if the Contestant answers all ten (10) questions correctly during the time limit, he/she will be eligible to win the current cash jackpot and the next cash jackpot will start at \$100. If none of the ten (10) questions are answered correctly, \$10.00 will be added to the current cash jackpot. A caller can be a Contestant more than once. Each Contestant will be required to provide a representative of the Station with his/her name, address, date of birth and telephone number. The odds of being selected as a Contestant and playing the game for a chance to win a Prize will depend upon the total number of callers after each Announcement on any weekday of the Contest Period.
5. Prizes: A maximum of \$3,000 CAD is available to be won throughout the Contest Period (the “**Prize(s)**”). As Prizes are won during the Contest Period, the number of Prizes available to be won, and the value of such Prizes, will be adjusted accordingly. The number of Prizes to be awarded will depend on the number of successful Contestants who successfully complete the Game and the amount of each Prize awarded to each winner. The Contestant who correctly answers the ten (10) questions within the allotted time will be eligible to win the current cash jackpot. The minimum Prize offered to a particular Contestant will be \$100.00 CAD. Prizes won will be awarded in the form of a cheque. In the event that the maximum of \$3,000 is

awarded prior to the end of the Contest Period, no further prizing will be awarded and the Contest shall be completed.

6. Prizes must be accepted as awarded. Prizes may not be sold or transferred. Proof of identification must be provided upon request. In order to be declared a Prize winner, a potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by the Contest Sponsor upon picking up the prize.
7. 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 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 a potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor shall have the right to disqualify such potential winner, who will forfeit the Prize, 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.
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 a 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 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, including any automated macro, script, robotic or other system(s) or program(s) to

enter. 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. 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 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 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 206 Rookwood Ave, Fredericton, NB, E3B 2M2.
11. 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.
12. 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.