

## **BIG 101'S BIG UPGRADE CONTEST RULES**

THE BIG 101'S BIG UPGRADE CONTEST (THE “**CONTEST**”) WILL 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 NINETEEN (19) YEARS OF AGE OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE “**CONTEST RULES**”).

### **1. ELIGIBILITY.**

1.1 To be eligible for this Contest, an individual must:

- (a) be a legal resident of the province of Ontario;
- (b) be nineteen (19) years of age or older at the time of entry;
- (c) if selected as a potential Grand Prize Winner (as defined in Section 4.2 below) the selected entrant must answer the Grand Prize call (as defined in Section 6.3(a) below);
- (d) if selected as the potential Grand Prize Winner of the ATV Rental (as defined in Section 4.1(b) below), Grand Prize Winner and guest must hold valid Canadian driver's licenses and present a valid major credit card with at least two thousand Canadian dollars (CDN\$2,000.00) limit for a pre-authorized security damage deposit; and
- (e) if selected as the Winner of the Security Package, the Vanity or the Furnace (as defined in Section 4.1 below), be the legal owner of a home that is within the greater Barrie, Ontario area.

1.2 The following people are not eligible to enter the Contest:

- (a) Employees of Corus Radio Inc., operating as CIQB-FM (the “**Station**”) and its parent, affiliates, subsidiaries, related companies, successors and assigns (together with the Station, “**Corus**”);
- (b) Employees of The Fencing Crew, Bell Powersport Rentals Inc., Simcoe IT Solutions, Kenneth Cork Holdings. DBA Imagine Laserworks Barrie, Discount Granite Plus, Affordable Comfort Ltd, O/A Affordable Comfort Heating and Cooling, 1000008467 ONTARIO CORP., Cakes By Design and each of their affiliates, subsidiaries, related companies, successors and assigns, advertising and promotional agencies (collectively, the “**Prize Providers**”, together with Corus, the “**Sponsors**”);
- (c) Any person who has been confirmed as a winner of two (2) Corus administered contests within thirty (30) days preceding the Contest start date indicated below where the prize was valued over one thousand Canadian dollars (CDN\$1,000.00); and
- (d) The household members of any of the parties listed in Section (a) to (c) above.

1.3 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 information that does not meet these requirements.

2. **CONTEST PERIOD.** The Contest begins at 8:00 a.m. Eastern Time (“ET”) on August 28, 2023 and ends at 4:45 p.m. ET on September 21, 2023 (the “**Contest Period**”) after which time the Contest will be closed and no further entries shall be accepted.

3. **HOW TO ENTER.**

- 3.1 There is no purchase necessary to enter the Contest. Enter using any of the methods of entry outlined below. No entries will be accepted by any other means.
- (a) **Contest Microsite Entry:** During the Contest Period, complete and submit the entry form located at [www.1011bigfm.com/contests](http://www.1011bigfm.com/contests) (the “**Contest Microsite**”).
- (b) **Social Media Entry:** On each of September 9, 2023 and September 16, 2023, listeners may comment or reply to one of the official Contest posts on the Station’s Facebook, Instagram or Twitter social media accounts.
- 3.2 Each entrant shall be eligible to be entered in the Grand Prize draw once (either through Contest Microsite Entry or Social Media Entry).
- 3.3 Limit of one (1) Qualifying Prize during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.
- 3.4 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.
- 3.5 Entries received online shall be deemed to be submitted by the authorized account holder of the e-mail address associated with the entry. For the purpose of the Contest Rules, “authorized account holder” of an e-mail address 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 responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of the e-mail address associated with their entry.
- 3.6 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.
- 3.7 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 in Section 7 below) will not be liable in any way.

#### 4. PRIZES.

- 4.1 There are a maximum of fifty-two (52) qualifying prizes (each a “**Qualifying Prize**”, collectively the “**Qualifying Prizes**”) available to be won by the qualifying Prize winners (each a “**Qualifier**”, collectively the “**Qualifiers**”), each of which consists of a twenty-five Canadian dollar (CDN\$25.00) gift card from Cakes by Design.
- 4.2 There are seven (7) grand prizes (each, a “**Grand Prize**”, collectively the “**Grand Prizes**”) available to be won by the Grand Prize winners (each a “**Grand Prize Winner**”, collectively the “**Grand Prize Winners**”) consisting of one (1) of the following:
- (a) one (1) gift certificate for five thousand Canadian dollars (CDN \$5,000.00) from The Fencing Crew, which may be redeemed for company’s products and services;
  - (b) one (1) full day rental of two (2) ATVs, which shall include helmets, trail passes and full tanks of gas from Bell Powersport Rentals Inc. (the “**ATV Rental**”). The ATV Rental shall have an approximate retail value of nine hundred Canadian dollars (CDN\$900.00);
  - (c) one (1) home security camera package from Simcoe IT Solutions (the “**Security Package**”), with an approximate retail value of one thousand six hundred Canadian dollars (CDN\$1,600.00), which shall include the following:
    - i. Two (2) outdoor security cameras;
    - ii. One (1) doorbell camera;
    - iii. One (1) one terabyte (1TB) cloud recorder;
    - iv. One (1) eight (8) port switch; and
    - v. Installation within the city of Barrie, Ontario.
  - (d) One (1) *Better Than Botox* kit from Imagine Laserworks Barrie! with an approximate retail value of one thousand one hundred Canadian dollars (CDN\$1,100.00), which shall include:
    - i. One (1) *Better Than Botox* flagship eye serum;
    - ii. One (1) copeptide 689; and
    - iii. One (1) tropocollagen F3.
  - (e) One (1) stone countertop bathroom vanity with rectangle undermount sink (up to sixty (60) inches), from Discount Granite Plus which shall include installation within the city of Barrie, Ontario (the “**Vanity**”). The Vanity shall have an approximate retail value of one thousand Canadian dollars (CDN\$1,000.00);
  - (f) One (1) sixty thousand (60,000) BTU high efficiency gas furnace from Affordable Comfort Ltd, O/A Affordable Comfort Heating and Cooling, which shall include installation within the city of Barrie, Ontario. (the “**Furnace**”). The Furnace shall have an approximate retail value of six thousand five hundred Canadian dollars (CDN\$6,500.00); and
  - (g) Four (4), four (4) hour cleaning gift certificates from Maid Pro, which shall have a cumulative approximate retail value of one thousand one hundred fifty Canadian dollars (CDN\$1,150.00).
- 4.3 Grand Prizes and Qualifying Prizes are hereafter collectively referred to as “**Prize**” or “**Prizes**”. Grand Prize Winners and Qualifiers are hereafter collectively referred to as a “**Winner**” or “**Winners**”.

4.4 Winners are not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.

4.5 Prizes will be distributed within two (2) days after each Winner has been successfully contacted and notified of their Prize and fulfilled the requirements set out herein.

## **5. PRIZE CONDITIONS.**

5.1 All bookings and/or reservations are subject to availability at time of booking.

5.2 Winners and any guests will be responsible for any other expense not explicitly included in the Prize including but not limited to transportation to and from any Prize related location, travel and medical insurance, taxes and gratuities.

5.3 In the case of event tickets, gift cards or gift certificates, the terms by which the event tickets, gift cards or gift certificates may be redeemed are governed by the applicable retailer or service provider. Corus is not responsible for administering or ensuring compliance with the terms and conditions of the event tickets, gift cards or gift certificates.

5.4 The Security Package must be redeemed no later than September 30, 2024.

5.5 The Vanity does not include faucets, plumbing or cabinetry and must be redeemed no later than September 30, 2024. In order to be eligible for installation without additional costs, Winner must be located within a one (1) hour drive of 756 Huronia Road in Barrie, Ontario.

5.6 The Furnace does not include ductwork and is only intended to replace an existing unit.

5.7 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 the Prize (or any portion thereof) cannot be awarded for any reason.

5.8 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## **6. WINNER SELECTION.**

6.1 **Contest Microsite Selection.** A maximum of fifty-two (52) Qualifiers shall be selected as follows:

- (a) Beginning September 5, 2023, on Monday through Friday at approximately 8:00 a.m., 11:00 a.m., 3:00 p.m. and 5:00 p.m. ET the name of a randomly selected Contest Microsite entrant will be announced on the Station (the “**Cue to Call**”).
- (b) Upon hearing the Cue to Call, the selected entrant will have ten (10) minutes and eleven (11) seconds to call the Station at 705-739-4101 (the “**Contest Line**”).
- (c) If the selected entrant successfully calls the Contest Line within the allotted time after the Cue to Call, they will be named a Qualifier, receive a Qualifying Prize and be entered into

the draw to receive one (1) of seven (7) Grand Prizes.

- (d) If a selected entrant does not call the Contest Line within the allotted time after the Cue to Call, no Qualifying Prize will be awarded and the selected entrant's name shall be entered back into the pool of eligible entrants and may be announced again during the Contest Period.

**6.2 Social Media Entry.** Two (2) entrants shall be selected as follows:

- (a) On each of September 11, 2023 and September 18, 2023 one (1) comment or reply will be randomly selected from all Station social media accounts to be entered into the draw to receive one (1) of seven (7) Grand Prizes.
- (b) These selected entrants will not receive a Qualifying Prize.

**6.3 Seven (7) Grand Prize Winners** shall be selected as follows:

- (a) On or about September 22, 2023 in Barrie, Ontario, seven (7) entrants will be selected by a random draw from all eligible entries received during the Contest Period. Each entrant shall be eligible to win only one (1) Grand Prize. The Station will call each selected entrant (the "**Grand Prize Call**") and if they answer the Grand Prize Call, they will be able to select the Grand Prize of their choosing. If they do not answer, another entrant will be selected and they will be called. This process will continue until seven (7) Grand Prize Winners are selected.
- (b) EACH SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE NO LATER THAN SEPTEMBER 22, 2023 AT 9:00 A.M. ET 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, they 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.

**6.4** The odds of being selected as a potential winner are dependent upon the number of eligible entries received by the Sponsors. Before being declared a Winner, each 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 to sign and return the Release (described below).

**6.5** 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.** Potential Winners will be required to execute a legal agreement and release ("**Release**") that confirms each potential Winner's: (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 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, exhibit, distribute, adapt and otherwise use or re-use the Winners’ 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, indemnifies 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, exposure to the COVID-19 virus, 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 the Releasees from any and all claims made 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 computer, online, software, 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 website users or 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 or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsors, such as infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest and/or the Contest Microsite.
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 the Contest Microsite and made available 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 and/or the Contest Microsite or any related promotional website; (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 DAMAGE THE CONTEST MICROSITE OR ANY RELATED WEBSITE OR 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.** Winners and any guests must at all times behave appropriately when taking part in the Prize and comply with the Contest Rules and any other rules or regulations in force at any other Prize-related locations. The Sponsors reserve the right to remove from any other Prize-

related locations, any Winner and/or guest who breaks such rules and/or fails to behave appropriately and to disqualify such Winner and/or guest. Any disqualified Winner and/or guest will forfeit any un-awarded elements of the Prize.

**11. PRIVACY / USE OF PERSONAL INFORMATION.**

11.1 By entering the Contest, each entrant expressly consents to Corus, and its third-party agents and service providers, to collect, use, store, and share any personal information submitted by entrant to enter the Contest, such as name, age of majority confirmation, and contact information, as applicable, only for the purpose of implementing, administering, and fulfilling the Contest as described in these Rules, and in accordance with Corus' Privacy Policy, available at <http://www.corusent.com/privacy-policy>.

11.2 Each Winner further consents that: (a) any personal information they have provided in connection with this Contest may be shared with the Sponsors for the purpose of facilitating the delivery or fulfillment of a Prize; and (b) Corus may broadcast, publish, disseminate and otherwise use a Winner's name, city/town/village and province/territory of residence, image and/or voice in connection with any promotion and/or publicity purposes without further compensation to Winner.

11.3 No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant unless the entrant otherwise expressly agrees to receive further communications from Sponsors.

**12. INTELLECTUAL PROPERTY.** All intellectual property, including but not limited to trade-marks, 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. Any questions, comments or complaints regarding the Contest must be directed to Corus.

