

CONTEST RULES (the “Official Rules”) COUNTRY CRUISIN 2024 (the “Contest”)

These Official Rules govern the Contest. By participating or attempting to participate in the Contest, you will be deemed to have read, understood, and agreed to be bound by these Official Rules.

1. WHO ARE THE SPONSORS? The Contest is sponsored and administered by My Broadcasting Company Inc. ("MBC") through one of its subsidiaries or affiliates, namely COUNTRY 89.1, 860 Forks Rd. W, Welland, Ontario. The following entities are co-sponsors of the Contest: Southend Electronic, Dun Rite Aluminum, Evans Heating and Colling, Golfi Team, Thomas TV, St. Joseph Bakery.

COUNTRY 89 and any co-sponsors of the Contest are referred to collectively or individually as the “Sponsors”. This Contest is in no way sponsored, endorsed, administered by or associated with any third-party social media or social networking service or site (each a “Third Party Service”), including but not limited to Facebook, Instagram and/or X (formerly known as Twitter). Any questions, comments or complaints regarding the Contest should be directed to COUNTRY 89.1 and not to any Third-Party Service.

2. WHO IS ELIGIBLE TO ENTER? To be eligible to enter this Contest, an individual must: (a) be a legal resident of the province of Ontario who has reached the age of majority as of the date of entry and who resides within the listening range of the Station. For greater certainty, to be eligible, you must be able to access the Station’s terrestrial broadcast without recourse to satellite radio, the Internet (including simulcasting), cable television, an application (including a web, digital or telephone application), or any other non-traditional listening device or tool. Whether or not an individual resides within the listening range of the Station will be determined by COUNTRY 89. (b) Must have a valid , legalCanadian Passport and legally permitted to enter the United States of America (c) Be willing and able to participate in the prize as awarded. Employees, officers, directors, agents, and representatives of the Sponsors or any of their respective parents, subsidiaries or affiliates, any prize suppliers, any and all other companies associated with the Contest, a household member of any of the individuals listed above, whether or not related or members of the immediate family (spouse, parent, child, sibling) of the individuals listed above are not eligible to enter. Residents of the USA are not eligible to enter this contest.

3. WHEN DOES THE CONTEST START/END? You may enter the Contest between 5:00 a.m. on July 2th, 2024 and 11:59 p.m. on August 29th, 2024 (“Entry Period”) after which time the Contest will be closed and no other entries shall be accepted. All times referenced in these Official Rules are in E.S.T.

4. HOW DO I ENTER THE CONTEST? No purchase is necessary to enter the Contest. Enter using the method of entry outlined below. No entries will be accepted by any other means.

During the contest period listeners will be prompted to text a keyword to the radio station contest line when prompted, (user and data rates may apply), and once the text is sent it will generate an entry form to complete and submit to the contest. MBC Q&A General Contest Rules are also available online online at: <https://country89.com/contests/> (the “Contest Website”)

Listeners may also enter by scanning the COUNTRY CRUISIN QR Code made available at certain special event locations throughout Niagara in conjunction with the COUNTRY 89.1 COUNTRY CRUISIN Promotion Team.

5. HOW MANY TIMES MAY I ENTER THE CONTEST? Listeners can enter as many times as they want.

6. COULD MY ENTRY BE REFUSED OR REJECTED? Your entry could be refused or rejected if: (a) you attempt to enter the Contest in a fashion not authorized by these Official Rules; (b) your entry contains false or misleading information, or is late, falsified, illegible, damaged or incomplete or otherwise irregular; (c) your entry is submitted using robotic, automated, programmed, or other illicit means; or (d) your entry is not in compliance with these Official Rules. The Sponsors reserve the right to refuse any entry for any other reason as they may determine.

7. WHAT ARE THE CONDITIONS OF ENTRY? By entering the Contest: (a) you agree to be bound by these Official Rules and by the decisions of the Sponsors, which decisions are final, binding and conclusive; (b) you represent and warrant that: (i) your entry, including any material comprising your entry (e.g. name, user name, profile picture, etc., as applicable) and any material submitted with your entry (e.g. photograph, video, written submission, or other form of submission, as applicable) (all such material, collectively, the "Entry Material") is original to you, (ii) you have all necessary rights in and to your Entry Material to enter the Contest, including the consent of any third parties whose personal information is included in your Entry Material, and (iii) your Entry Material does not contain, depict, include or involve content that is, or could reasonably be considered to be, inappropriate, unsuitable or offensive, as determined by the Sponsors; (c) you understand and agree that your entry, including your Entry Material, will not be returned to you and may be moderated or edited by MBC as it deems appropriate; (d) you grant to the Sponsors the irrevocable right to use your Entry Material in any media worldwide and for any purpose related to the Contest (or any similar contest), including the right to use, reproduce, modify, adapt, translate, or create derivative works from, your Entry Material without notification, compensation or additional consideration to you; (e) you waive all claims of moral rights in any use of your Entry Material by MBC pursuant to the rights granted in these Official Rules; and (f) you waive and forever discharge the Sponsors, their respective parents, affiliates, and subsidiaries, any other companies associated with the Contest, and all of their respective directors, officers, employees, agents, representatives, licensees, successors and assigns, as well as any Third Party Services, (collectively, the "Releasees"), and agree to indemnify and hold harmless each of the Releasees, from and against any and all claims, damages or liability, including any costs or losses related to personal injury, death, damage to or loss or destruction of property, arising out of, or in any way related to, (i) your participation in the Contest, (ii) the awarding, receipt, possession, use or misuse of any prize, in whole or in part, including participating in travel or any activity related to the prize, (iii) the use of any Entry Material or Publicity Material (defined below) in accordance with the rights granted in these Official Rules, or (iv) any breach of these Official Rules.

8. WHAT IS THE CONTEST PRIZE?

There is one (1) Grand prize available to be won consisting of a trip for 2 to see Jason Aldean , Justin Lynch and friends at the Boots in The Park Concert, September 14th between 1pm and 11pm at the

Waterfront Park, 1600 Pacific Highway, San Diego Ca.. The Grand Prize includes return economy fare for two, three nights in a 4-star hotel and \$100 (Cdn funds) for transfers/Travel Insurance/Baggage etc.

The approximate retail value of this prize is \$6500 (Cdn funds)

Offer has no cash value. All expenses involved in claiming and/or participating in the contest which are not specified in the Contest rules are the sole responsibility of the winner(s). No compensation will be made for any travel, airline, hotel or concert cancellation or disruption or if any aspect of the grand prize as outlined is not delivered.

9. ARE THERE ANY PRIZE CONDITIONS? All prize particulars will be determined by COUNTRY 89.1 at their sole discretion. In addition to any prize conditions provided elsewhere in these Official Rules, any prize awarded in the Contest is subject to the following conditions: (a) COUNTRY 89.1 reserves the right, in their sole discretion, to substitute a prize, in whole or in part, with a prize or prize component of equal or greater value if the prize or any component thereof cannot be awarded for any reason; (b) The prize must be accepted as awarded. The prize may not be exactly as advertised. (c) Winner must take delivery of the prize by September 3, 2024. If the winner fails to take delivery of the prize by end of business day September 3, 2024 the prize will be deemed forfeited.

10. HOW WILL THE POTENTIAL WINNER(S) BE SELECTED? Winner will be declared after a random drawn from all entries, and announced at approx. 8:10am on August 30, 2024, on Niagara's New Country 89.1. MBC will then contact that person. In the event a potential qualifier does not respond to MBC contact or is not immediately available to speak with the Station representative at the time of such contact, the MBC representative will leave a message and the qualifier must return the message and directly speak to an MBC representative to secure their prize by end of business day Tuesday September 3, 2024. If that prize is not claimed by that time another random draw will be made from all eligible entries. If that potential winner declines the grand prize for any reason, or does not meet the requirements set forth in these Official Rules, COUNTRY 89, at their sole discretion, will then also disqualify that person and they will be deemed to have forfeited any claim on the Contest participation and prize; and, time permitting, an alternate potential winner may be randomly selected from among remaining eligible entries.

11. HOW CAN A POTENTIAL WINNER BECOME A WINNER? Before being declared a winner, a selected entrant must: (a) correctly answer, without assistance, a time-limited, mathematical skill-testing question to be administered by the Sponsors; (b) be in compliance with these Official Rules; (c) sign and return, within any designated time period, a release of liability and consent to publicity form (the "Release Form") and any other documentation as reasonably required. Qualifiers must be at least 19 years of age to participate in this promotion.

12. WHAT ARE THE ODDS OF WINNING A PRIZE? The odds of winning depend on the number of eligible entries received.

13. HOW DO I CLAIM A PRIZE? Once a potential winner is confirmed as a winner, prize distribution will be promptly coordinated. If a winner fails to take delivery of the prize by end of business day September 4, 2024, the prize will be deemed forfeited.

14. WILL I APPEAR IN ANY PUBLICITY IF I AM A WINNER? If you are a winner, COUNTRY 89.1 may require you to appear in publicity related to the Contest or to any similar contest. By accepting a prize you: (a) grant to the Sponsors the irrevocable right to record, photograph or otherwise capture or document you, your likeness, your voice, or any statements you make regarding the Contest or the prize, by any available means; (b) agree that any such captured material, together with your biographical information, such as name or place of residence, or your Entry Material (collectively, all such materials, the "Publicity Material") may be used by the Sponsors or their licensees, successors, or assigns (collectively, the "Publicity Parties") in any media, whether now known or later devised, worldwide and in perpetuity, for advertising or promotional purposes related to the Contest or any similar contest. Any such use of the Publicity Material may include the reproduction, modification, adaptation, translation or creation of derivative works from your Entry Material; (c) acknowledge that the Publicity Parties shall not be required to compensate you, notify you, or request your permission in connection with their use of any Publicity Material, unless otherwise prohibited by law; and (d) waive any rights that you may have or that may otherwise exist in connection with any use of the Publicity Material by any of the Publicity Parties, including any moral rights in any such Publicity Material.

15. HOW WILL MY PERSONAL INFORMATION BE COLLECTED, USED AND DISCLOSED? By entering the Contest, you consent to the station's collection, use and disclosure of your personal information in accordance with the Privacy Policy, available at <https://www.COUNTRY89.com/privacy/>, for purposes of administering the Contest as described in these Official Rules. Over the course of participating in the Contest, you may be given the option to receive commercial emails or other communications of a commercial nature (collectively, "Commercial Communications") from the Sponsors or other parties. Should you elect to receive Commercial Communications from MBC, your personal information will be used by MBC to that end, in accordance with the COUNTRY 89 Privacy Policy. Your personal information may be disclosed to a third party in the following circumstances: (a) in accordance with these Official Rules, or with your consent, or as otherwise permitted or required by law; (b) you elect to receive Commercial Communications from a party other than MBC; (c) to coordinate the fulfillment or provision of the prize with a prize supplier; and/or (d) if you have been asked to sign and return a Release Form or other documentation in accordance with the terms of these Official Rules, MBC may disclose your personal information to any interested party, such as an entity who is released from liability. **MBC'S DISCLOSURE OF YOUR PERSONAL INFORMATION TO ANOTHER PARTY WILL CAUSE YOUR PERSONAL INFORMATION TO BE SUBJECT TO THAT PARTY'S PRIVACY POLICY AND PRACTICES.**

16. HOW DO THE RELEASEES LIMIT THEIR LIABILITY? The Releasees assume no liability for the following: (a) stolen, late, incomplete, illegible, inaccurate, misdirected, lost, misrouted, scrambled, damaged, delayed, undelivered, mutilated, jumbled, or garbled entries, transmissions, email, mail, or other communications; (b) any error, omission, interruption, defect or delay in transmission, processing, or communication; (c) failures or malfunctions of, or difficulties with, computer hardware or software, telephones, telephone lines, telephone systems, or network, cable, satellite, server, or website connections; (d) printing, typographical, or other errors appearing within these Official Rules, in any Contest-related advertisements, or in Contest-related materials; (e) incorrect or inaccurate information, including where caused by website users, tampering, hacking, or by any equipment or programming associated or used in connection with the Contest; (f) injury or damage to any computer or other device

resulting from or otherwise related to participation in the Contest, the use of any website, or the downloading or accessing of any materials; (g) anyone being incorrectly or mistakenly identified as a winner or potential winner; and/or (h) any other errors, problems or difficulties of any kind, whether human, mechanical, electronic, or otherwise, relating in any way to the Contest, including those errors, problems or difficulties that may relate to the administration of the Contest, the processing of entries, the advertising of the Contest, the announcement of any prize or prize winner, or the cancellation or postponement of any event.

17. WHAT LAWS APPLY TO THE CONTEST? The Contest is subject to applicable federal, provincial and municipal laws and regulations. Any attempt to undermine the legitimate operation of the Contest may be a violation of criminal or civil laws. Should any such attempt be made, the Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law.

18. CAN THE COUNTRY 89.1 CANCEL OR AMEND THE CONTEST? COUNTRY 89 reserves the right, in their sole discretion, to cancel, modify, or suspend the Contest or amend these Official Rules at any time, for any reason whatsoever. You may not amend these Official Rules in any way.

19. COULD COUNTRY 89.1 DISQUALIFY OR BAN SOMEONE FROM A CONTEST? COUNTRY 89.1 reserves the right, in their sole discretion, to disqualify any entrant from the Contest, or prevent any entrant from future participation in a contest, that has: (a) resold or attempted to resell a prize, in whole or in part; (b) tampered with or attempted to tamper with, or undermined or attempted to undermine, the legitimate operation of the Contest and/or the Contest Website; (c) provided false or misleading information; (d) acted in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any person; and/or (e) otherwise violated these Official Rules.

20. WHAT HAPPENS IF THESE OFFICIAL RULES CONTRADICT OTHER CONTEST MATERIALS? In the event of any discrepancy or inconsistency between these Official Rules and disclosures or statements made by the Sponsors or appearing in other Contest-related materials, these Official Rules shall govern.

21. WHAT HAPPENS IF PART OF THESE OFFICIAL RULES BECOMES UNENFORCEABLE OR DOES NOT APPLY? If any part of these Official Rules is legally unenforceable or inapplicable, then that part will be deemed invalid; however, the remainder of these Official Rules will otherwise continue to be legally binding.