

“RIDE THE RAM GIVEAWAY 2019” Contest Rules

1. SPONSORS: The “**RIDE THE RAM GIVEAWAY**” (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 consists of 2 parts, the Semi-Finals and The Finals, and is segmented to operate over 8 distinct locales within the Golden West affiliate broadcasting markets:

- Airdrie through Air 106.1 and www.DiscoverAirdrie.com
- Cochrane through Air 91.5 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 FM and www.FortSaskOnline.com
- Lacombe through Sunny 94.1 and www.LacombeOnline.com

The participants in the Semi-Finals will be limited to the contestants within each respective affiliate broadcasting area.

The participants in the Finals will be limited to the winners of the Semi-Finals (referred to as Qualified Entrants under these rules).

3. CONTEST SCHEDULE: This Contest opens at 12:00 a.m. Mountain Standard Time on May 13th, 2019 and closes for entry purposes at 6:00 pm Mountain Standard Time on September 17th, 2019 (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:

May 13th, 2019, 12:00 a.m. Mountain Standard Time – official contest start.

Entrants can enter the contest by completing the online entry form at www.RideTheRam.com (also linked from Golden West affiliate portals mentioned in section 2).

September 17th, 2019, 6:00 pm Mountain Standard Time – **Entry Expiry** date, contest officially closes. No more online entries will be accepted after this date.

Starting May 13th, 2019 through September 17th, 2019, draws will be made periodically within the contest dates to determine up to 100 Qualified Entrants from each of the 8 respective affiliate broadcasting markets. A total of 800 or less will be chosen as Qualified Entrants. The Qualified Entrants will be chosen from all official online entries. The Qualified Entrants from each of the 8 markets will be invited to a Semi-Final Event in their respective market. The Semi-Final Events will consist of a random draw selection process to determine 10 Local

Finalists from each of the 8 markets. A total of 80 Finalists will be selected.

September 17th, 2019 – Semi-Final & Grand Prize Selection event in each market

- Sun Country 99.7 (High River)
- The Eagle 100.9 (Okotoks) & AM 1140 (MD Foothills 31 region)
- Air 106.1 (Airdrie) & Air 91.5 (Cochrane)
- 104.5 More Country (Strathmore)
- Sunny 94.1 (Lacombe)
- Mix 107.9 (Fort Saskatchewan)

Attendance at the Elimination Draw for online entry Semi-Finalists may be by written proxy.

Semi-Final Elimination Draw: This will be held in each market during the Semi-Final event where the Qualified Entrants will participate in a game of chance to determine one finalist from each market (as described in Section 2). Qualified Entrants will be eliminated one-by-one until only one Qualified Entrant will remain in each pool, and will qualify them to participate in the Grand Prize Selection. The 8 remaining Qualified Entrants will participate in the Grand Prize Selection.

Immediately following the Semi-Final event, the Grand Prize Giveaway will occur. The 8 Final Entrants determined in each respective market will be eligible to win through a random draw to claim the grand prize.

While attendance at the Final is mandatory, attendance may be by written proxy.

4. HOW TO ENTER: No purchase necessary. To submit an entry (the “**Entry**” or “**Entries**”) to the contest, an entrant must complete the online entry form located on the contest site at www.RideTheRam.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 during the entry period. 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. See CONTEST SCHEDULE above for Entry deadlines.

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 Sponsors will contact the Qualified Entrants by telephone only. No Qualified Entrants or winner list will be published. All Qualified Entrants will be instructed to attend the semi-final contest event in each of the 8 markets. Attendance at the semi-finals may be by written proxy.

Each of the 8 finalists will be instructed during the Semi-Finals event to attend the final Grand Prize Draw immediately following the Semi-Final event in each respective market.

If any of the Qualified Entrants are disqualified under Section 3 or otherwise, such Qualified Entrant will be disqualified and the Sponsors may at random, as replacements only, select from

Entries properly submitted replacement Qualified Entrants until 10 Qualified Entrants per market have been, both, drawn and notified. Alternatively the Contest may be continued with the lesser number of Qualified Entrants.

All determinations of the Qualified Entrants and all winners by the Sponsors are final and binding. No communication with Entrants will be permitted except with Qualified Entrants. 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:

Before the award of any Prize, the winner must correctly answer unaided, a mathematical, time-limited, skill-testing question printed on the entry form.

The Grand Prize: The Grand Prize Winner will be awarded one prize only, being a **2019 Ram 1500 Rebel Quad Cab 4X4 , described below:**

Description of Grand Prize: One (1) only 2019 Ram 1500 Rebel Quad Cab 4x4 truck, VIN# 1C6SRFET0KN564667. The Grand Prize includes freight, delivery charge, block heater and applicable taxes. Approximate retail value of the Grand Prize is \$49,961.00. (Dealers may sell for less)

The Ram 1500 Rebel Quad Cab 4x4 prize truck will be used by the Golden West Promotions Team to promote this contest at events. Therefore, the Ram 1500 Rebel Quad Cab 4x4 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, FCA Canada Inc, 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.

In the event that, 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 of 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 of 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. Only one online entry will be allowed per entrant. 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, and once any Entrant is determined to be a Qualified Entrant, all other Entries received from such Entrant shall be disqualified from the Contest. 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 and www.FortSaskOnline.com .The Contest and all of the 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.