

## ULTIMATE EDGE-VENTURES RULES

THE ULTIMATE EDGE-VENTURES 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 legally able to travel to North Carolina, U.S.A. and have any and all necessary documentation as may be required for presentation to Canadian and/or International customs and airport personnel;
- (d) have a valid driver’s license and car insurance sufficient to cover a car rental before and for the duration of the prize trip; and
- (e) have a valid outdoors card and/or fishing license issued by the Ministry Of Natural Resources and Forestry.

Employees of Corus Radio Inc. operating CFNY-FM (the “**Station**”) and its parents, affiliates, subsidiaries, related companies, successors and assigns (together with the Station, “**Corus**”), OWL Rafting, Fish NV, Cabela’s Retail Canada Inc., Visit North Carolina and their affiliates, subsidiaries, related companies, successors and assigns (collectively and together with Corus, the “**Sponsors**”), advertising and promotional agencies, any person who has been confirmed as a winner of any previous Station administered contests within sixty (60) days preceding the Contest start date indicated below where the prize was valued over one-hundred Canadian dollars (CDN\$100.00), 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 7:00 a.m. Eastern Time (“**ET**”) on July 5, 2021 and ends at 7:00 a.m. ET on July 26, 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 statutory holidays) at approximately 7:00 a.m., 1:00 p.m. and 5:00 p.m. ET Monday to Friday and approximately 3:00 p.m. ET Saturday and Sunday for the cue to text to be announced (the “**Cue to Text**”). Upon hearing the Cue to Text, listeners are invited to text in at 102-102 (standard messaging rates may apply) (the “**Text Line**”). The tenth (10<sup>th</sup>) and eleventh (11<sup>th</sup>) text through the Text Line will be contacted by the Station for a chance to play the Contest game (the “**Contestants**”) as follows. The Contestants will be asked to make the better sound effect of something that might happen outdoors (ducks mating, etc.). The Contestant’s with the funniest / best / most accurate sound effect will qualify to enter the prize draw (the “**Qualifier**”) selection at the sole discretion of the on-air host. **There will be three (3) Cues to Text on weekdays and two (2) Cues to Text on weekends. Except on Monday, July 19, 2021 there will be two (2) Cues To Text.**
- (b) Limit of one (1) prize draw entry per Qualifier 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) 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 Text. Sponsors assume no liability for entrants not making timely phone calls to the Station due to delays in the streamed signal.
- (e) 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) **Prizes.** There are three (3) prizes (“**Prizes**”) available to be won by the Prize winners (“**Winners**”; each, a “**Winner**”) and their guests (the “**Guests**”, each a “**Guest**”) consisting of:
  - (i) Week of July 5, 2021 Prize.
    1. One (1) five hour guided fishing trip on Lake Ontario for the Winner and a Guest (valid until December 31, 2021),

2. Lunch for winner and guest prepared by Chef Lorenzo Lucchetta aboard a pontoon boat prior to the guided fishing trip
3. Non alcoholic beverages and snacks during the fishing trip,
4. One (1) night standard stay (double occupancy) at the Stone Mill Inn for two (2) people,
5. One (1) gift card for Johnny Rocco's Restaurant in the amount of CDN\$100.00,
6. One (1) BASS PRO Shops megacast baitcast combo,
7. Two (2) BASS PRO Shops hats,
8. One (1) Zebco splash spincast combo, and
9. Two (2) BASS PRO gift cards in the amount of CDN\$100.00 each.
10. The approximate retail value of this Prize is one-thousand one hundred ninety four Canadian dollars (CDN\$1,194.00).

(ii) Week Of July 12, 2021 Prize. A raft and resort package for the Winner and one (1) Guest which shall include (valid until September 19, 2021):

1. Two (2) night accommodation in a cabin (bedding included);
2. One (1) day adventure rafting (10 person raft),
3. One (1) day on the OWL Resort,
4. Five (5) meals total are included in the package (2 breakfasts, 2 lunches, and 1 dinner),
5. Après rafting video presentation of your trip, and
6. Full use of OWL's resort facilities.
7. The approximate retail value of this Prize is one-thousand and fifty Canadian dollars (CDN\$1,050.00).

(iii) Week of July 19, 2021 Prize. A trip for two (2) to North Carolina, U.S.A. (the "**Destination**") which shall include:

1. Round-trip economy airfare for the Winner and his/her Guest leaving together from the same gateway, on the same itinerary, from a major Canadian airport located near the Winner's home, as determined by the Sponsors in their sole discretion, to the Destination;

2. Four (4) nights standard hotel accommodation at the a hotel to be selected by the Sponsors in their sole discretion for the Winner and Guest based on double occupancy unless otherwise indicated;
  3. One (1) car rental with unlimited mileage during the trip, picking up and dropping off at rental location selected by the sponsors. Exact make and model to be determined by Sponsors in their sole discretion;
  4. A one-thousand dollar (\$1,000 CDN) Visa Gift Card to be used for any of the following attractions:
    - a. admission to the US National Whitewater Center;
    - b. A self-guided tour for two (2) of the NASCAR Hall of Fame, plus a ride-along (3-laps) of a NASCAR track in Charlotte, North Carolina;
    - c. A self-guided mountain bike tour for two (2) plus river snorkeling in Brevard;
5. The approximate retail value of this Prize is four-thousand Canadian dollars (CDN\$4,000.00).
- (b) Winners are not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
  - (c) The Sponsors and/or the Sponsors' representatives will contact the Winners to coordinate the provision of the Prizes within three (3) days once such Winners have been successfully contacted and notified of his/her Prize and fulfilled the requirements set out herein.

**5. PRIZE CONDITIONS.**

- (a) Travel dates to the Destination valid until December 30, 2022 and this trip must be booked prior to by December 10, 2021. Should Winners and/or Guests be unable to travel on the dates and times designated by the Sponsors, the Prize will be forfeited and awarded to an alternate winner.
- (b) Winners and Guests will be responsible for all incidental costs and expenses not explicitly included in the Prize, including without limitation, car insurance (including damage insurance) sufficient to cover the car rental for the duration of the prize trip, transportation to and from originating airport, travel and medical insurance, travel documentation, airport improvement fees, bag check fees, taxes, gratuities, telephone calls, in-room charges and any other expense not explicitly included in the Prize. Winners may be required to present

a valid major credit card upon check-in at the hotel to cover any expenses over and above the standard room charge.

- (c) Driver (either Guest or Winner) must be twenty-one (21) years old or older and have a valid credit card in their name.
- (d) Guests must be of the age of majority or older in their province of Ontario, be legally able to travel to the Destination, and have any and all necessary documentation as may be required for presentation to Canadian and/or International customs and airport personnel, and comply with the Contest Rules and sign and return the Release (described below).
- (e) In the event that, due to the COVID-19 pandemic, there are government regulations in place at the time of the travel period, the Sponsors will make best efforts to coordinate a rescheduled date with the Winner. If the Sponsors are unable to reschedule and provide any portion of the Prize because of such regulations or related circumstances beyond their control, then the Prize shall be deemed fulfilled and will not be substituted, except in the sole discretion of the Sponsors.
- (f) The terms by which the gift cards/vouchers/tickets 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 cards/vouchers/tickets.
- (g) 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.
- (h) Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## **6. WINNER SELECTION.**

Three (3) Winners shall be selected as follows:

- (a) On each of July 12, 2021, July 19, 2021 and July 26, 2021, one (1) entrant will be selected by a random draw from all eligible entries received for that week prior 3:00 p.m. ET on the preceding Sunday. Entries do not rollover to subsequent draws. Each entrant shall be eligible to win only one (1) Prize. 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).
- (b) The odds of being selected as a potential winner are dependent upon the total number of people who text the Text Line during a Cue to Text, and the ability of the Contestants to

make the funniest / best / most accurate sound effect . Once a Qualifier, the odds of being selected as a potential winner are one (1) in seventeen (17), except the week of July 19<sup>th</sup> where the odds are one (1) in sixteen (16).

- (c) EACH THE SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE AND/OR E-MAIL BY 11:00 A.M. ET ON THE DRAW DATE AND MUST RESPOND WITHIN THREE (3) 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.
- (d) 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 and Guests will be required to execute a legal agreement and release (“**Release**”) that confirms Winners’ and Guests’: (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 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 and Guest’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 Contestrelated 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 nontransmission 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 the Contest Website 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.** Winners and Guests must at all times behave appropriately when taking part in the adventure package and observe the Contest Rules and any other rules or regulations in force at the Prize related locations. The Sponsors reserve the right to remove from the trip premises or location, any Winner and/or Guest who breaks such rules and/or fails to behave appropriately and to disqualify such Winner and/or Guest.

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) By opting-in you consent to Corus’ disclosure of your Personal Information to Visit North Carolina so that you may be contacted to promote draws and contests similar to the Contest,

promote opportunities to subscribe to newsletters or promotional clubs, and notify you about related products or services. Visit North Carolina 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 Visit North Carolina's Privacy Policy at: <https://www.visitnc.com/privacy-policy>.

- (c) 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.