

## CONTEST RULES AND REGULATIONS

### THE 92.5 JOE FM “DON’T SAY HELLO....SAY I LISTEN TO JOE” CONTEST

#### 1. THE CONTEST AND THE CONTEST PERIOD

The 92.5 JOE FM “Don’t Say Hello Say I Listen to JOE” contest (the “Contest”) commences at 7:20am on Monday, February 1<sup>st</sup>, 2010 and concludes at 7:00pm on Friday, March 5<sup>th</sup>, 2010; excluding March 3<sup>rd</sup> and 4<sup>th</sup>, 2010 (the “Contest Period”).

#### 2. NO PURCHASE NECESSARY

#### 3. ELIGIBILITY

The Contest is open to residents of the Greater Edmonton Area, who are eighteen (18) years of age or older, but excluding employees, directors and officers of CKNG-FM (“92.5 JOE FM”), Corus Entertainment Inc. (“Corus”), any affiliate (as defined in the *Canada Business Corporations Act*) of 92.5 JOE FM or Corus (the “Affiliates”) as well as any family members of the foregoing.

#### 4. HOW TO ENTER

Listeners whose residential phone number is listed in the current edition of the Edmonton and Area White Pages are eligible to win.

Listeners who *are not* listed in the most current edition of the Edmonton and Area phone book may enter by becoming a “JOE’s Club” member. To become a member, visit [www.joefm.ca](http://www.joefm.ca) and complete a registration form in full.

Listeners who *are not* listed in the most current edition of the Edmonton and Area phone book may enter by mailing their phone number to JOE FM at 5204-84 Street, Edmonton Alberta, T6E 5N8.

#### 5. HOW TO WIN

(a) Be listening every morning (Monday to Sunday) at 7:20am, throughout the Contest Period, to find out the specific fifteen (15) minute time slot which the call will be made by one of the announcers. In the specific fifteen (15) minute time slot, one entrant will be randomly selected from the White Pages or the JOE’s Club entrants or the mailed in entrants (as determined by the on-air personalities) and contacted via telephone. If the selected entrant answers the phone with the greeting “I Listen to JOE” (the “Greeting”), he or she will be awarded a cash prize of \$1,000 (the “Daily Prize”). If the entrant can correctly name the song title of any song played within the sixty (60) minutes preceding the telephone call, he or she will be awarded an additional \$1,000 (the “Additional Prize”).

(b) Joe’s Club Fridays: each Friday throughout the contest period, one entrant will be randomly selected from only Joe’s Club entrants.

(c) Recorded Message: If the selected entrant has recorded the greeting on his or her answering machine or voicemail, he or she will be awarded the “Daily Prize”. If the recording contains the correct song title of any song played within the sixty (60) minutes preceding the telephone call, he or she will also be awarded the “Additional Prize”.

## **6. DEADLINE FOR CLAIMING PRIZE**

Prize winners must claim the prize within thirty (30) days of the winning date (the “Deadline”). If the prize winner fails either to claim the prize or inform 92.5 JOE FM of his or her inability to claim the prize before the Deadline, his or her entry will be forfeited.

## **7. LIMITATION ON NUMBER OF ENTRIES PERMITTED**

Only one entry per person per household is permitted. Multiple entries will be discarded. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

## **8. CHANCES OF WINNING**

Chances of winning depend upon the total number of residential phone numbers listed in the Edmonton White Pages and the total number of registered JOE’s Club members.

## **9. DECLARATION AND RELEASE OF PRIZE WINNER**

Before being awarded any prize the prize winner must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question;  
and
- b) Sign a standard form confirming that by entering the Contest:
  1. he or she read, understood and accepted these Rules and Regulations;
  2. that he or she understands that acceptance of the prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death; that he or she nevertheless freely and voluntarily agrees and does hereby assume any and all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and winning a prize; and
  3. that he or she releases 92.5 JOE FM, Corus, the Affiliates, and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the “Releasees”) from any and all liability arising in connection with participation in the Contest and acceptance of the prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the prize, whether suffered by the prize winner, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

## **10. PRIZE TO BE ACCEPTED AS AWARDED**

The decision of the Contest judges is final, and the prize must be accepted as awarded. No portion of the prize is transferable. Should the prize winner be unable to claim the prize as awarded, his or her entry will be forfeited and another eligible Contest participant will be selected.

## **11. SUBSTITUTION OR CHANGE TO THE CONTEST**

92.5 JOE FM, Corus, and their respective advertising and promotional agencies reserve the right to substitute the prize or any component thereof, for those of approximately the same value and reserve the right to change the Contest rules or terminate or withdraw the Contest at any time, without prior notice.

## **12. OWNERSHIP OF ENTRIES**

All entries shall become the property of 92.5 JOE FM, Corus, and their advertising and promotional agencies. The Releasees assume no responsibility for lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems of equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause.

## **13. CONSENT TO USE OF PERSONALITY**

By entering the Contest, each entrant, including the prize winners, consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality for any publicity and programming purposes, commercial or otherwise, in all media used by 92.5 JOE FM, Corus, promoters and their advertising and promotional agencies, without any payment or compensation. Prize winners further agree that his or her audio reaction may be used for on-air promotional purposes. **The entrants understand and acknowledge that 92.5 JOE FM may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.**

## **14. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION**

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home and office telephone numbers (the "Registrant Information"), each Contest entrant grants permission to 92.5 JOE FM and Corus to the collection and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the prize winners. No correspondence will take place between 92.5 JOE FM, Corus, and the entrants except in connection with the Contest and, in the case of the prize winners, as a result of entering the Contest and winning a prize.

## **15. NO DISRUPTION TO CONTEST**

All Contest entrants agree to respect the entry process and the operation of the Contest as outlined in these rules and regulations. 92.5 JOE FM, or Corus may disqualify or ban from future contests any Contest entrant or person who 92.5 JOE FM or Corus believes is tampering with the entry process or the operation of the Contest, to be acting in a disruptive or unsportsmanlike manner, or behaving with the intent to annoy, abuse, threaten or harass any person associated with 92.5 JOE FM or Corus. Any attempt to deliberately damage a website or to undermine the legitimate operation of a contest is a violation of criminal and civil laws, and should any such attempt be made by a Contest entrant or other person, 92.5 JOE FM and Corus may seek damages or other relief from such Contest entrant or other person to the fullest extent permitted by law.

## **16. WHERE CONTEST RULES AND REGULATIONS AVAILABLE**

These rules and regulations are available online at [www.joefm.ca](http://www.joefm.ca)

## **17. COMPLIANCE WITH CONTEST RULES**

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of 92.5 JOE FM and Corus.

## **18. COMPLIANCE WITH LAWS**

This Contest is void where prohibited by law and is subject to all federal, provincial, territorial and municipal laws and regulations of Canada and of each province, territory and municipality of Canada, respectively.