

## THE BIG UPGRADE RULES

THE BIG UPGRADE CONTEST (THE “**CONTEST**”) IS INTENDED TO BE CONDUCTED IN THE PROVINCE OF ONTARIO ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. PARTICIPANTS MUST BE OF THE AGE OF MAJORITY IN THE PROVINCE OF ONTARIO OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR IN PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “**CONTEST RULES**”).

**1. ELIGIBILITY.** To be eligible for this Contest, an individual must:

- (a) be a legal resident of the province of Ontario;
- (b) be of the age of majority or older at the time of entry;
- (c) be a homeowner of a residential property within the cities of Barrie, Orillia or within Simcoe County; and
- (d) be willing and able to accept the Prize as awarded.

Employees of Corus Radio Inc. operating CIQB-FM (the “**Station**”) and its parents, affiliates, subsidiaries, related companies, successors and assigns (together with the Station, “**Corus**”), JN Roofing and Contracting Inc., FABRICARE Cleaning Services, their affiliates, subsidiaries, related companies, successors and assigns (collectively, “**JN Roofing and Contracting Inc., and FABRICARE Cleaning Services**”) and together with Corus, the “**Sponsors**”), advertising and promotional agencies, and/or the household members of any of the above are not eligible to enter.

The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply untruthful, incomplete, inaccurate or misleading personal details and/or information.

**2. CONTEST PERIOD.** The Contest begins at 6:01 a.m. Eastern Time (“**ET**”) on March 27, 2021 and ends at 5:20 p.m. ET on April 16, 2021 (the “**Contest Period**”) after which time the Contest will be closed and no other entries shall be accepted.

**3. HOW TO ENTER.**

- (a) There is no purchase necessary to enter the Contest. Enter using the method of entry outlined below. No entries will be accepted by any other means.
  - (i) Listen to the Station Monday to Friday, during the Contest Period (except April 2, 2021 and April 5, 2021) at approximately 7:40 a.m. ET, 8:20 a.m. ET, 4:40 p.m. ET, and 5:20 p.m. ET for the cue to call to be played (the “**Cue to Call**”). Upon hearing the Cue to Call, listeners are invited to call 705-739-4101 (the “**Contest Line**”). The one hundred and one (101) caller through the Contest Line

will qualify to win one (1) of fifty-two (52) Qualifying Prizes (defined below) and enter the grand prize draws (each a “**Call-In Qualifier**”); OR

- (ii) On Saturday and Sunday during the Contest Period, comment on any applicable social media posts, posted by the Station on Facebook, Instagram or Twitter for a chance to enter the grand prize draw. On April 29, April 6, and April 13, one (1) eligible entrant will be selected by a random draw from all eligible entries received during the Contest Period and entered to the grand prize draws (each an “**Online Qualifier**”).

Call-In Qualifiers and Online Qualifiers are hereafter collectively referred to as “Qualifier” or “Qualifiers”.

- (b) Limit of one (1) entry to the grand prize draws per household during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.
- (c) All entries become the sole property of the Sponsors and will not be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.
- (d) Entries received online shall be deemed to be submitted by the authorized account holder of the social media account associated with the entry. For the purpose of the Contest Rules, “authorized account holder” of a social media account is defined as the natural person who is assigned to a social media account by the on-line service provider, or other organization responsible for assigning social media account. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of social media account associated with their entry. Online Qualifiers who are randomly selected will be contacted through direct message.
- (e) Streaming listeners may be listening to a delayed stream of the radio signal, which may vary depending on the device on which you are listening and the speed of the internet connection. Sponsors recommend turning on a radio to the Station for the Cue to Call. Sponsors assume no liability for entrants not making timely phone calls to the Station due to delays in the streamed signal.
- (f) If the telephone connection between the Station announcer and an entrant is not clear, such that the announcer and/or entrant cannot hear each other or the entrant is disconnected, that entrant may, in the sole discretion of the Sponsors, be disqualified and the Releasees (defined below) will not be liable in any way.

#### 4. **PRIZES.**

- (a) **Grand Prizes.** There are five (5) grand prizes (“**Grand Prizes**”; each a “**Grand Prize**”) available to be won by the Grand Prize winners (“**Grand Prize Winners**”; each, a “**Grand Prize Winner**”) as follows, selection at the sole discretion of the Grand Prize Winners:
  - (i) Grand Prize #1: One (1) gift card in the amount of one thousand Canadian dollars

(CDN\$1,000.00) from FABRICARE Cleaning Service.

- (ii) Grand Prize #2: One (1) certificate for a standard, shingled roof replacement, valued up to CDN \$7,500.00 from JN Roofing and Contracting Inc. (Winner must reside within the cities of Barrie, Orillia or Simcoe County, Ontario). Not applicable for a flat roof. Includes removal of existing roof, disposal of jobsite garbage, new shingles and installation. It would cover approximately 2,000 square feet includes consultation with Grand Prize Winner. Expires November 30, 2021.
  - (iii) Grand Prize #3: One (1) 'Upgrade Your Radio' package, includes one (1) 'jobsite' radio, rechargeable battery, and one (1) indoor smart speaker (approximate value of CDN\$537.99).
  - (iv) Grand Prize #4: One (1) 14-inch touchscreen laptop (approximate value of CDN \$999.00); and
  - (v) Grand Prize #5: One (1) 21-inch, 190cc self propelled, high wheel gas powered lawn mower (approximate value of CDN\$749.00).
- (b) **Qualifying Prizes.** There are fifty-two (52) qualifying prizes (each, a "**Qualifying Prize**") available to be won by the Call-In Qualifiers (the "**Qualifying Prize Winners**"), each of which consists of one (1) gift card with a value ranging between Twenty Five Canadian dollar (\$25.00) and Fifty Canadian dollars (CDN\$50.00) to the stores as announced by the Station.
  - (c) Grand Prizes and Qualifying Prizes are hereafter collectively referred to as "**Prize**" or "**Prizes**". Grand Prize Winners and Qualifying Prize Winners are hereafter collectively referred to as a "**Winner**" or "**Winners**".
  - (d) Winners is not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
  - (e) Prizes will be distributed within five (5) business days after each Winner has been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.

## 5. PRIZE CONDITIONS.

- (a) Winners will be responsible for all incidental costs and expenses not explicitly included in the Prizes, including without limitation, costs above the value of the gift certificate/gift card, maintenance, any incidental or additional work or labour services, upgrades, any permits, licenses or other authorizations required (including any of their associated costs, taxes, accessories or items of a personal nature) and any other expense not explicitly included in the Prize.
- (b) Without limiting the generality of Section 5 (a), the Releasees, as defined below, are not responsible for any costs or fees associated with any hidden or unforeseen work required or recommended that is discovered in the redemption of the Grand Prize or Grand Prize elements (the "**Hidden or Unforeseen Work**"). All Hidden or Unforeseen Work is Grand Prize Winner's sole responsibility.

- (c) Grand Prize Winners must arrange and coordinate the fulfilment of the Grand Prizes directly with the prize providers. Grand Prizes cannot be used in conjunction with an existing job or project.
- (d) The terms by which the gift certificate/gift cards may be redeemed are governed by the individual retailer or service provider. Corus is not responsible for administering or ensuring compliance with the terms and conditions relating to the gift certificates/gift cards.
- (e) Prizes must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed or declined portion of a Prize will be forfeited, have no cash value and the Sponsors shall have no obligation to provide either an alternative or value-in-kind. The Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason.
- (f) Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## **6. WINNER SELECTION.**

Five (5) Grand Prize Winners shall be selected by the Station as follows:

- (a) On each of April 19, April 20, and April 21, 2021 at approximately 8:01 a.m. and on April 22, 2021 at approximately 8:01 a.m. and 8:50 a.m. ET in Barrie, Ontario, one (1) Qualifier will be selected by a random draw from all eligible entries received during the Contest Period. The selected Qualifier will be contacted by the Station following the draw at the telephone number provided at the time of qualifying. The selected Qualifier must answer the call in order to choose the Grand Prize of their choice from the remaining available Grand Prizes, and to be awarded the Grand Prize. If the selected Qualifier fails to answer the phone call, he/she forfeits the chance to win a Grand Prize, and another eligible Qualifier will be randomly selected and called in accordance with the same process. This will continue until an eligible Qualifier answers the Station's telephone call and a Grand Prize can be awarded.
- (b) Before being declared a Winner, the selected entrant shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail, to comply with the Contest Rules and sign and return the Release (described below).
- (c) The odds of being selected as a potential winner are dependent upon the total number of people who call the Contest Line during a Cue to Call and the ability of the Qualifiers to answer the Station telephone call during the draw dates above.
- (d) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE ON THE DAY OF THE DRAW AND MUST RESPOND WITHIN TWO (2) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected entrant must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the

selected entrant does not respond accordingly, he/she will be disqualified and will not receive a Prize and another entrant may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsors to receive a selected entrant's response.

- (e) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes.
7. **RELEASE.** Winners will be required to execute a legal agreement and release (“**Release**”) that confirms Winners’: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of each of the Sponsors, Facebook, Instagram and their respective parent companies, subsidiaries, affiliates and/or related companies and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the “**Releasees**”) from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right, in the Sponsors' collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, communicate by telecommunication, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, statements, image, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.
8. **INDEMNIFICATION BY ENTRANT.** By entering the Contest, each entrant releases and holds Releasees harmless from any and all liability for any injuries, loss or damage of any kind to the entrant or any other person, including personal injury, death, or property damage, resulting in whole or in part, directly or indirectly, from: (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify Releasees from any and all claims by third parties relating to the entrant's participation in the Contest, without limitation.
9. **LIMITATION OF LIABILITY.** The Sponsors assume no responsibility or liability for lost, late, unintelligible/illegible, falsified, damaged, misdirected or incomplete entries, notifications, responses, replies or any Release, or for any telephone, hardware or technical malfunctions that may occur, including but not limited to malfunctions that may affect the transmission or non-transmission of an entry. The Sponsors are not responsible for any incorrect or inaccurate information, whether caused by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the administration of the Contest. The Sponsors assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including those reasons beyond the control of the Sponsors, such as tampering, unauthorized intervention, fraud,

technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.

10. **CONDUCT.** By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at [www.1011bigfm.com](http://www.1011bigfm.com) throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsors, which shall be final and binding in all respects. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest; (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Corus property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsors or any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.
  
11. **PRIVACY / USE OF PERSONAL INFORMATION.**
  - (a) By participating in the Contest, each entrant: (i) grants to the Sponsors the right to use his/her name, mailing address, age range, telephone number and e-mail address collectively the “**Personal Information**”) for the purpose of administering the Contest, including but not limited to contacting and announcing the Winners and coordinating the provision of the Prizes; (ii) grants to the Sponsors the right to use his/her Personal Information for publicity and promotional purposes relating to the Contest, in any and all media now known or hereafter devised, without further compensation unless prohibited by law; and (iii) acknowledges that the Sponsors may disclose his/her Personal Information to third-party agents and service providers of any of the Sponsors in connection with any of the activities listed in (i) and (ii) above.
  - (b) Corus will use the entrant’s Personal Information only for identified purposes, and protect the entrant’s Personal Information in a manner that is consistent with the Corus Privacy Policy at: <https://www.corusent.com/privacy-policy/>.
  
12. **INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trademarks, trade names, logos, designs, promotional materials, web pages, source code, drawings, illustrations, slogans and representations is owned by the Sponsors and/or their 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.
  
13. **TERMINATION.** The Sponsors reserve the right, in their sole discretion, to terminate the Contest, in whole or in part, and/or modify, amend or suspend the Contest, and/or the Contest Rules in any way, at any time, for any reason without prior notice.
  
14. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest Rules are subject to change without notice in order to comply with any applicable federal, provincial and municipal laws or the policy of any other entity having jurisdiction over the Sponsors. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be

governed by and construed in accordance with the laws of the province of Ontario without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.

15. **DISCREPANCY.** 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.
16. **SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized, including but not limited to Facebook and/or Twitter. Any personal information provided in connection with the Contest is being provided to Corus and any questions, comments or complaints regarding the Contest must be directed to Corus.