

“Ram Everyday Adventure Contest 2022” Rules and Regulations

1. SPONSORS: The “Ram Everyday Adventure Contest” (the “Contest”) is conducted and sponsored by Golden West Broadcasting Ltd. (“Golden West”) and The Alberta Chrysler Dealers Advertising Association (herein collectively referred to as the “Sponsors” and either being referred to as a “Sponsor”).

2. CONTEST DESCRIPTION: This Contest will operate over nine (9) distinct locales within the Golden West affiliate broadcasting markets:

- Airdrie through Air 106.1 and www.DiscoverAirdrie.com
- Cochrane through 91.5 Cochrane Now and www.CochraneNow.com
- High River through Sun Country 99.7 and www.HighRiverOnline.com
- Municipal District of Foothills No. 31 through AM 1140 and www.HighRiverOnline.com
- Strathmore through 104.5 MORE Country and <http://www.StrathmoreNow.com>
- Okotoks through The Eagle 100.9 and www.OkotoksOnline.com
- Fort Saskatchewan through MIX 107.9 and www.FortSaskOnline.com
- Lacombe through Sunny 94.1 and www.LacombeOnline.com
- Grande Prairie through Reach 96.3 and www.ReachFM.ca

3. CONTEST SCHEDULE: This Contest starts at 6:00 a.m. Mountain Standard Time on May 30th, 2022 and closes for entry purposes at 11:59 p.m. Mountain Standard Time on September 9th, 2022 (the “Entry Expiry”).

Subject to eligibility (as provided in Section 8), a person (the “Entrant”) must submit and ensure receipt of all Entries (as provided in Section 3) before the Entry Expiry. No Entries will be accepted after the Entry Expiry.

Contest schedule of events as noted:

Starting the week of May 30th, 2022, through week of September 5th, 2022, weekly draws will be made in each market to make a **Contest Participant** (any person who has entered the contest via Section 4) become a **Qualified Entrants** (see Section 4 for description). Total Qualified Entrants is dependent upon the number of entries received across the Sponsor’s broadcast markets. The Qualified Entrants will be chosen each week from (as provided in Section 4): all official online entries and social media entries. All persons who enter the contest via Radio Call-In or QR Code are deemed Qualified Entrants (if meeting all other Entrant eligibility requirements). All Qualified Entrants will be eligible to win one (1) of three (3) Monthly Prizes and the Grand Prize (2022 Ram 1500). The Final Event will consist of a random draw selection process to determine one (1) Grand Prize Winner from all Qualified Entrants.

Weekly prizes are available at the discretion of each market. Visit the affiliate portals mentioned in Section 2 for details.

QR codes will be made available at the discretion of each market. Visit the affiliate portals mentioned in Section 2 for details.

Social Media post entries will be accepted during the entire Contest Schedule as noted above.

Radio Call-In entries will happen each week on each station during the entire Contest period. Listen and visit the affiliate stations/portals mentioned in Section 2 for details.

Online Entries. Golden West will select one online entrant each week from each market to become a Qualified Entrant in the monthly & grand prize draw.

Monthly prize draws will be announced: July 4th, August 8th, September 12th, 2022

Final Elimination Draw: One (1) Grand Prize Winner will be randomly chosen from all Qualified Entrants between September 13th, 2022, and September 20th, 2022. The Sponsor will make two (2) attempts to reach this Grand Prize Winner. If unsuccessful, the Sponsor will select a runner up and so on. Drawing of names will be recorded on video. The Grand Prize winner agrees to be contacted via Zoom, Teams, FaceTime, or other video method.

The Grand Prize Winner agrees to not make the win public until after it has been released by the Sponsor on September 22nd, 2022, at 7:40 a.m. MST.

4. HOW TO ENTER: No purchase necessary. There are four (4) ways to submit an entry (the “Entry” or “Entries”) to the contest and be considered as a Qualifier:

- 1) **Online.** Complete the online entry form located on the contest site at www.RamEverydayAdventure.com (also linked from Golden West affiliate portals mentioned in section 2). There is a limit of one (1) Entry per person or e-mail address per month. Entries received online shall be deemed to be submitted by the holder of the e-mail account. Multiple Entries by the same person or from the same e-mail address or from the same person from different e-mail addresses may result in disqualification.
- 2) **QR Code.** Attend an event to scan the designated QR code & fill out the entry form (one (1) QR Code entry per person or e-mail per month) . QR Code Entrants immediately become Qualified Entrants in the contest (eligible to win Monthly and/or Grand Prize).
- 3) **Social Media.** Submit a Social Media (Twitter, Instagram or Facebook) post using #RamEverydayAdventure.
- 4) **Radio Call-In.** Call the Radio Station (as provided in Section 2) when prompted by a cue to call (refer to the Radio Station for specific times) (one (1) entry per person per month)

Contest Entrant: anyone who enters the Contest via Online or Social Media and has not been contacted by a Sponsor representative (indicating they’ve been randomly Qualified).

Qualified Entrant (Qualifier) will be selected randomly weekly from all Entries and are defined as below:

- One (1) per all Affiliates from entries at www.RamEverydayAdventure.com
- One (1) minimum per all Affiliates from Social Media entries (using #RamEverydayAdventure)
- One (1) per Affiliated radio station entries (Radio Call-In)
- Every entry made through the designated QR code forms is deemed an instant Qualifier.

*ONLY Qualifiers are eligible to win the Monthly Prizes and the Grand Prize.

All Entries become the property of the Sponsors and will not be returned. Illegible, incomplete, late, or garbled Entries will be disqualified. No Entries will be accepted by any other means, including but not limited to either regular postal mail or personal delivery.

5. NOTIFICATION: The Sponsor will contact the Qualified Entrants directly. No Qualified Entrants or winner list will be published.

All determinations of the Qualified Entrants and all winners by the Sponsors are final and binding. All matters related to the selection of Qualified Entrants and winners of the draws and the verification of the eligibility of the Qualified Entrants shall be conducted by the Sponsors, or by persons designated by the Sponsors, in the Sponsors sole and absolute discretion. All decisions made by the Sponsors in this regard are final and binding and cannot be challenged.

6. DRAW DETAILS: If necessary, should the Grand Prize or any other prize in this Contest be unclaimed, or should the winner thereof be unwilling, unable or ineligible to win the prize as set out in these official rules, the prize will be forfeited and the Sponsors may, but will not be obligated to, draw, as replacements only, any additional Entries. Odds of winning depend on the number of Entries received and the time of entry, in that the drawings of Qualified Entrants will occur over time and the number of Entries will likely increase as time passes. Qualified Entrants and winners must comply with all official rules.

7. PRIZES:

Monthly Prizes: Visit the affiliate portals mentioned in Section 2 for details.

The Grand Prize: Before the award of any Prize, the winner must correctly answer unaided, a mathematical, time-limited, skill-testing question $(10 \times 10) - 25 + 5 =$. The Grand Prize Winner will be awarded one prize only, being a 2022 Ram 1500 Big Horn described below:

Description of Grand Prize: One (1) only 2022 Ram 1500 Big Horn Crew Cab 4x4 truck, VIN# 1C6RRFFG4NN306155. The Grand Prize includes freight, delivery charge, and applicable taxes. Approximate retail value of the Grand Prize is \$68,125.25 plus GST. (Dealers may sell for less)

The Ram 1500 Big Horn prize truck will be used by the Golden West Promotions Team to promote this contest at events. Therefore, the Ram 1500 Big Horn prize truck will be awarded with some accrued mileage; the vehicle MUST be accepted as awarded.

The Grand Prize Winner is responsible for paying for all other expenses associated with the Grand Prize, including but not limited to: travel associated with collection of the Grand Prize, the cost of vehicle registration, licenses, insurance, maintenance, and all other vehicle operation costs. The Grand Prize will not include any options or features other than as described by the participating dealers as standard on the particular model. The Grand Prize is not insured and neither the Sponsors nor the participating dealers are responsible for arranging insurance nor are they responsible to award the Grand Prize should the Grand Prize Winner not be eligible for

insurance. The Grand Prize Winner must be at least 18 years of age and possess a valid driver's license in the province of Alberta. Once the Grand Prize Winner is confirmed, the Grand Prize Winner will make delivery arrangements with the Sponsors. The Grand Prize Winner understands that he or she may not seek reimbursement for any expenses whatsoever from the Sponsors, nor any of their respective affiliates nor their advertising and promotional agencies. The Grand Prize is not transferable and must be accepted as awarded with no substitutions, except at the Sponsors sole discretion.

Neither the Grand Prize nor any other prize is redeemable for cash and no substitute for any portion of any prize is offered. Should any prize winner be unable to claim any prize as awarded, his or her Entry will be considered disqualified and all rights to any prize will be forfeited and another Qualified Entrant will be selected as winner in accordance with these Contest rules.

The Sponsors will not be responsible, however, if weather conditions or other factors beyond the Sponsors' reasonable control prevent any draw in this Contest or the award of any prize in this Contest from being fulfilled. In any such event, a winner will not be provided with a substitute prize or cash equivalent. Each prize will only be granted to the verified and qualified winner.

8. ELIGIBILITY: To be eligible (subject to disqualification) an Entrant must be (i) 18 years of age or older; (ii) a resident of Alberta and (iii) must possess a valid driver's license. An Entrant will cease to be eligible and will be disqualified if, during the entry period, he or she is or becomes an employee of Golden West, the Alberta Chrysler Dealers Advertising Association, Stellantis Canada, or any of its affiliated Chrysler, Jeep, Dodge, or Ram Dealers, or a member of the immediate family (defined as mother, father, brother, sisters, sons, daughters and husband or wife, regardless of where they reside) or household of any of the above persons, their respective affiliates, agents, licensors, associates, representatives and advertising agencies. All decisions regarding eligibility to enter this contest will be determined by the Sponsors in their sole discretion. This Contest is void where prohibited by law.

9. DECLARATION OF WINNERS:

No Prize Winner will be declared a winner until:

- (a) The Sponsors have determined that the selected Entrant is a prize winner and is not disqualified pursuant to these official rules.
- (b) The selected Entrant correctly answers a skill testing question as set out in these Official Rules; and,
- (c) The selected Entrant executes a release and waiver in the form provided by the Sponsors.

10. CONTEST MODIFICATION OR CANCELLATION: The Sponsors reserve the right, without prior notice and at any time, to terminate the contest, in whole or in part, or modify, suspend or extend the Contest in any way, if the Sponsors determine, in their sole discretion, that the Contest is impaired or corrupted or is not capable of running as originally planned for any reason or that fraud or technical problems, failures or malfunctions (including without limitation, computer viruses, glitches or printing or production errors) have destroyed or severely undermined the proper conduct, integrity, and/or feasibility of the contest. In the event the Sponsors are prevented from continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic or health or other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, riot or civil disturbance, terrorist threat or activity, war or any federal, provincial or local

government law, order, or regulation, public health crisis, the order of any court or jurisdiction, or by any other cause not reasonably within the Sponsors' control, then subject to any governmental approval which may be required, the Sponsors shall have the right to modify, suspend, extend or terminate the Contest.

If, for reasons beyond the Sponsors' control and not related to any winner, The Sponsors are unable to award any prize (or part of any prize) as described in these Contest Rules, the Sponsors reserve the right to substitute a prize (or part of a prize) of similar nature and of equal value, or, at their sole discretion, the cash value of the prize (or part of the prize).

11. PARTICIPATION: Participation in this contest by submission of any Entry constitutes an agreement by such Entrant to comply with all these official rules and the terms and conditions of the Contest as set out herein.

12. DISQUALIFICATION: It is each Entrant's responsibility to ensure that the Entrant has complied in full with all the conditions and requirements contained in these official rules. If any Entrant or winner is found to be ineligible, or if such Entrant or winner has not complied with these official rules or declines the prize for any reason prior to award, such Entrant or winner will be disqualified and, in the Sponsors' sole discretion, an alternate winner may be selected. No mechanically reproduced, illegible, incomplete, forged, software generated, or other automated multiple Entries will be accepted.

No Entrant may be drawn as a Qualified Entrant more than once per month, per Entry Method (radio, social, online, QR Code). Once any Entrant is determined to be a Qualified Entrant via one or all the Entry Methods, all other Entries received that calendar month in the method from which the Entrant becomes Qualified, shall be disqualified from the Contest. i.e., Entrant can only become a Qualified Entrant, once per month, per entry method (radio, social, online, QR Code).

In addition to disqualification under Section 3, the Sponsors reserve the right, in its sole discretion, to disqualify any individual who is found (i) to be tampering or attempting to tamper with the entry process or the operation of the Contest; (ii) to be acting in violation of these official rules; (iii) to be acting in an unsportsmanlike or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of this Contest; or (iv) to annoy, abuse, threaten or harass any other person. The Sponsors reserve the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

13. RELEASE AND INDEMNIFICATION: By entering the Contest, each Entrant: (a) releases and agrees to hold each of the Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents harmless from and against any and all costs, injuries, losses or damages of any kind, including, without limitation, bodily injury and property damage, or any other damage or loss, due in whole or in part, directly or indirectly, to participation in this Contest, any Contest related activity, or from acceptance, possession, use or misuse of any prize, or participation in any prize related activity; and (b) agrees to fully indemnify each of the Sponsors and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the Contest or to any prize including, without limitation, death, and personal or property damage or injury.

14. LIMITATION OF LIABILITY: The Sponsors assume no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected, or incomplete Entries, which may be judged void, any notifications, responses,

replies, or for any computer, telephone, hardware, software, or technical malfunctions that may occur. The Sponsors assume no responsibility for any theft or destruction or unauthorized access to, or alteration of Entries. The Sponsors are not responsible for any injury or damage to Entrants in this Contest.

15. PUBLICITY RELEASE: By entering this Contest, each Qualified Entrant hereby agrees and grants to the Sponsors, without further compensation, the unrestricted rights, but not the obligation, to the use his/her name, picture, portrait, likeness, voice, along with his/her address (city and province) and any statements made by or attributed to such Qualified Entrant in any and all media, now known or hereafter devised, without notice, review or approval, in perpetuity and throughout the universe, for advertising and promotional purposes in connection with the contest and other promotions, without further notice or compensation and releases each of the Sponsors from any liability with respect thereto. The Sponsors reserve the right to use any and all information related to the Contest, including information on Entrants obtained through the Contest, for marketing purposes or any other purpose, unless prohibited by law.

16. OFFICIAL RULES AND LAWS: These are the official contest rules (the "official rules") for this Contest. This Contest is subject to all federal, provincial, and municipal laws and regulations. These official 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. These official rules, as amended from time to time, will be posted online at www.HighRiverOnline.com, www.OkotoksOnline.com, www.DiscoverAirdrie.com, www.CochraneNow.com, www.LacombeOnline.com, www.StrathmoreNow.com, www.ReachFM.ca and www.FortSaskOnline.com. The Contest and all related pages, contents and code are copyright to the Sponsors. Copying or unauthorized use of any copyrighted materials, trademarks, or any other intellectual property without the express written consent of its owner is strictly prohibited.

17. CONSTRUCTION: The invalidity or unenforceability of any provision of these official rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these official rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these official rules. Headings and captions are used in these official rules solely for ease of reference and shall not be deemed to affect in any manner the meaning or intent of these official rules or any provision hereof. These official rules cannot be modified or amended in any way except in writing by a duly authorized representative of the sponsors. Employees of the Sponsors are not authorized to modify, amend, or waive these contest rules.

18. PRIVACY: By entering the Contest, each Entrant agrees to the Sponsors use of the personal information of each such Entrant for the sole and express purposes of administering this Contest.

No Sponsor is responsible directly or indirectly for any loss or damages whatsoever incurred as a consequence of internet crashes or slowdowns caused by network congestion, viruses, sabotage, satellite failures, phone line failures, electrical outages, natural disasters or acts of man or God.