

## **WOLF – APPETITE FOR CONSTRUCTION RULES**

THE APPETITE FOR CONSTRUCTION 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; and
- (c) be willing and able to accept the Prize as awarded.

Employees of 591989 B. C. Ltd. operating CKWF-FM (the “**Station**”) and its parents, affiliates, subsidiaries, related companies, successors and assigns (together with the Station, “**Corus**”), Alf Curtis Home Improvements Inc., Action Car & Truck Accessories, Krown Rust Control Peterborough, Patricia Reedyk Operating as Chumleighs, Peterborough Axe Club Inc., Rocky Ridge Drinking Water Limited, Live Nation Worldwide Inc. 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 two (2) years preceding the Contest start date indicated below where the prize was valued over Two Thousand Five Hundred Canadian dollars (CDN\$2,500.00), 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 7:20 a.m. Eastern Time (“**ET**”) on October 8, 2020 and ends at 8:40 a.m. ET on November 5, 2020 (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 (except on October 12, 2020) at approximately 7:20 a.m. and 8:20 a.m. ET (each a “**Contest Occasion**”) for the “appetite for construction” password to be announced (the “**Cue to Text**”). Upon hearing the Cue to Text, listeners are invited to text the entrant’s name and correct Cue to Text at (705) 740-9653 (the “**Contest Line**”). Within five (5) minutes from the Contest Occasion, one (1) random numbered text entry as selected by the on-air

host will qualify to play the Contest game for a chance to win. The Station will contact the selected entrant at the phone number used to submit the text. If the Station is unable to reach the selected entrant or the call back goes to voicemail (whichever comes first), he/she will forfeit the chance to win and another eligible entrant will be randomly selected at the sole discretion of the Station.

The selected contestant who is able to answer the Station's call will then be asked to choose between "cash" or "appetite for construction" (each a "**Contestant**"). If the Contestant chooses "cash", the Contestant can pick a number between one (1) and forty (40) from the game board. If the number has not been previously chosen, he/she qualifies to win the Cash Prize (defined below) assigned to that number. In the event a Contestant chooses a number that has already been selected, he/she will be forfeit the chance to win a cash prize and a lowest remaining cash prize amount will be added to the Grand Prize (defined below). Previously chosen numbers will be posted on the Contest page in the Contest section at <https://thewolf.ca/>.

If the Contestant chooses 'appetite for construction', the Contestant will receive one (1) entry for the Grand Prize draw (each a "**Qualifier**"). The Qualifier will be asked to choose a number between one (1) and forty (40) from the game board so that the cash amount revealed be added to the Grand Prize. If the Qualifier chooses a previously selected number, then a lowest remaining cash prize amount will be added to the Grand Prize.

- ii. **BONUS:** One (1) of the two (2) daily Contestants will be randomly selected and awarded a Bonus prize for playing the game (the "**Bonus Prize Winner**") and qualify to win one (1) of twenty (20) Lotto 6/49-Lotto Max prize packs (eight (8) Lotto 6/49 on Tuesday and Wednesday, and twelve (12) Lotto Max on Monday, Thursday and Friday) in the amount of one-hundred Canadian dollars (CDN\$100.00) (the "**Bonus Prize**").
- (b) During the Contest Period, listeners may try to text in as many times as they like each time a Cue to Text is broadcast, but any Contestant who wins a Prize or enters the Grand Prize draw may not participate in any further Cues to Text during the Contest Period.
- (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) **Grand Prize.** There is one (1) grand prize (“**Grand Prize**”) available to be won by the Grand Prize winner (“**Grand Prize Winner**”) consisting of:
- i. Two (2) floor seats to the Guns n’ Roses and Smashing Pumpkins concert taking place on July 26, 2021 at Rogers Centre in Toronto valued at Five Hundred Fifty Eight Canadian dollars (CDN\$558.00).
  - ii. A minimum of Two Thousand, Five-Hundred Canadian dollars (CDN\$2,500.00) in the form of gift card(s) from Alf Curtis Home Improvements Inc. (located at 370 Parkhill Road East, Peterborough Ontario) to be used towards the purchase of any products (excludes any supply and installation services) at any Ontario location. The total amount of “cash” amount accumulated as result of playing the Contest game will be turned into more gift cards at the end of the Contest Period. Total value of this portion of the Grand Prize is dependent on the results of the Contest game.
  - iii. One (1) Lotto Max prize pack valued at One-Hundred Canadian Dollars (CDN\$100.00).
- (b) The Grand Prize has an approximate value of Three Thousand, One-Hundred and Fifty Eight Canadian dollars (CDN \$3,158.00).
- (c) **Cash Prizes.** There are forty (40) cash prizes (each, a “**Cash Prize**”) available to be won by the Cash Prize winners (the “**Cash Prize Winners**”), each of which consists of one (1) of the following:
- i. One (1) of Twenty-four (24) cash prizes of ten dollars and fifteen cents (CDN\$10.15);
  - ii. Ten (10) cash prizes of fifty Canadian dollars (CDN\$50.00);
  - iii. Five (5) cash prizes of one-hundred Canadian dollars (CDN\$100.00); OR
  - iv. One (1) cash prize of two-hundred and fifty Canadian dollars (CDN\$250.00).
- (d) Grand Prize, Bonus Prizes, and Cash Prizes are hereafter collectively referred to as “**Prize**” or “**Prizes**”. Grand Prize Winner, Bonus Cash Prize Winner, and Cash Prize Winners are hereafter collectively referred to as a “**Winner**” or “**Winners**”.
- (e) Winners are not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.
- (f) The Sponsors and/or the Sponsors’ representatives will contact the Winners to coordinate the provision of the Prizes within five (5) business 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) Grand Prize Winner will be responsible for all incidental costs and expenses not explicitly included in the Grand Prize, including without limitation, transportation to and in Toronto, meals, parking, gratuities, costs above the value of the gift cards, delivery and installation, 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 Grand Prize.
- (b) Grand Prize Winner must arrange and coordinate the fulfilment of the gift card(s) directly with Alf Curtis Home Improvements Inc.
- (c) The terms by which the gift cards may be redeemed are governed by Alf Curtis Home Improvements Inc. Corus is not responsible for administering or ensuring compliance with the terms and conditions relating to the gift cards.
- (d) In the event, the Guns n' Roses and Smashing Pumpkins or any of its members are unable to attend the concert for any reason whatsoever or in the event that the concert is cancelled for any reason whatsoever, that portion of the Grand Prize shall be deemed fulfilled and will not be substituted, except in the sole discretion of the Sponsors.
- (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) The Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

## 6. WINNER SELECTION.

One (1) Grand Prize Winner shall be selected by the Station as follows:

- (a) On or about November 6, 2020 in Peterborough, Ontario, one (1) Qualifier will be selected by a random draw from the pool of all eligible entries received during the Contest Period. **Each entrant shall be eligible to win only one (1) Cash 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 number of eligible text entries received by the Sponsors and the ability of the selected entrants to answer the Station's call to select either 'cash' or 'appetite for construction'.
- (c) THE SELECTED ENTRANT WILL BE NOTIFIED BY TELEPHONE OR E-MAIL NO LATER THAN NOVEMBER 9, 2020 AT 12:00 P.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, 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 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 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 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 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 <https://thewolf.ca/> 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 or the Contest Website 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 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: <http://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.