WIN IT ALL 2026 CONTEST RULES

THE WIN IT ALL 2026 CONTEST (THE "**CONTEST**") WILL BE CONDUCTED IN THE PROVINCE OF ONTARIO ONLY AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO APPLICABLE CANADIAN LAW. NO PURCHASE IS NECESSARY. ENTRANTS MUST BE OF THE AGE OF MAJORITY IN THE PROVINCE OF ONTARIO OR OLDER AT THE TIME OF ENTRY. VOID IN WHOLE OR PART WHERE PROHIBITED BY LAW. ENTRY IN THIS CONTEST CONSTITUTES ACCEPTANCE OF THESE CONTEST RULES (THE "**CONTEST RULES**").

1. ELIGIBILITY.

1.1 To be eligible for this Contest, an individual must:

(a) be a legal resident of the province of Ontario;

(b) be of the age of majority in the province of Ontario or older at time of entry; and

(c) if selected as a Qualifier (as defined in Section 6.1 below) be willing to provide your address to Corus.

1.2 The following people are not eligible to enter the Contest:

(a) Employees of Corus Sales Inc., operating as CFPL-FM, CHFK-FM, and CKDK-FM (each, a "**Station**", collectively, the "**Stations**"), and its parent, affiliates, subsidiaries, related companies, successors and assigns (together with the Stations, "**Corus**");

(b) Employees of Oakview Group, its affiliates, subsidiaries, related companies, successors and assigns (collectively, "**Canada Life Place**", together with Corus, the "**Sponsors**");

(c) Any person who has been confirmed as a winner of two (2) Corus administered contests within sixty (60) days preceding the Contest start date indicated below where the prize was valued over one thousand Canadian dollars (CDN$1,000); and

(d) The household members of any of the parties listed in Section (a) to (c) above.

1.3 The Sponsors shall have the right at any time to require proof of identity and/or eligibility to participate in the Contest. Failure to provide such proof may result in disqualification. All personal and other information requested by and supplied to the Sponsors for the purpose of the Contest must be truthful, complete, accurate and in no way misleading. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant should such an entrant at any stage supply information that does not meet these requirements.

2. CONTEST PERIOD. The Contest begins at 12:00 am Eastern Time ("**ET**") on November 9, 2026 and ends at 11:59 pm ET on December 4, 2026 (the "**Contest Period**") after which time the Contest will be closed and no further entries shall be accepted.

3. HOW TO ENTER.

3.1 There is no purchase necessary to enter the Contest. To enter, listen to any Station weekdays during the Contest Period, between 6:00 am ET and 6:00 pm ET, for the "Artist of the Day" cue to play to be played (the "**Cue to Play**"). A Cue to Play will be played approximately three (3) times each weekday on each Station. Upon hearing a Cue to Play, listeners are invited to call the "**Station**", OR text the word "WIN" to: (i) for a Cue to Play heard on CFPL-FM: 519-643-9696; (ii) for a Cue to Play heard on CHFK-FM: 519-643–1031, or (iii) for a Cue to Play heard on CKDK-FM: 519-643-1039 (each, a "**Contest Line**", collectively, the "**Contest Lines**"). No entries will be accepted by any other means.

3.2 Qualifiers (as defined in Section 6.1(a) below) are also eligible for a bonus entry (the "**Bonus Entry**") by signing up to become an Inside Club Member at www.CanadaLifePlace.com. Each Bonus Entry will constitute one (1) entry into the draw for the Prize.

3.3 Limit of one (1) entry per person, per Cue to Play (regardless of the Contest Line used to enter), Per Day and one (1) Bonus Entry, per Qualifier, during the Contest Period. In the case of multiple entries, only the first eligible entry will be considered.

3.4 All entries become the sole property of the Sponsors and will not be returned for any reason. Entries must be received no later than the end of the Contest Period. Entries will be declared invalid if they are late, illegible, incomplete, damaged, irregular, mutilated, forged, garbled or mechanically or electronically reproduced. Unless otherwise set out herein, no communication or correspondence will be exchanged with entrants except with those selected as a potential winner.

3.5 Entries received by text message shall be deemed to be submitted by the authorized account holder of the cell phone number associated with the entry. For the purpose of the Contest Rules, "authorized account holder" of a cell phone number is defined as the natural person who is assigned to a cell phone account by a cellular service provider. Any entrant may be required to provide the Sponsors with proof that they are the authorized account holder of the cell phone number associated with their entry.

3.6 Streaming listeners may be listening to a delayed stream of the radio signal, which may vary depending on the device on which you are listening and the speed of the internet connection. Sponsors recommend turning on a radio to the Station for the Cue to Text. Sponsors assume no liability for entrants not making timely texts to the Station due to delays in the streamed signal.

4. PRIZE.

4.1 There is one (1) prize (the "**Prize**") available to be won by the Prize winner (the "**Winner**") consisting of:

(a) two (2) tickets to every event to be held at Canada Life Place in the 2027 calendar year (including all shows/events that have not yet been announced/finalized).

4.2 The Prize has an approximate value of twenty thousand Canadian dollars (CDN $20,000). Actual value of Prize will depend on the final number of events held at the venue in 2027, and the ticket value associated with those events

4.3 Winner is not entitled to monetary difference between actual Prize value and stated approximate Prize value, if any.

4.4 Prize will be distributed within eighteen (18) days after Winner has been successfully contacted and notified of their Prize and fulfilled the requirements set out herein.

5. PRIZE CONDITIONS.

5.1 Winner will be responsible for any other expense not explicitly included in the Prize, including but not limited to, transportation to and from the venue.

5.2 In the case of event tickets, gift cards or gift certificates, the terms by which the event tickets, gift cards or gift certificates may be redeemed are governed by the applicable retailer or service provider. Corus is not responsible for administering or ensuring compliance with the terms and conditions of the event tickets, gift cards or gift certificates.

5.3 In the event any band or any of its members are unable to attend the concert or any team or its members are unavailable to attend the sporting event for any reason whatsoever or in the event that the concert is cancelled for any reason whatsoever, that portion of the Prize shall be deemed fulfilled and will not be substituted, except in the sole discretion of the Sponsors.

5.4 Prize must be accepted as awarded and cannot be transferred, assigned, substituted or redeemed for cash, except at the sole discretion of the Sponsors. Any unused, unclaimed or declined portion of the Prize will be forfeited, have no cash value and the Sponsors shall have no obligation to provide either an alternative or value-in-kind. The Sponsors reserve the right, in their sole discretion, to substitute a prize of equal or greater value if a Prize (or any portion thereof) cannot be awarded for any reason.

5.5 Shipped Prizes shall not be insured and the Sponsors shall not assume any liability for lost, damaged or misdirected Prizes.

6. QUALIFIER SELECTION.

6.1 Sixty (60) Qualifiers (defined below) from each Station shall be selected as follows:

(a) One (1) entrant will be selected by each Station from its entrant pool associated with each Cue to Play to be entered into the draw for the Prize (each a "**Qualifier**"), in accordance with the following:

(i) For CFPL-FM: the 96th entrant to its Contest Line will be selected as a Qualifier;
(ii) For CHFK-FM: the 103rd entrant to its Contest Line will be selected as a Qualifier; and
(iii) For CKDK-FM: the 104th entrant to its Contest Line will be selected as a Qualifier.

(b) In the event a Cue to Play receives fewer entries than the number specified above, the respective Station will randomly select one (1) entrant from the respective Cue to Play pool of entrants as a Qualifier.

(c) An entrant may only be selected as a Qualifier once during the Contest Period, regardless of the Station through which they entered. If an entrant selected as a potential Qualifier has already been selected as a Qualifier during the Contest Period, that entrant will be ineligible

for further Qualifier selection, and an alternate eligible entrant will be selected by the applicable Station using the same selection method.

(d) For the avoidance of doubt, sixty (60) Qualifiers will be selected from each Station (for a total of one hundred and eighty (180) Qualifiers) to be entered into the draw for the Prize.

6.2 Before being declared a Qualifier, the selected entrant shall be required to provide their address for the purpose of fulfilling the Prize.

7. WINNER SELECTION.

7.1 One (1) Winner shall be selected as follows:

(a) On or about December 8, 2026, in London Ontario, one (1) Qualifier will be selected by a random draw from all eligible entries in the winner draw, consisting of one (1) entry for each Qualifier and any Bonus Entries received pursuant to Section 3. The odds of being selected as a potential winner are dependent upon the number of Qualifiers determined by the Sponsors and the number of Bonus Entries received. Before being declared a Winner, the selected Qualifier shall be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question to be administered during a pre-arranged telephone call or by e-mail to comply with the Contest Rules and to sign and return the Release (described below).

(b) THE SELECTED QUALIFIER WILL BE NOTIFIED BY TELEPHONE AND/OR E-MAIL NO LATER THAN DECEMBER 8, 2026 AT 11:00 am ET AND MUST RESPOND WITHIN FIVE (5) BUSINESS DAYS OF NOTIFICATION. Upon notification, the selected Qualifier must respond by telephone or e-mail (as specified in the notification) to the contact number or e-mail address provided no later than the indicated deadline set out in the Contest Rules and/or the notification. If the selected Qualifier does not respond accordingly, they will be disqualified and will not receive the Prize and another Qualifier may be selected in the Sponsors' sole discretion until such time as an entrant satisfies the terms set out herein. The Sponsors are not responsible for the failure for any reason whatsoever of a selected Qualifier to receive notification or for the Sponsors to receive a selected Qualifier's response.

(c) If, as a result of an error relating to the entry process, drawing or any other aspect of the Contest, there are more selected entrants than contemplated in these Contest Rules, there will be a random draw amongst all eligible Prize claimants after the Contest's closing date to award the correct number of Prizes.

8. **RELEASE.** Potential Winner will be required to execute a legal agreement and release ("**Release**") that confirms potential Winner's: (i) eligibility for the Contest and compliance with these Contest Rules; (ii) acceptance of the Prize as offered; (iii) release of each of the Sponsors and each of their employees, directors, officers, suppliers, agents, sponsors, administrators, licensees, representatives, advertising, media buying and promotional agencies (collectively, the "**Releasees**") from any and all liability for any loss, harm, damages, cost or expense arising out of participation in the Contest, participation in any Contest-related activity or the acceptance, use, or misuse of any Prize, including but not limited to costs, injuries, losses related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light, or from any and all claims of third parties arising therefrom; and (iv) grant to the Sponsors of the unrestricted right, in the

Sponsors' collective or individual discretion, to produce, reproduce, display, publish, convert, post, serve, broadcast, exhibit, distribute, adapt and otherwise use or re-use the Winner's name, statements, image, likeness, voice and biography, in any and all media now known or hereafter devised, in connection with the Contest and the promotion and exploitation thereof. The executed Release must be returned within two (2) business days of the date indicated on the accompanying letter of notification or the verification as a Winner or the selected entrant will be disqualified and the Prize forfeited.

9. **INDEMNIFICATION BY ENTRANT.** By entering the Contest, each entrant releases, indemnifies and holds Releasees 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, exposure to the COVID-19 virus, death, or property damage, resulting in whole or in part, directly or indirectly, from (a) their participation in the Contest or any Contest-related activity; (b) the acceptance, use, or misuse of any Prize; or (c) any breach of the Contest Rules. Each entrant agrees to fully indemnify the Releasees from any and all claims made by third parties relating to the entrant's participation in the Contest, without limitation.

10. **LIMITATION OF LIABILITY.** The Sponsors 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 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 Sponsors are not responsible for any incorrect or inaccurate information, whether caused 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 Sponsors assume no responsibility or liability in the event that the Contest cannot be conducted as planned for any reason, including reasons beyond the control of the Sponsors, such as tampering, unauthorized intervention, fraud, technical failures, or corruption of the administration, security, fairness, integrity or proper conduct of this Contest.

11. **CONDUCT.** By participating in the Contest, each entrant is deemed to have executed and agrees to be bound by the Contest Rules, which will be posted at the contest microsite and made available throughout the Contest Period. Each entrant further agrees to be bound by the decisions of the Sponsors, which shall be final and binding in all respects. The Sponsors reserve the right, in their sole discretion, to disqualify any entrant found to be: (a) violating the Contest Rules; (b) tampering or attempting to tamper with the entry process or the operation of the Contest (c) violating the terms of service, conditions of use and/or general rules or guidelines of any Corus property or service; and/or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass the Sponsors or any other person. CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING BUT NOT LIMITED TO CRIMINAL PROSECUTION.

12. **PRIVACY / USE OF PERSONAL INFORMATION.**

12.1 By entering the Contest, each entrant expressly consents to Corus and its third-party agents and service providers, to collect, use, store, and share any personal information submitted by entrant to enter the Contest, such as name, age of majority confirmation, and contact information, as applicable, only for the purpose of implementing, administering, and fulfilling the Contest as described in these Contest Rules, and in accordance with Corus' Privacy Policy, available at http://www.corusent.com/privacy-policy.

12.2 Each Winner further consents that: (a) any personal information they have provided in connection

with this Contest may be shared with Canada Life Place for the purpose of facilitating the delivery or fulfillment of a Prize; and (b) Corus may broadcast, publish, disseminate and otherwise use a Winner's name, city/town/village and province/territory of residence, image and/or voice in connection with any promotion and/or publicity purposes without further compensation to Winner.

12.3 No communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant unless the entrant otherwise expressly agrees to receive further communications from Sponsors.

12.4 By opting-in you consent to Corus' disclosure of your Personal Information to Canada Life Place so that you may be contacted to Promote opportunities to subscribe to newsletters and promotional clubs. Canada Life Place will use the entrant's Personal Information only for identified purposes, and protect the entrant's Personal Information in a manner that is consistent with Canada Life Place's Privacy Policy at: https://www.oakviewgroup.com/ovg360-privacy-policy/.

13. **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 is owned by the Sponsors and/or their 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.

14. **TERMINATION.** The Sponsors reserve 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 the Contest Rules in any way, at any time, for any reason without prior notice.

15. **LAW.** These are the official Contest Rules. The Contest is subject to applicable federal, provincial and municipal laws and regulations. The Contest 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. All issues and questions concerning the construction, validity, interpretation and enforceability of the Contest Rules or the rights and obligations as between the entrant and the Sponsors in connection with the Contest shall be governed by and construed in accordance with the laws of the province of Ontario 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.

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

17. **SOCIAL MEDIA.** This Contest is in no way sponsored, endorsed or administered by any social media platforms on which the Contest may have been promoted and/or publicized. Any questions, comments or complaints regarding the Contest must be directed to Corus.