

THE ROCK 101 GUY GARAGE® CONTEST (the “Contest”)

Official Rules and Regulations (the “Contest Rules”)

1. THE CONTEST PERIOD

The Contest entry period commences at 7:00 a.m. Pacific Time (“P.T.”) on September 6, 2011 and concludes at 7:00 p.m. P.T. on November 9, 2011 (the “**Contest Period**”).

2. ELIGIBILITY

The Contest is open to residents of British Columbia, who are nineteen (19) years of age or older. Employees, directors and officers of Canadian Direct Insurance, Comox Valley Dodge Chrysler Jeep Ltd., Barnes Harley-Davidson Buell, CFMI-FM, and Corus Entertainment Inc. (the “**Contest Sponsors**”) any affiliate (as defined in the *Canada Business Corporations Act*) of the Contest Sponsors (the “**Affiliates**”), employees, directors and officers of their respective advertising and promotional agencies, as well as family members of any of the foregoing or those with whom they are domiciled are not eligible to enter the Contest.

3. HOW TO ENTER AND WIN

NO PURCHASE NECESSARY.

Every weekday during the Contest Period, at 7:00 a.m., 8:00 a.m., 11:00 a.m., 2:00 p.m., and 5:00 p.m. P.T., a member of CFMI-FM will announce a Contest occasion (each, a “Contest Occasion”). CFMI-FM listeners are then invited to call (604) 280-1011 (the “**Contest Line**”). The listener who is the first caller through to the Contest Line (the “**Contestant**”) will automatically win one (1) the following qualifying prizes (each, a “**Qualifying Prize**”) to be chosen in the manner set out below:

- Instant Cash: One Hundred and One Dollars (\$101.00 CDN);
- Garage Door #1 Prize: Two (2) tickets to the Guy Garage Finale Party, as described below (the “**Event**”) and a special garage door opener for the Event that could open a garage containing one (1) of three (3) Grand Prizes as described below or
- Garage Door #2 Prize: One (1) random prize from Jake’s garage (examples: could be tools, sports equipment, magazines). The approximate value is \$20.00.

In choosing his or her Qualifying Prize, the Contestant can accept the instant cash prize above, or choose to select “Garage Door #1” or “Garage Door #2” to reveal and accept the prize inside.

Only one (1) Qualifying Prize awarded per person.

Contest Sponsors will also have the right to award up to fifty (50) so-called “Wild Card” entries at select live CFMI-FM broadcast events and in association with other CFMI-FM online promotions which take place during the Contest Period (“Wild Card Entries”). Wild Card entries awarded to eligible participants (“Wild Card Entrants”) will include a special garage door opener, as set out above, and two (2) tickets to the Event.

Contestants and Wild Card Entrants who receive tickets to the Event are referred to as “**Finalists**”. All Finalists are required to attend the Event, at location the Red Robinson Show Theatre, located at 2080 United Boulevard in Coquitlam, British Columbia in order to be eligible

to win a Grand Prize, as defined below. Finalists will be informed of the date and time of the Event by telephone prior to the Event. Finalists must register their attendance before the Event starts to receive the garage door opener that will open the garage to reveal the Grand Prize. Valid photo identification will be required to register. Throughout the Event, Finalist will be randomly asked to try the garage door opener at the three garage doors which contain the Grand Prizes. The Finalist whose garage door opener successful opens a garage door wins the Grand Prize inside.

Only one (1) Grand Prize awarded per Finalist.

Finalists who fail to respond to requests by the Contest Sponsors to register their attendance or who are unable to attend the Event will forfeit their chance to win the Grand Prize.

Contestants can only participate in the Contest once during the Contest Period. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered or tampered with in any way.

4. THE GRAND PRIZE AND GRAND PRIZE VALUE

There are three (3) of Grand Prizes to be won:

- i. The First Grand Prize consists of
 - a. a 2011 Dodge® Challenger
 - b. The Complete Pink Floyd Remastered Collection and 'Dark Side of the Moon' Deluxe Emersion Edition
 - c. \$1500 Liftmaster Canada voucher

The approximate retail value of the First Grand Prize, before freight, PDE and taxes is \$35,000 CDN.

- ii. The Second Grand Prize consists of
 - a. a 2011 Harley-Davidson® FLHX Street Glide®.
 - b. 24 cans/bottles of Central City Brewing product per month for 12 months
 - c. \$1500 Liftmaster Canada voucher

The approximate retail value of the Second Grand Prize before freight, PDE and taxes is \$28,000 CDN.

- iii. The Third Grand Prize consists of
 - a. return airfare for two (2) between Vancouver, British Columbia and Indianapolis, Indiana departing on February 3, 2011 and returning on February 6, 2011;
 - b. Three (3) nights' standard accommodation (based on double occupancy at a hotel selected by the Contest Sponsors in their sole discretion in Indianapolis, Indiana;
 - c. all hotel taxes and processing fees;
 - d. rental car and event parking in Indianapolis, Indiana;
 - e. two (2) upper level tickets to the Super Bowl XLVI scheduled to take place February 5, 2012 at Lucas Oil Stadium in Indianapolis, Indiana; and

- f. a VIP Party hosted at Woody's on Burnette, located at 935 Brunette Avenue, Coquitlam, B.C., including food and drink for up to twenty-one (21) persons. All attendees at the VIP Party must be able to enter a licensed establishment (Value approximately \$2,000)
- g. \$1500 Liftmaster Canada voucher

The approximate retail value of the Third Grand Prize is \$15,000 CDN.

5. GRAND PRIZE CONDITIONS

- i) The First and Second Grand Prize winners are responsible for paying the freight and PDE charges as well as all taxes due valued at approximately \$4,000 CDN and \$3,000 CDN respectively, and for all expenses associated with acquiring ownership in the First and Second Grand Prize including, but not limited to, insurance, extended warranty, maintenance fees and fuel costs (the "**Expenses**"). The First and Second Grand Prize winners shall not seek reimbursement for the Expenses from the Contest Sponsors.
- ii) Manufacturer's warranty applies to the First and Second Grand Prize. Upon notification, First and Second Grand Prize winners will personally take delivery of the First and Second Grand Prize from the respective dealerships within two (2) months of being declared the winner. Winner must present adequate personal identification to claim the First and Second Grand Prize. The First and Second Grand Prize will not be released unless winner first shows proof of having: (a) a valid driver's licence/motorcycle licence in the province or territory in which he/she resides; (b) satisfactory insurance, and (c) license plates.
- iii) All incidental costs and expenses not specifically referred to herein as part of the Third Grand Prize description, including but not limited to ground transportation not specifically mentioned in Section 4, above, airport improvement fees, travel insurance, trip cancellation insurance, connector flights, sightseeing tours, tips, departure taxes, fees and surcharges, excess baggage fees, costs associated with obtaining travel documents, visas, or necessary vaccinations, or items of a personal nature (the "**Travel Expenses**") are the sole responsibility of the Third Grand Prize winner (and/or guest where applicable). The Third Grand Prize winner and his and her guest shall not seek reimbursement for the Travel Expenses from the Contest Sponsors.
- iv) The Third Grand Prize trip must be taken in the period as outlined in Section 4 (the "**Travel Period**"). If the Third Grand Prize winner is unable to travel during the Travel Period, he or she will forfeit the Third Grand Prize.
- v) The Third Grand Prize winner and his or her guest must be able to travel to the United States and are responsible for obtaining all necessary travel documents prior to departure. Failure to obtain necessary travel documentation will result in forfeiture of the Third Grand Prize. A valid credit card will be required upon check in at the hotels and car rentals. Any guest of the Third Grand Prize winner must also be nineteen (19) years of age or older.

The First Grand Prize, Second Grand Prize, and Third Grand Prize are referred hereinafter as "**Grand Prizes**" or "**Grand Prize**".

6. CHANCES OF WINNING

Chances of winning depend on the total number of registered Contest entrants.

7. NO REPRESENTATIONS OR WARRANTIES

None of the Contest Sponsors makes any representation or offers any warranty, express or implied, as to the quality or fitness of the Grand Prize. The Grand Prize winner understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from the Contest Sponsors should the Grand Prize fail to be fit for its purpose or is in any way unsatisfactory to the Grand Prize winner.

8. DECLARATION AND RELEASE OF GRAND PRIZE WINNER

Before being awarded the Grand Prize, the Grand Prize winner and his or her guest (if applicable) must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question; and
- b) Sign a standard form confirming that by entering the Contest:
 - he or she read, understood and accepted these rules and regulations;
 - that he or she understands that acceptance of the Grand 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 the Grand Prize; and
 - that he or she releases the Affiliates, the Contest Sponsors, 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 Grand 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 Grand Prize, whether suffered by the Grand 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.

9. PRIZE SUBSTITUTION

Prizes and prize portions are non-exchangeable, non-transferable, non-refundable, have no cash surrender value and must be accepted as awarded with no substitutions. The Contest Sponsors reserve the right, in their sole discretion, to substitute and/or modify a prize, or prize

portion, with (a) prize(s) of equal or greater value for any reason. Should a winner be unable to claim his/her prize or prize portion as awarded, his/her rights to that prize or prize portion will be forfeited.

10. TERMINATION/MODIFICATION

Subject to applicable law, the Contest Sponsors reserve the right to cancel, suspend, terminate, modify the Contest Rules or administration of the Contest, in whole or in part, without prior notice with no obligation or liability, including, if for any reason, the Contest is not capable of running as planned, whether due to technical failure, tampering, fraud, corruption of security or other causes beyond the control of the Contest Sponsors.

11. OWNERSHIP OF ENTRIES

All entries shall become the property of the Contest Sponsors 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.

12. PUBLICITY

By entering the Contest, each entrant, including the Grand Prize winner 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 the Contest Sponsors, promoters and their advertising and promotional agencies, without any payment or compensation. The Grand Prize winner further agrees that his or her audio reaction may be used for on-air promotional purposes. **The entrants understand and acknowledge that CFMI-FM may contact him or her on-air without prior knowledge as a result of his or her participation in the Contest.**

13. 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 the Contest Sponsors to collect and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the Grand Prize winner(s). No correspondence will take place between the Contest Sponsors and the entrants except in connection with the Contest and, in the case of the Grand Prize winner, as a result of entering the Contest and winning the Grand Prize.

14. TAMPERING

If for any reason the Contest is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of the Contest Sponsors that corrupts, impairs or affects the administration, security, fairness, integrity, or proper conduct of this Contest, the Contest Sponsors reserve the right, at their sole discretion, to cancel, terminate, modify, extend or suspend the Contest and/or prizes. The Contest Sponsors further reserve the right to disqualify, from this Contest and future contests of the Contest Sponsors, any individual who tampers with or in any way corrupts the entry process. The Contest Sponsors may prohibit an entrant from participating in the Contest or winning a prize if, in the Contest Sponsors' sole

discretion, the Contest Sponsors determine that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or the Contest Sponsors representatives. **Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the contest may be in violation of criminal and civil laws and should such an attempt be made, the Contest Sponsors reserve the right to seek remedies and damages (including lawyers' fees) from any such entrant or any other individual to the fullest extent permitted by law, including criminal prosecution.**

15. LIMITATION OF LIABILITY

By entering the Contest, the entrant agrees that the Releasees shall have no liability and shall be held harmless by the entrant for any damage, loss or liability to person or property, due in whole or in part, directly or indirectly, by reason of entering the Contest, the acceptance, possession, use, enjoyment or misuse of any prize, or while preparing for, participating in any Contest-related or prize-related activity. The Releasees are not responsible for technical, hardware, software or telephone failures of any kind, lost or unavailable network connections, fraud, incomplete, garbled or delayed computer transmissions, whether caused by any of the Releasees, 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 processing of submissions that may cause damage to a user's system or limit an potential entrant's ability to participate in the Contest.

16. WHERE CONTEST RULES AND REGULATIONS AVAILABLE

These rules and regulations are available online at www.rock101.com and at CFMI-FM studios, located at 700 West Georgia Street, Suite 2000. Vancouver, BC.

17. COMPLIANCE WITH CONTEST RULES

All contestants agree to abide by the Contest Rules, which are subject to change at the sole discretion of the Contest Sponsors.

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.

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