

**“2025 RAM TRUCK & CFR CONTEST”
 (“CONTEST”)**

OFFICIAL RULES AND REGULATIONS

**THIS CONTEST IS OPEN TO ALBERTA RESIDENTS ONLY
 AND IS GOVERNED BY CANADIAN LAW.**

1. CONTEST PERIOD AND PROCESS:

Contest begins on May 27, 2025 at 12:01 a.m. Mountain Standard Time (“MST”) and ends on October 4, 2025 at 8:00 p.m. MST (the “**Contest Period**”). The Contest consists of two (2) periods during which eligible Contest entries for the Grand Prize (as defined below) will be collected. The first round (the “**First Round**”) begins on May 27, 2025 at 12:01 a.m. MST and ends on August 30, 2025 at 11:59 p.m. MST (the “**First Round Period**”). The second round (the “**Second Round**”) begins on October 1, 2025 at 12:01 a.m. MST and ends on October 3, 2025 at 8:00 p.m. MST (the “**Second Round Period**”).

2. ELIGIBILITY

The First Round of the Contest is open to all legal residents of Alberta who are eighteen (18) years of age or older at the time of entry, except employees, representatives or agents (and members of the immediate families or households of such persons) of the Alberta Chrysler Dealers Advertising Association (the “**Sponsor**”), its parent companies, subsidiaries, affiliates, dealers (including, without limitation, the Alberta Chrysler, Jeep, Dodge, Ram Dealers) distributors, prize suppliers, advertising/promotion agencies and the Contest judges (collectively, the “**Contest Parties**”).

The Second Round of the Contest is open to all legal residents of Alberta who are: (i) not Finalists (as defined below) from the First Round of the Contest, (ii) attend the Canadian Finals Rodeo on October 1, 2025, October 2, 2025 or October 3, 2025, and (iii) are eighteen (18) years of age or older at the time of entry; except employees, representatives or agents (and members of the immediate families or households of such persons) of the Contest Parties.

To be eligible for entry into the draw for the chance to win the Grand Prize, entrants must (i) be Finalists (as defined below) from the First Round or Second Round, and (ii) attend the final Canadian Finals Rodeo performance on October 4, 2025 from 7p.m. MST to 9p.m. MST (the “**Event**”).

3. FIRST ROUND ENTRY

a) **How to Enter**

NO PURCHASE NECESSARY.

The First Round can be entered through either of the following methods:

METHOD 1: During the First Round Contest Period, go to <https://forms.chryslercanada.ca/contests/cfrodeo/en/qrcodecontest.php> (the “**Contest Website**”), and follow the on-screen instructions to fully complete and submit the entry form, which requires you to: (i) enter the information as indicated on the entry form; and (ii) agree to the terms and condition of these Official Rules and Regulations (the “**Rules**”).

METHOD 2: During the First Round Contest Period, attend one (1) of the following local rodeo events (“**Local Rodeos**”), access the Contest Website via the QR codes available at the Local Rodeos, and follow the on-screen instructions to fully complete and submit the entry form, which requires you to: (i) enter the information as indicated on the entry form; and (ii) agree to the Rules.

Local Rodeo	Local Rodeo Dates
Grande Prairie Stompede	May 28 - June 1, 2025
Lea Park Rodeo	June 6 – June 8, 2025
Ponoka Stampede	June 25 - July 1, 2025
Wainwright Stampede	June 20 - June 22, 2025
Sundre Pro Rodeo	June 20 - June 22, 2025
Medicine Hat Stampede	July 24 - June 26, 2025
Big Bang Barrel Race	August 9 - August 10, 2025
Strathmore Stampede	August 1 - August 4, 2025

There is a limit of **one (1) entry** per person/email address permitted during the Contest Period, regardless of whether entering during the

First Round or Second Round and regardless of whether using Method 1 or Method 2 in the First Round. For greater certainty, you can only use one (1) email address to enter the Contest. If it is discovered that you have attempted to: (i) submit more than one (1) entry per person/email address during the Contest Period; or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your entries may be voided. Your entry will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period. Use of any automated system to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. Entries will be deemed to be submitted by the authorized account holder of the e-mail address associated with the Entry. For the purpose of these 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.

b) First Round Prizes

There will be nine (9) regular ticket prizes available to be won only by entrants who enter the First Round by Entry Method 2, being one (1) per Local Rodeo (“**Regular Ticket Prizes**”). Each Regular Ticket Prize consists of four (4) tickets to attend the Canadian Finals Rodeo on October 4, 2025, in Edmonton, Alberta. Approximate retail value of each Regular Ticket Prize is \$100.

There will be five (5) finalist prizes available to be won by entrants who enter the First Round by Entry Method 1 or Entry Method 2 (the “**First Round Finalist Prizes**” and together with the Regular Ticket Prizes, the “**First Round Prizes**”). Each First Round Finalist Prize will consist of a trip for one (1) person to attend the Canadian Finals Rodeo on October 4, 2025, in Edmonton, Alberta as follows:

- i. A pre-paid gas card for the amount of CAD\$200;
- ii. One (1) night’s accommodation in Edmonton, Alberta for one (1) person (based on standard room, single occupancy);
- iii. A food voucher for an Edmonton restaurant in the amount of CAD\$200; and
- iv. Entry for one (1) person to attend the Canadian Finals Rodeo on October 4, 2025, including the Event.

Approximate retail value of each First Round Finalist Prize is \$2,000 based on sample Red Deer departure. Actual value will vary depending on point of departure.

Winners of the First Round Finalist Prizes will automatically be considered “**Finalists**” as required for eligibility for the chance to win the Grand Prize. Winners of the Regular Ticket Prizes are not considered Finalists unless they are also winners of the First Round Finalist Prizes.

First Round Prizes must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if First Round Prize cannot be awarded as described for any reason. Sponsor will not replace any lost or stolen prizes. Each First Round Prize will only be awarded to the person whose full name and valid email address appear on the official Contest entry form. A selected entrant may be required to provide the Sponsor with proof that the selected entrant is the authorized account holder of the e-mail address associated with the winning entry.

Any other costs or expenses associated with the First Round Prizes not specified herein will be the responsibility of selected winner, including without limitation meals, communication charges, room service, gratuities, optional tours, insurance and medical travel documents. Sponsor will not be responsible if weather conditions, event cancellations, or other factors beyond Sponsor’s reasonable control prevent the First Round Prize or part of the First Round Prize from being fulfilled, and winner will not be entitled to compensation in lieu thereof. Winner must have no restrictions on their ability to travel or to fully participate in First Round Prize or the First Round Prize may be forfeited, in whole or in part and may, at the Sponsor’s discretion, be awarded to an alternate entrant. Winner is responsible for obtaining all necessary travel documentation and permissions. Winner must obey all hotel and Event rules and requirements, including the hotel requirement to present a major credit card. Failure to follow such hotel and Event rules and requirements may result in, without limitation, ejection from the Event, non-admission to hotel and forfeiture of all or part of the First Round Prize.

Food vouchers and gas cards are subject to additional terms and conditions printed on the card or voucher and/or imposed by the supplier.

c) First Round Prize Draws and Winners / First Round Finalist Selection

REGULAR TICKET PRIZE DRAWS: On the following dates, at approximately 12PM, a random draw will be conducted from all eligible First Round entries received through Method 2 for the applicable Local Rodeo, for the purpose of selecting one (1) entrant per Local Rodeo draw as a potential Regular Ticket Prize winner. Odds of being selected depend on the number of eligible entries received for the applicable Local Rodeo via Method 2.

Local Rodeo	Draw Date
Grande Prairie	June 2, 2025
Bonnyville Rodeo	June 10, 2025
Lea Park	June 9, 2025

Ponoka	July 2, 2025
Wainwright	June 23, 2025
Sundre	June 23, 2025
Medicine Hat	June 27, 2025
Big Bang Barrel Race	August 12, 2025
Strathmore	August 5, 2025

FIRST ROUND FINALIST PRIZE DRAW: On August 31, 2025 in **Edmonton, Alberta** at approximately 12 p.m. MST, five (5) eligible First Round entrants will be selected as potential First Round Finalist Prize winners by random draw from among all eligible entries received during the First Round Period. The odds of being selected depend on the number of eligible entries received during the First Round Period via Method 1 and Method 2. Entrants selected during the Regular Ticket Prize draws will be automatically included in the draw for the First Round Finalist Prizes, along with all other eligible entries.

The Sponsor or its designated representative will make three (3) attempts to contact the selected entrant(s) by telephone or email (using the information provided at the time of entry) within three (3) business days of the applicable draw date. If a selected entrant cannot be contacted within three (3) attempts or three (3) business days of the applicable draw date (whichever occurs first), or there is a return of any notification as undeliverable; then that selected entrant will be disqualified and the Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible entries. The Sponsor is not responsible for the failure for any reason whatsoever of a selected entrant to receive notification or for the Sponsor to receive a selected entrant's response.

BEFORE BEING DECLARED A WINNER OF A FIRST ROUND PRIZE, each selected entrant will be required to: (a) correctly answer a time-limited mathematical skill-testing question without mechanical or other aid to be provided on the Sponsor's declaration and release form, and (b) sign and return within two (2) business days of notification the Sponsor's declaration and release form, which (among other things): (i) confirms compliance with these Rules; (ii) acknowledges acceptance of the prize as awarded; (iii) releases the Contest Parties and each of their respective officers, directors, agents, representatives, successors and assigns (collectively, the "**Releasees**") from any and all liability in connection with this Contest, the selected entrant's participation therein and/or the awarding and use/misuse of the prize or any portion thereof; and (iv) agrees to the publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Contest Parties in any manner whatsoever, including print, broadcast or the internet. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law.

If a selected entrant: (a) fails to correctly answer the skill-testing question; and/or (b) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the prize and Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible entries.

4. SECOND ROUND ENTRY

a) How to Enter

NO PURCHASE NECESSARY. To enter the Second Round, during the Second Round Contest Period, access to the Contest Website via QR codes available at the Canadian Finals Rodeo on October 1-3, 2025, and follow the on-screen instructions to fully complete and submit the entry form, which requires you to: (i) enter the information as indicated on the entry form; and (ii) agree to the Rules.

There is a limit of **one (1) entry** per person/email address permitted during the Contest Period, regardless of whether entering during the First Round Period or Second Round Period and regardless of whether using Method 1 or Method 2 in the First Round. For greater certainty, you can only use one (1) email address to enter the Contest. If it is discovered that you have attempted to: (i) submit more than one (1) entry per person/email address during the Contest Period; or (ii) use more than one (1) email address to enter the Contest; then (in the sole discretion of the Sponsor) you may be disqualified from the Contest and all of your entries may be voided. Your entry will automatically be rejected if the entry form is not fully completed and submitted during the Contest Period. Use of any automated system to enter or otherwise participate in this Contest is prohibited and will automatically result in disqualification. Entries will be deemed to be submitted by the authorized account holder of the e-mail address associated with the Entry. For the purpose of these 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.

b) Second Round Draw and Second Round Finalist Selection

On each of the following dates during the Second Round Period (the "**Second Round Draw Dates**"), in **Edmonton, Alberta**, one (1) draw will be made from among the eligible Second Round entries received throughout the applicable day.

- On October 1, 2025 at approximately 8PM MST, one (1) draw will be made from among all eligible Second Round entries

received on October 1, 2025.

- On October 2, 2025 at approximately 8PM MST, one (1) draw will be made from among all eligible Second Round entries received on October 2, 2025.
- On October 3, 2025 at approximately 8PM MST, one (1) draw will be made from among all eligible Second Round entries received on October 3, 2025.

The odds of being selected in any of the Second Round Draws depends on the number of eligible entries received on the relevant day of entry during the Second Round Period.

The entrants selected on the Second Round Draw Dates will automatically be considered “**Finalists**”, as required for eligibility for the chance to win the Grand Prize.

5. GRAND PRIZE ENTRY

a) How to Enter

There are two (2) ways to be eligible for the chance to win the Grand Prize.

The first way is to: (i) be a Finalist from the First Round or Second Round, and (ii) attend the Event and check in with the Sponsor correspondent at the Event. Entrants who meet these criteria are automatically eligible to participate for a chance to win the Grand Prize.

The second way is to be selected as a Grand Prize entrant through the following process. If there are fewer than eight (8) Grand Prize entrants who meet the eligibility criteria above, the Sponsor may, at its sole discretion, elect to select additional Grand Prize entrants (up to a maximum of eight (8) total Grand Prize entrants) from attendees at the Event through one or more randomized draws based on seat number at the Event. Entrants selected via this method must also check in with the Sponsor correspondent at the Event in order to participate for a chance to win the Grand Prize. Each Grand Prize entrant must be a legal resident of Alberta who is eighteen (18) years of age or older at the time of entry, and must not be an employee, representative or agent (or member of the immediate families or households of such persons) of the Contest Parties. Eligibility is subject to verification of these criteria.

b) Prize

There will be one (1) Grand Prize available to be won consisting of a 2025 Ram 1500 truck.

Approximate retail value is: \$65,000 CAD.

The Grand Prize must be accepted as awarded and may not be substituted, transferred or redeemed for cash or otherwise. Sponsor reserves the right, at its sole discretion, to substitute a prize of greater or equivalent monetary value if the Grand Prize cannot be awarded as described for any reason. Sponsor will not replace any lost or stolen prizes. The Grand Prize will only be awarded to the person whose full name and valid email address appear on the official Contest entry form. A selected entrant may be required to provide the Sponsor with proof that the selected entrant is the authorized account holder of the e-mail address associated with the winning entry. The winner is solely responsible for all costs not specifically mentioned above as included in the Grand Prize description.

Winner is responsible for obtaining insurance and registration for the Grand Prize vehicle. Any other costs or expenses associated with the Grand Prize not specified herein will be the responsibility of selected winner, including without limitation insurance and registration costs.

The Grand Prize must be picked up by the verified winner at Londonderry Dodge in Edmonton, Alberta on or before December 1, 2025. Failure to pick up the Grand Prize before this date will result in forfeiture of the Grand Prize.

c) Winner Selection

On October 4, 2025 at or around 8PM MST during the Event, all eligible Grand Prize entrants will be required to participate in a game of chance as further described at the Event. One (1) eligible entrant will be selected by random from all eligible entrants through the game of chance. The odds of winning depend on the number of eligible Grand Prize entrants who participate in the game of chance at the Event.

BEFORE BEING DECLARED A WINNER OF THE GRAND PRIZE, the selected entrant will be required to: (i) be in attendance at the Event and participate in the Grand Prize winner selection activity, (ii) sign all relevant documentation related to transfer of ownership of vehicle at the Event or before any other deadline imposed by Sponsor, (iii) correctly answer a time-limited mathematical skill-testing question without mechanical or other aid provided by the Sponsor at the Event, and (iv) sign and return within two (2) business days of notification the Sponsor’s declaration and release form, which (among other things): (A) confirms compliance with these Rules; (B) acknowledges acceptance of the prize as awarded; (C) releases the Releasees from any and all liability in connection with this Contest, the selected entrant’s participation therein and/or the awarding and use/misuse of the prize or any portion thereof; and (D) agrees to the

publication, reproduction and/or other use of the selected entrant's name, address, voice, statements about the Contest and/or photograph or other likeness without further notice or compensation, in any publicity or advertisement carried out by the Contest Parties in any manner whatsoever, including print, broadcast or the internet. The Sponsor reserves the right, in its sole and absolute discretion, to administer an alternate test of skill as it deems appropriate or necessary to comply with applicable law.

If a selected entrant: (i) is not in attendance at the Grand Prize Draw, (ii) fails to correctly answer the skill-testing question; and/or (iii) fails to return the properly executed Contest documents within the specified time, then he/she will forfeit the prize and Sponsor reserves the right, in its sole discretion and subject to time constraints, to randomly select an alternate eligible entrant from among the remaining eligible entries.

6. GENERAL CONDITIONS:

By participating, entrants agree to be bound by these Rules and the decisions of Sponsor. All entries become the property of the Sponsor. The Releasees assume no responsibility for lost, delayed, incomplete, incompatible or misdirected entries. This Contest is subject to all applicable federal, provincial and municipal laws. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of entries and/or entrants.

All entries are subject to verification. The Sponsor reserves the right, in its sole discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor) to participate in this Contest. Failure to provide such proof in a timely manner may result in disqualification. The sole determinant of the time for the purposes of a valid entry in this Contest will be the Contest server machine(s).

The Sponsor reserves the right, in its sole discretion, to withdraw or amend this Contest (or to amend these Rules) in any way, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Rules. Any attempt to deliberately damage any website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law. The Sponsor reserves the right, in its sole discretion, to cancel or suspend this Contest, or to amend these Rules without prior notice or obligation, for any reason whatsoever including but not limited to, in the event of any accident, printing, administrative, or other error of any kind.

WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE THE CONTEST WEBSITE 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 SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.

7. LANGUAGE DISCREPANCY

In the event of any discrepancy or inconsistency between the terms and conditions of these Rules and disclosures or other statements contained in any Contest-related materials, including, but not limited to: the Contest entry form and/or point of sale, television, print or online advertising; the terms and conditions of these Rules shall prevail, govern and control.

8. INDEMNIFICATION BY ENTRANT:

By entering the Contest, entrant releases and holds the Sponsor 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 acceptance, possession, use or misuse of any prize, participation in the Contest, any breach of these Rules, or in any prize-related activity. The entrant agrees to fully indemnify the Sponsor from any and all claims by third parties relating to the Contest, without limitation.

9. LIMITATION OF LIABILITY:

The Releasees 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 Releasees 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 Releasees 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 Releasees will not be liable for any failure of the Contest Website during the Contest. The Releasees are not responsible for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, e-mail, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing.

The Releasees are not responsible for any injury or damage to entrant or to any computer related to or resulting from participating or downloading materials in this Contest. Entrant assumes liability for injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. The Releasees 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 Sponsor, 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 or the Contest Website.

10. PRIVACY / USE OF PERSONAL INFORMATION:

By entering this Contest, each entrant expressly consents to the Sponsor, its agents, representatives and service providers, collecting, storing, sharing and using the personal information submitted with his/her Entry only for the purpose of administering the Contest and in accordance with Sponsor's privacy policy (available at: <http://www.fcacanada.ca/privacy/>), unless the entrant otherwise agrees.

11. 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 are owned by the Sponsor and/or its 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.

12. TERMINATION/SUSPENSION/MODIFICATION:

Sponsor reserves 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 these Rules in any way, at any time, for any reason without prior notice.

13. LAW:

These are the official Rules for this Contest. The Contest is subject to applicable federal, provincial and municipal laws and regulations. These 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 Sponsor. All issues and questions concerning the construction, validity, interpretation and enforceability of these Rules or the rights and obligations as between the entrant and the Sponsor in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Alberta including procedural provisions 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. The invalidity or unenforceability of any provision of these Rules shall not affect the validity or enforceability of any other provision. If any provision of these Rules is determined to be invalid or otherwise unenforceable, then these Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.