Conquer the Wheel Powered by PlayOJO Contest
Official Contest Rules & Regulations (the "Rules")

1. Conquer the Wheel Powered by PlayOJO Contest (the "**Contest**") is brought to you by CFLY FM / CFCW FM (the "**Station**"), My Broadcasting Corporation (the "**Contest Organizer**"). The Contest starts on Monday, September 14, 2026, at approximately 6:00 p.m. ET and closes on Friday, October 23, 2026, at approximately 10:00 p.m. AM (the "**Contest Period**"). No purchase necessary. Void where prohibited.

2. **ELIGIBILITY.** This Contest is open to individuals who are a legal resident of Ontario, Canada and are nineteen (19) years of age or older at the start of the Contest Period. Employees and their parents, siblings and children, and individuals domiciled with an employee of the Contest Organizer, its agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter. A winner of a Station contest within seven (7) days preceding the start of the Contest Period where the prize won had a value less than $1,000.00, or within thirty (30) days preceding the start of a Contest Period where the prize won had a value between $1,000.00 - $9,999.99, or, within ninety (90) days preceding the start of the Contest Period where the prize won had a value of $10,000.00 or greater, including any individuals designated by such winners to take ownership of prizes and individuals domiciled with such a winner, are ineligible to enter and may be disqualified. Qualifiers (defined below) for this Contest are eligible to participate in other contests run by the Station. However, once a Qualifier (defined below) has been selected as a Potential Winner (defined below), they will not be eligible to participate in or win any other contest run by the Station for a period of thirty (30) days, beginning on the date they are officially declared the Potential Winner.

3. **TO ENTER.** During the Contest Period, an on-air cue-to-text announcement will be aired on the Station one (1) time per weekday (Monday-Friday, except on Wednesday, September 30, 2026 and Monday, October 12, 2026) between 6:00 and 10:00. ET hour (each, an "**Announcement**"). The individual must text message through to the Station's contest line following the Announcement (the "**Player**") will be contacted by telephone and will be required to speak with the Station's on-air announcer. The Station's on-air announcer will spin a wheel containing game segments (the "**Wheel**") and will land on one (1) designated game segment. Each game segment on the Wheel has its own instructions and rules, which the on-air announcer will explain to the Player. The Player must win the game in order to be declared a qualifier (each, a "**Qualifier**") for entry into the corresponding week's Prize Draw (defined below). If the Player does not successfully win the game segment that the Wheel lands on, they will not be a Qualifier and no alternate Player will be selected for that day. The Player and Qualifier will be announced on-air and will be required to chat on-air. An

Announcement will be aired on the Station at any time within the applicable broadcast hour, at the sole discretion of the Contest Organizer.

4. There are two (2) scenarios in which the Player will not be required to play a game segment on the Wheel.
a. Instant Win: If the Wheel lands on the "Instant Win" segment, the Player will automatically be entered into that week's Prize Draw.
b. Next Texter: If the Wheel lands on the "Next Texter" segment, the Player will automatically be disqualified, will not be entered into that week's Prize Draw, and the on-air announcer will end the telephone call with the current Player. The on-air announcer will then randomly contact an alternate Player by telephone from the eligible text messages received. The alternate Player will have the opportunity to become a Qualifier, depending on the segment that the Wheel lands on and the alternate Player's outcome. If the alternate Player lands on the "Next Texter" segment again, the foregoing procedures relating to the disqualification of the Player and contacting another alternate Player will be applied again.

5. If, by the time of a Prize Draw (defined below), there are no eligible Qualifiers for that week, or a Qualifier cannot be contacted by telephone, a keyword will be announced on the Station at the time of the Prize Draw (defined below) and the individual with the 103rd text message to the Station's contest line containing the correct keyword will become a Potential Winner (defined below) for that week (an "**Instant Win Announcement**").

6. The Contest Organizer reserves the right, in its sole discretion, to add, remove, substitute, suspend, cancel, or modify any game segment on the Wheel, outcome, game offering, game mechanics, instructions, rules, or related procedures associated with the Contest, at any time during the Contest Period, without prior notice.

7. All decisions as to eligibility, game play, compliance with these Rules, compliance with the rules of each game segment on the Wheel, satisfaction of winning criteria, and qualification for entry shall be made exclusively by the Contest Organizer and its authorized representatives, in their sole discretion. The Contest Organizer reserves the right, at any time and in its sole discretion, to disqualify any Player who fails to comply with these Rules, fails to comply with the rules of a game segment on the Wheel, does not validly win a game segment, engages in cheating, tampering, or receives unauthorized third-party assistance, or otherwise attempts to undermine the legitimate operation of the Contest. Such decisions shall be final and binding on all Players and Qualifiers.

8. Those listening via the on-demand player online or via a mobile app may experience a delay of five (5) minutes or more than that of the terrestrial radio feed.

9. If the individual who sent the text message does not answer the telephone call from the Station, the individual will be disqualified, and the Contest Organizer will select an alternate individual to be the Player from the remaining eligible text messages, or in the case of an Instant Win Announcement, will select an alternate individual to be a Potential Winner. If there is not a clear telephone connection between the Contest Organizer and a Player or Qualifier or Potential Winner, such that one or each other cannot hear the other, such Player or Qualifier or Potential Winner will be disqualified, and the Contest Organizer will not be liable in any way for such failed connection. In conducting the Contest, the Contest Organizer and its representatives have the full and absolute discretion to disqualify any Player or Qualifier or Potential Winner whose response cannot be heard by the Contest Organizer's representative, and the Contest Organizer shall have no liability or responsibility to any individual so disqualified.

10. Contest entrants shall be responsible for any long-distance charges, text message fees, data charges, or other fees charged by their service provider in connection with entering the Contest.

11. Limit one (1) text message entry per individual per Announcement during the Contest Period. Players can be entered into a Prize Draw (defined below) only once per week. Qualifiers who do not win the Prize (defined below) can qualify for another Prize Draw (defined below) on a different week. Qualifiers who win the Prize (defined below) cannot qualify for another Prize Draw (defined below) and cannot win more than once. If it is discovered that an individual has attempted to enter a text message more than once per Announcement, or has attempted to qualify for a Prize Draw more than once per week, or has attempted to enter the Contest again after already winning the Prize (defined below), whether using falsified information, fraudulent conduct, or other means, all of the individual's entries will be void and a police report will be filed documenting the conduct.

12. **PRIZE DRAW.** There will be a total of six (6) Prize Draws. A Prize Draw will be conducted at the end of each week during the Contest Period (one on Friday, September 18, 2026, one on Friday, September 25, 2026, one on Friday, October 2, 2026, one on Friday, October 9, 2026, one on Friday, October 16, 2026, and one on Friday, October 23, 2026). After all Qualifiers corresponding to that week's Prize Draw are confirmed, a potential winner of the Prize (defined below) (the "**Potential Winner**") will be randomly drawn from that week's designated Qualifiers.

13. **POTENTIAL PRIZE WINNER CONTACT.** After each Prize Draw, the Contest Organizer, acting reasonably, will attempt to contact that week's Potential Winner by telephone to notify them that they may have won the Prize (defined below). If that week's Potential Winner cannot be contacted immediately by telephone, they

will be disqualified and an alternate Potential Winner, randomly drawn from the remaining Qualifiers designated to that week, will be contacted, until a Potential Winner is reached by telephone and confirmed the Potential Winner. If a Potential Winner cannot be contacted from any of the Qualifiers in that week's Prize Draw, all the Qualifiers for that corresponding week will be disqualified and an Instant Win Announcement will be made on the Station and an alternate Potential Winner will be chosen from the eligible text messages received exclusively from the Instant Win Announcement. The Potential Winner will be announced on-air and will be required to chat on-air. The Potential Winner will then be required to provide a representative of the Contest Organizer with such information as may be required to administer the Contest.

14. If the individual who sent the text message with the keyword after the Instant Win Announcement does not answer the telephone call from the Station, the individual will be disqualified and an alternate individual will be selected as the Potential Winner from the remaining eligible text messages received after the Instant Win Announcement. If there is not a clear telephone connection between the Station's on-air announcer and the Potential Winner, such that one or each other cannot hear the other, such Potential Winner will be disqualified, and the Contest Organizer will not be liable in any way for such failed connection. In conducting the Contest, the Contest Organizer and its representatives have the full and absolute discretion to disqualify any Potential Winner whose response cannot be heard by the Contest Organizer's representative, and the Contest Organizer shall have no liability or responsibility to any individual so disqualified.

15. The provisions and procedures referred to above relating to the selection and notification of a potential prize winner shall be applied, with the necessary amendments, until a qualified winner has been duly selected, but in any event, by no later than October 31, 2026.

16. **PRIZE.** There are six (6) prizes available to be won, consisting of one (1) cheque for five hundred dollars ($500.00).

17. The Prize must be accepted as awarded. The Prize may not be sold or transferred, is non-refundable, non-reloadable, and is not substitutable by the Prize winner or convertible to cash. The Contest Organizer reserves the right to substitute a Prize in whole or in part in the event that all or any component of the Prize is unavailable. The Prize will not be replaced if lost or stolen. Additional terms and conditions may be imposed by the Prize Supplier, including in relation to the use of the Prize.

18. The Prize winner is solely responsible for any and all costs not expressly described herein, including, but not limited to, items of a personal nature, souvenirs, taxes, insurance, gratuities, and all personal expenses of any kind or

nature. The Contest Organizer is not responsible for any delay, postponement, suspension, rescheduling or cancellation, for any reason, of the Prize, and the Prize winner will not be compensated in the event of such delay, cancellation, or other event described herein.

19. **PRIZE SUPPLIER.** The supplier of the Prize is the Contest Organizer (the "**Prize Supplier**").

20. **ODDS OF WINNING.** The odds of being a Player will depend on the number of eligible text messages received after an Announcement. The odds of qualifying for the Prize Draw will depend on which game segment the Wheel lands on and the Player's outcome in that game segment. The odds of winning the Prize from among the applicable Qualifiers depends on the number of Qualifiers eligible for that corresponding week's Prize Draw, but shall be no less than one (1) in five (5). If there are no Qualifiers for that week's Prize Draw, or if a Qualifier cannot be contacted by telephone, the odds of winning the Prize depends on the number of text messages received after an Instant Win Announcement.

21. **AWARDING OF PRIZES.** Proof of identification must be provided upon request, in the form of a valid government-issued identification card. In order to be declared a winner, Potential Winner must first correctly answer, unaided, a time-limited mathematical skill-testing question administered by the Contest Organizer. Before being awarded the Prize, the Potential Winner will be required to sign and return within the time stipulated by the Contest Organizer a full release and indemnity form stating, among other things, that: they have read, understood and complied with the Rules; they accept the Prize as awarded; they are responsible for any additional fees or charges associated with the Prize; they grant permission for the Contest Organizer to use any or all of their name, photograph, and likeness for publicity purposes; and they release the Contest Organizer from any and all liability of any kind arising out of the Potential Winner's participation in this Contest and receipt and use of the Prize. In the event that the Potential Winner does not comply with all the provisions as contemplated in these Rules, the Contest Organizer shall have the right to disqualify the Potential Winner, and the Contest Organizer shall be fully and completely released and discharged from any liability or responsibility in this regard.

22. After the conditions set out in Section 21 of these Rules have been fulfilled, the Contest Organizer may require at least six (6) weeks to prepare the Prize. The Prize will be issued in the form of a cheque. Once the Prize has been prepared, the Contest Organizer will contact the Potential Winner to inform them that the Prize is ready for pick up, and at this time, the Potential Winner will have thirty (30) days to claim the Prize. The Potential Winner is responsible for claiming the Prize from the Station, and is solely responsible for their transportation to and from the Prize pickup location 993 Princess Street, Kingston / 860 Forks Road West, Welland. If a

Prize is not claimed by a Potential Winner within this time period, the Prize will be considered forfeit and the Contest Organizer may, at its sole discretion, select an alternate winner. The Potential Winner is responsible for providing the Contest Organizer with the accurate and up-to-date contact and personal information required to administer the Prize. The Contest Organizer is not responsible for any failure to claim the Prize due to incorrect, incomplete, or outdated information provided by the Potential Winner. The cheque will be valid for six (6) months from the date it is issued, or such other period as may be determined by the issuing financial institution or the Contest Organizer. It is the sole responsibility of the Potential Winner to deposit or cash the cheque before any applicable expiry date. The Contest Organizer shall have no obligation to reissue or replace any cheque that is not deposited or cashed before its expiry date. The Prize is not an inducement and is not intended to be used towards any online gambling, online gaming, or sports or event betting activities on any gaming sites. No credit or reimbursement will be provided if the Prize is not claimed.

23. **PHOTO, VIDEO OR WRITTEN SUBMISSIONS.** From time to time, a Contest entry mechanism may require entrants to submit an original submission, such as an original photograph, video, or written composition, (each, a "**Submission**") to the Contest Organizer, subject to instructions provided by the Contest Organizer or its representatives. Submissions must be original and must not include any third party's proprietary content. The Contest Organizer may, in its sole and absolute discretion: (i) disqualify any entrant who uses third party proprietary content, at any time; (ii) edit any Submission to blur out any trade-marks or to remove any copyrighted content; or (iii) disqualify any Submission that involves anything illegal, potentially or actually dangerous or harmful or containing any element of physical risk. Submissions must not contain any reference to, or likeness of, any identifiable third parties, unless consent has been obtained from all such individuals and their parent or legal guardian if they are under the age of majority in their jurisdiction of residence. Submissions must not include any illegal, defamatory or in any way obscene content. Submissions cannot be a parody or derogatory. Submissions remain the property of the entrant; however, by entering a Contest, each entrant: (i) represents and warrants that their Submission is their original work and does not infringe on any third party rights, including, without limitation, copyright, trade-mark or any other intellectual property rights; (ii) represents and warrants that they have all necessary rights from any third party that appears, or is mentioned, in the Submission, including those from the parent or legal guardian if third party is under the age of majority; (iii) grants the Contest Organizer an unlimited, royalty free, irrevocable, right and license to reproduce, post and broadcast the Submission in any form of media now known or hereinafter developed; (iv) waives all moral rights in the Submission in favour of the Contest Organizer; (v) agrees to release, indemnify, discharge and hold harmless the Contest Organizer from any claim or liability arising from or related to the Submission; and (vi) consents to the publication or use, in any medium of the

Submission for the purpose of administering the applicable Contest and publicity purposes carried out by the Contest Organizer without payment or compensation of any kind. Submissions may be showcased by the Contest Organizer at its sole and absolute discretion on a public viewing gallery. The Contest Organizer assumes no responsibility for any claims against infringement of the right of privacy with respect to any Submission.

24. **RELEASE AND LIMITATION OF LIABILITY.** BY PARTICIPATING IN THE CONTEST, PARTICIPANTS WILL WAIVE CERTAIN LEGAL RIGHTS, INCLUDING THE RIGHT TO SUE OR CLAIM COMPENSATION FOLLOWING AN ACCIDENT. The entrants and participants of the Contest, including without limitation the Prize winner, acknowledge that participation in this Contest and the collection or use of the Prize may be inherently dangerous and agree to release, indemnify and hold harmless the Contest Organizer and its parent, affiliated or related companies, and subsidiaries, and their respective officers, directors, employees, representatives, agents, and advertising and promotional agencies, from any and all claims, damages, injuries or losses of any kind resulting in whole or in part, directly or indirectly, from participation in the Contest or any Contest-related activity, or the acceptance, possession, use or misuse of the Prize.

25. By entering this Contest, the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Organizer with respect to any aspect of this Contest, including, without limitation, the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.

26. All entries become property of Contest Organizer. The Contest Organizer assumes no responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting a copy of these Rules by mail, for which a self-addressed, postage paid envelope must be included. The Contest Organizer does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials or data that have been tampered with or altered are void.

27. The Contest Organizer reserves the right to withdraw, cancel, terminate, modify, amend, extend or suspend this Contest at any time without prior notice. Without limiting the generality of the foregoing, if, in the opinion of the Contest Organizer, in its sole discretion, the Contest is not capable of running as originally planned for any reason, or if the administration, security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by

reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond its control, the Contest Organizer reserves the right to withdraw, cancel, terminate, modify, amend, extend or suspend the Contest without prior notice, including by selecting a Potential Winner from previously received eligible entries. The Contest Organizer reserves the right to modify the Rules without materially affecting the terms and conditions hereof.

28. The Contest Organizer reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of the Rules or otherwise in a disruptive manner, including any automated, macro, script, robotic or other system(s) or program(s) to enter. Any attempts to deliberately damage the Contest website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and, should such an attempt be made, the Contest Organizer reserves the right to seek remedies and damages to the fullest extent of the law. The Contest Organizer shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest, including any damage to an entrant's computer equipment, system, software or any combination thereof, as a result of their participation in this Contest or from downloading any material from the Contest website.

29. The Contest Organizer is not responsible for any typographical or other error in the printing of the offer, the administration of the Contest, or any announcements related to the Contest or the Prize.

30. In no event shall the Contest Organizer be obligated to award more prizes than is set out in these Rules or to award prizes otherwise than in compliance with these Rules.

31. The Contest is subject to all applicable federal, provincial and municipal laws and regulations. These Rules will be interpreted according to the laws of Ontario, Canada.

32. By entering this Contest, each entrant consents to the collection, use and distribution of their personal information (information that identifies an entrant as an individual, such as their name, telephone number, age, address and e-mail address) by the Contest Organizer for the purposes of implementing, administering and fulfilling this Contest. The Contest Organizer will not sell or transmit this information to third parties except for the purposes of administering this Contest.

33. In the event of any discrepancy or inconsistency between the terms and conditions of these 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, radio, television, print or online advertising, the terms and conditions of the Rules shall prevail, govern and control.

34. All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Organizer, the Prize Supplier(s), 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.