

Ocean 100 – 9-2-5 Challenge
Contest Rules

1. The Ocean 100 9-2-5 Challenge contest (the “Contest”) is being conducted by Ocean 100, a division of Newcap Radio Inc (hereinafter referred to as the “Contest Organizer”). The Contest starts at 6:00am Atlantic Daylight Time (“ADT”) on September 4, 2017 and ends on October 27, 2017 at 11:59pm ADT (the “Contest Period”).

ELIGIBILITY

2. To enter and to be eligible to win, entrant must be a legal resident of Prince Edward Island and be nineteen (19) years of age or older. Notwithstanding the preceding, the Contest is not open to individuals associated with the Contest, including the employees, agents and representatives of the Contest Organizer (including its divisions, subsidiaries, affiliates and agencies), its advertising and promotional agencies, prize fulfillment companies, materials and services related to this Contest or any other party directly linked to the holding of this Contest (the “Excluded Individuals”). This Contest is also not open to the immediate family members of the Excluded Individuals. For the purpose of these Contest Rules, “immediate family” includes: father, mother, brothers, sisters, children, legal or common-law spouse and individuals with whom such employees, agents and representatives reside.

HOW TO ENTER & WINNER SELECTION

3. No purchase necessary. To enter the Contest, during the Contest Period listen to Ocean 100 Monday to Friday at nine am (9am), two pm (2pm) and five pm (5pm). Document the songs that are specified as the 9am, 2pm and 5pm songs each hour and then listen the following morning at 7:40 for your cue to call. When instructed, call the Contest line at 902-368-1720. In the event that an entrant is outside of the local calling area, standard long distance rates as charged by the entrant’s long distance service provider will apply. Proof of identification must be provided upon request. The odds of a caller winning a Prize will depend on the total number of individuals calling the Contest line following the applicable announcement.

The Game: Starting Monday, September 4, 2017 at 6:00AM ADT listeners must listen each day Monday to Friday. Document the specified songs 9am, 2pm and 5pm hour and then listen to following morning at 7:40 for your cue to call (songs documented on Friday will be needed for the following Monday morning). When instructed, call the Contest line at 902-368-1720. The 10th caller through on the Contest line will win a one hundred dollar gift certificate from either Centennial Auto Group or Mel’s Convenience and be eligible for the GRAND PRIZE (each, a “Call-In Prize Winner”). The GRAND PRIZE will be awarded on Thursday, November 2, 2017. There will be one (1) Grand PRIZE available to be won. Winner may choose one (1) vehicle (Nissan Sentra, Honda Civic, Mazda 3, Kia Sorento) with an MSRP of \$25,000 CAD or less from Centennial Nissan, Centennial Honda, Centennial Mazda or Centennial Kia. An elimination draw will take place on November 2, 2017. Odds of winning depend on the number of eligible entries received during the Contest Period. By participating in the Game, each winner grants the Contest Organizer permission to record the call for later broadcast at the Contest Organizer’s sole discretion.

PRIZE DESCRIPTION

4. The following prizes are available to be won: twenty (20) prizes of \$100 Gift Cards from Centennial Auto Group and twenty (20) Gift Cards from Mel’s Convenience, and one (1) GRAND PRIZE. The GRAND PRIZE winner may choose one (1) vehicle (Nissan Sentra, Honda Civic, Mazda 3, Kia Sorento) with an MSRP of \$25,000 CAD or less from Centennial Nissan, Centennial Honda, Centennial Mazda or Centennial Kia.

In the event a prize winner is unable to redeem the prize as awarded, **Ocean 100, Centennial Auto Group, Mel's Convenience** or any parties associated with this prize will provide neither compensation nor substitutions.

5. The following conditions apply to each prize: the winners must give their email address to the Contest Organizer and authorize the Contest Organizer to communicate their email address to the prize fulfillment companies, Centennial Auto Group, Mel's Convenience (the "**Prize Supplier**") and Ocean 100.
6. All expenses or charges that may be incurred by the winners in relation with the prize or their participation to the Contest shall be assumed by the winners.
7. There is a limit of one (1) cash prize per person.

HOW TO CLAIM A PRIZE

8. In order to be declared a winner, each selected potential winner must be in compliance with these Contest Rules and in particular, the following: (i) answer correctly the mathematical skill-testing question as set out in section 2 above; and (ii) sign the publicity release and liability waiver form (the "Release Form") provided by the Contest Organizer and return to the Contest Organizer within three (3) days of receipt.
9. By entering the Contest, each entrant agrees to abide by these Contest Rules. In the event the potential or declared winner fails to comply with any one of the conditions set out above or any other conditions set out in these Contest Rules, the Contest Organizer reserves the right to disqualify the potential winner, the winner will forfeit the Prize and the Contest Organizer shall be fully and completely released and discharged from any liability or responsibility in this regard and the Contest Organizer reserves the right to withdraw the Prize entirely with no further obligation to award such Prize in any additional draws.

GENERAL CONDITIONS

10. **Verification.** Any entrant that does not have an email address and a valid and active bank account in Canada, and does not correctly answer the mathematical skill-testing question asked on the Release Form or otherwise does not comply with these Contest Rules will automatically be rendered invalid and will not entitle such entrant to be eligible for a prize.
11. **Disqualification.** The Contest Organizer reserves the right to disqualify any person or cancel one or more entries of any person participating in this Contest or trying to participate by means contrary to these Contest Rules or in a manner which is unfair to other entrants. Any attempt to tamper with the entry process, interfere with these Contest Rules, deliberately damage any website or undermine the administration, security or legitimate operation of the Contest, is a violation of criminal and civil laws and the Contest Organizer reserves the right to seek damages and/or other relief from all persons responsible for such acts to the fullest extent permitted by law, which may include banning or disqualifying entrants from this and future contests. Such person may be referred to the appropriate judicial authorities.
12. **Non compliance/eligibility.** If a potential or declared winner is not in compliance with these Contest Rules, the Contest Organizer reserves the right to disqualify the winner, the winner will forfeit the Prize and the Contest Organizer shall be fully and completely released and discharged from any liability or responsibility in this regard and the Contest Organizer reserves the right to withdraw the Prize entirely with no further obligation to award such Prize in any additional draws. Any potential or declared winner, who is not in compliance with these Contest Rules, must so inform the Contest Organizer

immediately upon being contacted by the Contest Organizer.

13. **Acceptance of prize.** Prizes must be accepted as described in these Contest Rules and may not be transferred to another person or substituted for another prize, subject to the section below.
14. **Substitution of prize.** In the event it is impossible, difficult and/or more costly for the Contest Organizer to award a prize (or part of a prize) as described in these Contest Rules, the Contest Organizer reserves the right to award a prize (or part of a prize) of similar nature and equivalent value.
15. **Refusal of a prize.** The refusal by a potential or declared winner to accept any prize awarded in accordance with the Contest Rules, releases and forever discharges the Contest Organizer, its agents, and Prize suppliers of all obligations related to the prize, including delivery.
16. **Liability limit – use of prize.** Each entrant and any potential or declared winner releases the Contest Organizer, its subsidiaries, divisions, parent corporation, its advertising and promotional agencies, the Prize Supplier, their shareholders, members (if any), officers, directors, employees, agents and representatives (the “**Beneficiaries**”) from any and all damage, loss or liability suffered as a result of or arising from the entrant’s participation in the Contest or the acceptance or use of his/her prize. In order to be declared a winner and prior to obtaining his/her prize, any potential or declared winner agrees to sign a declaration to such effect in the Release Form.
17. **Liability of Prize Supplier.** Any person selected for a prize acknowledges that upon communication by the Contest Organizer confirming the winning of the prize, all services to be rendered in connection with their prize become the sole responsibility of the Prize Supplier. A declaration to such effect will be included in the Release Form.
18. **Liability limit – running of the Contest.** The Beneficiaries are not liable for faulty computer components, software, or links; the loss or non-existence of communications capability; or faulty, incomplete, incomprehensible, or erased computer or network transmissions that make it difficult, or render a user unable, to enter the Contest; problems with any website or website feature howsoever caused, the malfunction of, or damage caused to, any telephone or network or lines, computer equipment, data or software, online systems, servers or access providers; or the security or privacy of information transmitted via computer networks; or for breaches of privacy due to interference by third party computer “hackers”. The Beneficiaries are not liable for any harm contestants may suffer directly or indirectly as a result of downloading any web page or software or transmitting any information related to entry in the Contest.
19. **Modification.** The Contest Organizer reserves its right to cancel, terminate, modify or suspend this Contest, in whole or in part, in the case of the occurrence of an event, an error or any human intervention that could corrupt or affect the administration, safety, impartiality or the running of the Contest as provided in these Contest Rules.
20. **Early termination of the Contest.** In the event that participation in the Contest must be terminated in whole or in part before the closing date of the Contest as per the Contest Rules, only the winners already selected in accordance with section 2 of these Contest Rules as of the date of termination of the Contest will win a prize. The Contest Organizer will have no obligation to give the remaining number of prizes.
21. **Limit of prizes.** In no event shall the Beneficiaries be obligated to award more prizes than set out in these Contest Rules or to award prizes otherwise than in compliance with these Contest Rules.
22. **Impossibility to act – labour dispute.** The Beneficiaries shall not be responsible for any damages for a failure to operate the Contest in accordance with these Contest Rules in any case where their incapacity to act results from circumstances or a situation beyond their reasonable control or because of a strike, lock-out or any other labour dispute in their company or those of businesses which services

are used for holding this Contest, war, riot, insurrection, earthquake, terrorism, civil commotion, fire, flood, accident, storm or any other act of nature.

23. **Liability limit – participation.** Any person who participates or tries to participate in this Contest releases the Beneficiaries from any and all liability for damages which he/she could suffer from participating or trying to participate in this Contest.
24. **Authorization.** By entering this Contest, each declared winner consents to the Contest Organizer and Prize Supplier and their representatives use, at their sole discretion and if required, their name, photograph, likeness, testimonial related to the prize, place of residence and/or voice without compensation whatsoever and that, without limit as for the period of use, in any media and on a worldwide scale, for publicity purposes or for any purpose that may be considered relevant. A declaration to such effect will be included in the Release Form.
25. **Communication with entrants.** No communication (other than while registering) or correspondence will be exchanged with entrants in the context of this Contest, with the exception of selected entrants or declared winners.
26. **Personal information.** Entrant personal information that is collected in this Contest will be used solely by the Contest Organizer and Prize Supplier and their representatives for the administration of the Contest. There will be no communication of commercial or of any other nature, unrelated to this Contest sent to an entrant, unless such entrant gives specific authorization to the Contest Organizer for that specific purpose.
27. **Decisions of the Contest Organizer.** All decisions of the Contest Organizer or those of its representatives regarding this Contest are final and binding.
28. **Identification of the entrant.** For the purposes of these Contest Rules, as applicable, the entrant is: (i) the person who was the 30th caller as set out in section 2 above. It is to these persons that the prize will be awarded if selected and declared a winner.
29. **Unenforceability.** If a section of these Contest Rules is declared or ruled by a Court of Law as illegal, unenforceable or void, that section will be deemed void but all other sections not affected will be enforced as allowed by law.
30. **Jurisdiction.** This Contest is subject to all applicable federal, provincial and municipal laws.