

CONTEST RULES

Ocean 98.5's "Escape to Alaska" (the "Contest")

1. CONTEST PERIOD & CONTEST SPONSORS.

- (a) The Contest is brought to you by the following entities (collectively or individually, the "**Contest Sponsors**"): Ocean 98.5, a radio station owned and operated by Rogers Broadcasting Limited ("**Rogers**") (collectively, the "**Contest Sponsors**"). CruiseShipCenters International Inc. (d/b/a Expedia CruiseShipCenters) ("**Expedia CruiseShipCenters**"), Celebrity Cruises, Inc. ("**Celebrity Cruises**") and Clipper Vacations ("**Victoria Clipper**") are the Contest prize suppliers (collectively, the "**Contest Prize Suppliers**").
- (b) The contest period (the "**Contest Period**") starts at 8:43am on Monday, March 3rd, 2014 and continues until 4:43pm on Thursday, April 24th, 2014. All times are Pacific.

2. HOW TO ENTER.

- (a) No purchase necessary.
- (b) There are two methods of entry applicable to this Contest:
 - i. Listen to Ocean 98.5 at approximately 6:43am, 7:43am, 8:43am, 9:43am, 10:43am, 11:43am, 12:43pm 1:43pm, 2:43pm, 3:43pm, 4:43pm & 5:43pm on weekdays and at approximately 10:43am, 11:43am, 12:43pm 1:43pm, 2:43pm & 3:43pm on Saturdays, Sundays and holidays during the Contest Period. Call Ocean 98.5 (250-385-0985) when prompted, and be the 9th caller to reach Ocean 98.5 after such prompting.

If the telephone line is dead when answered by an Ocean 98.5 representative, or no audible response is heard, or no one responds after five (5) seconds, Ocean 98.5 will answer the next call in sequence and the next call in sequence will replace that call, deeming such next caller to be the selected Contest entrant, and so on and so forth. In the event a call is cut off before all personal data is collected, Ocean 98.5 will use reasonable efforts to make contact with the cut-off caller, provided enough personal information was gathered in order to correctly identify the cut-off caller. In the event two (2) or more calls come through on the same line, all such callers will be advised to hang up and try again and the next call in sequence will replace that call. In the event Ocean 98.5 answers the call and the caller proves to be an individual already qualified to enter this Contest (through an entry on a different date during the Contest Period), radio station will answer the next call in sequence and the next call in sequence will replace that call, deeming such next caller to be the selected Contest entrant, and so on and so forth.

- ii. Log into your Ocean VIP Club account at www.ocean985.com and redeem 2,500 VIP points per entry in the Ocean VIP Club Raffle. A loyalty club member will be selected at random by a representative of the Contest Sponsors, from all eligible raffle entries received, each week starting on Monday, March 10th between 6am – 10am. Non-selected raffle entries will be carried forward from draw to draw. Seven (7) loyalty club members will be selected in total throughout the Contest

Period to be Contest entrants. There is no limit to the amount of raffle entries you can submit, provided you have sufficient VIP points to redeem. Selected loyalty club members will be contacted by a representative of the Contest Sponsors. Where the Contest Sponsors are not able to connect with the selected loyalty club member, notwithstanding reasonable efforts to do so, the Contest Sponsors may in their sole discretion select another loyalty club member at random to be the eligible Contest entrant, and so on and so forth, until a Contest entrant is confirmed. Deadline for raffle entries is Sunday, April 20th, 2014 at 11:59pm.

- (c) **ENTRY LIMIT:** You can only qualify as a Contest entrant once during the Contest Period, whether by raffle or on-air.
- (d) Any attempt or suspected attempt to enter the Contest in a fashion not authorized by these rules shall be deemed to be tampering and will void all of your entries. Entries that are late, lost, stolen, false, illegible, damaged, misdirected, mutilated, garbled or incomplete, altered or otherwise irregular or that do not conform with or satisfy any or all of these Contest rules will be void. Only entries received by Rogers will be considered. Proof of entry transmission shall not constitute proof of receipt. The sole determinant of time for valid entry in this Contest will be the Contest server machine(s).

3. ELIGIBILITY.

- (a) The Contest is open to residents of Vancouver Island, 19 years of age and older as of the date of Contest entry, and who have a valid passport. Entrants must reside within 100km of the Ocean 98.5 offices at 817 Fort Street, Victoria, BC V8W 1H6 (as determined by www.google.ca/maps) or be in a position to collect a prize (if selected as a potential winner) at such Ocean 98.5 offices within a reasonable time period after being named a potential Contest winner.
- (b) Employees, officers and directors of any Contest Sponsor, its affiliates or representatives, any Contest suppliers and judges, and those with whom the foregoing individuals reside are not eligible to participate in this Contest. This Contest is not open to individuals who have previously won an on-air contest valued over \$1000 on Ocean 98.5 in the six months prior to the start of this Contest.

4. PRIZE DESCRIPTION.

- (a) Entrants are eligible to win one (1) of three (3) Grand Prizes, each valued at \$3,300 CDN and consisting of a trip for two, including:
 - i. One-way transportation from Victoria, BC to Seattle, WA aboard the Victoria Clipper on Thursday, August 14th, 2014 at approximately 11:00am, including a light lunch & beverage basket;
 - ii. Motor Coach transportation from Victoria Clipper to Hotel;
 - iii. One (1) night accommodation based on double occupancy at the Warwick Hotel in Seattle (standard room, based on double occupancy);
 - iv. Attendance at a private VIP cocktail party on Thursday, August 14th, 2014;
 - v. Motor Coach transportation from Hotel to Pier;
 - vi. Seven (7) night Alaskan Cruise aboard the Celebrity Solstice, Friday, August 15th – August 22nd, 2014 (one inside state room, based on double occupancy), with an option to disembark in Victoria, BC on August 21st, 2014, including an exclusive cocktail party on board the Celebrity Solstice, and daily meals and entertainment.

- (b) Hotel and room selection to be made and coordinated by the Prize Suppliers in their absolute discretion. No financial compensation will be made or required if actual costs are lower than the total value quoted in the present rules.
- (c) All Grand Prize details, including exact departure times, to be determined in the absolute discretion of the Contest Sponsors and/or Prize Suppliers. Travel arrangements must be made through the Prize Suppliers. Winner and guest (the “**Travellers**”) must travel together on the same itinerary and are solely responsible for obtaining all necessary travel documents (e.g. valid passport). Travel must take place August 14th – 22nd, 2014. Documentation that is reasonably necessary for the Prize Suppliers to book the Grand Prize for the Travellers (e.g. Passport number) must be supplied to the Contest Sponsors and/or Prize Suppliers upon request, and failure to do so may result in the forfeiture of the Grand Prize at the absolute discretion of the Contest Sponsors and/or Prize Suppliers.
- (d) Travellers are responsible for any additional expenses not included in the Grand Prize as described herein, including, but not limited to, gratuities, spa, alcoholic beverages, specialty restaurants, travel and health insurance, additional transportation costs, checked baggage fees, excess baggage fees, excursions and recreational activities.
- (e) The Contest Sponsors and/or Prize Suppliers will not replace any lost or stolen tickets, travel vouchers, gift cards or certificates. All tickets issued in connection with the Grand Prize are not eligible for frequent flyer miles. The Grand Prize may not be transferred or assigned, and must be accepted as awarded, except as otherwise set forth in these rules or in the absolute discretion of the Contest Sponsors. Only the listed Grand Prize will be awarded and no substitutions, cash equivalents or redemptions will be made, except that the Contest Sponsors and/or Prize Suppliers reserve the right to substitute the Grand Prize if necessary to a prize of equal or greater value in the event that the advertised Grand Prize (or any component thereof) is not available. Once reservations are made, they cannot be changed. Other restrictions may apply.
- (f) Travellers must behave appropriately and observe the laws, rules and regulations of location of the Grand Prize while using the Grand Prize, and participating in any Grand Prize-related activity. The Contest Sponsors and/or Prize Suppliers have the right, in their absolute discretion, to disqualify and remove any Traveller from any activity at any time if such individual is, at any point, uncooperative, disruptive, or may cause (or has caused) damage to person, property, or the reputation of the Contest Sponsors and/or Prize Suppliers.

5. **DRAW.**

- (a) One random draw from all eligible entries received will be made by a representative of Rogers at approximately 7:00am-8:00am at 817 Fort Street, Victoria BC, V8W 1H6 on each of the following draw dates: Friday, March 14th, 2014; Friday, April 4th, 2014; and Friday, April 25th, 2014. Non-selected entries will be carried forward from draw to draw. In order for an entrant to be the potential winner of a Grand Prize, the entrant must be at their stated place of work (as provided to the Contest Sponsors) between 10:00am and 11:00am on the draw dates listed above.
- (b) Entrant must be available between the hours of 10:00am and 11:00am on the draw dates above in order to participate in a broadcast with the morning show announcing the potential winner at the entrant’s stated workplace (as provided to the Contest Sponsors). If a selected entrant does not meet the foregoing stated requirement, the Contest Sponsors reserve the right, at their sole discretion, to select another entrant or to cancel the prize.

- (c) A selected entrant will be disqualified and required to forfeit any claim to the Contest prize if the terms set forth in these Contest rules are not adhered to.
- (d) Decisions and rulings of the Contest Sponsors and/or their representatives are final and binding without appeal in all matters related to this Contest and the awarding of a prize.
- (e) To be declared a winner, a selected entrant must correctly answer without assistance of any kind, whether mechanical or otherwise, a time-limited, mathematical skill-testing question; be in full compliance with these Contest rules; and, in the discretion of the Contest Sponsors, sign and return a release of liability and consent to publicity form (the **"Release Form"**) and any other documentation as may reasonably be required by the Contest Sponsors in their absolute discretion. Winner's travel companion must also sign and return a Release Form. Winner's travel companion cannot be changed after the Release Form is received.
- (f) A selected entrant may be required to provide proof of identification to the Contest Sponsors when claiming a prize or otherwise in connection with this Contest to facilitate the Contest Sponsors' accurate identification of a Contest winner.
- (g) If a selected entrant does not fulfill the conditions set out in these rules, or declines or forfeits a Contest prize, the Contest Sponsors reserve the right, in their absolute discretion, to cancel the Contest prize, to select another entrant, or to donate such prize to a charity of their choosing.

6. RELEASE OF LIABILITY / CONSENT TO PUBLICITY.

By accepting a Contest prize, the winner: confirms compliance with these Contest rules; acknowledges that the prize is not transferable and must be accepted as awarded or otherwise except where stated; consents to the use of his/her name, city of residence, entry, voice, statements, photographs and/or other likenesses for publicity, advertising or informational purposes in any medium or format carried out by the Contest Sponsors and/or their advertising agencies regarding the Contest or the prize, without further notice or compensation; and releases each of the Contest Sponsors, their affiliates, advertising and promotional agencies, the suppliers of materials or services related to the Contest, and all of their respective shareholders, directors, officers, employees and agents (collectively the **"Releasees"**) from and against all liability in connection with the Contest and/or the awarding and/or use of any Contest prize.

7. LIMITATION OF LIABILITY.

The Releasees do not assume any responsibility and each entrant releases the Releasees from any and all claims, actions, damages, demands and liabilities of whatever nature or kind arising out of or in connection with the entrant's participation or attempted participation in the Contest and any Contest prize, including, without limitation the administration of the Contest, the selection and confirmation of any Contest winners, and the arranging, awarding and use of any Contest prize.

8. PRIVACY.

By entering the Contest and for the sole purpose of the Rogers' administration of the Contest, you consent to the collection of your personal information by Rogers in accordance with its privacy policy at <http://www.rogersmedia.com/privacy>.

In connection with prize fulfillment, Rogers may be required to provide your personal information to a third party, including the Prize Suppliers. You consent to such disclosure of your personal information in accordance with the foregoing, and you acknowledge and agree that, should your personal information be provided to any such third party, your information will be subject to that third party's privacy policy and information handling standards and practices.

Rogers will not send informational or marketing communications to entrants, unless entrants expressly consent to receive such communications through an opt-in mechanism. Usually, these informational or marketing communications will be sent via electronic means, such as by email. Entrants may at any time opt out of receiving such materials by following the unsubscribe instructions provided at the bottom of any of these communications. Please refer to the Rogers Media Privacy Policy at <http://www.rogersmedia.com/privacy> for information on how Rogers collects, uses, and discloses personal information. Any questions or concerns with respect to communications from Rogers may be addressed to the Rogers Chief Privacy Officer, whose contact particulars may be found in the Rogers Media Privacy Policy.

9. GENERAL.

- (a) **LAWS AND RULES.** This Contest will be run in accordance with these Contest rules, which shall be subject to amendment by the Contest Sponsors without notice or liability to you. Entrants must comply with these Contest rules and will be deemed to have received and understood these rules by participating in this Contest. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein. This Contest is subject to all applicable federal, provincial and municipal laws and regulations.
- (b) **CANCEL AND AMEND.** The Contest Sponsors reserve the right to cancel, modify, or suspend this Contest or to amend the Contest rules at any time and in any way, without prior notice, for any reason whatsoever. Without limiting the foregoing, if for any reason the Contest is not capable of running as originally planned, for example as a result of tampering or infection by computer virus, bug, corruption, security breach, or other cause beyond the Contest Sponsors' reasonable control, the Contest Sponsors reserve the right to cancel or suspend the Contest and/or conduct a random draw from all previously received eligible entries.
- (c) **CONDUCT.** The Contest Sponsors reserve the right, in their absolute discretion, to disqualify without notice any entrant that they find to be: violating the Contest rules; tampering or attempting to tamper with the entry process or the operation of the Contest or any Contest website; acting in an unsportsmanlike or disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; or attempting to undermine the legitimate operation of the Contest. Any attempt by an entrant or any other individual to undermine the legitimate operation of this Contest may be a violation of criminal and/or civil laws. Should any such attempt be made, the Contest Sponsors reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution, and to ban or disqualify an entrant from this Contest and any future contests.
- (d) **IDENTITY OF ENTRANT.** If a dispute arises regarding the identity of any online entrant, the online entry will be deemed to have been submitted by the authorized account holder of the loyalty club account provided at the time of entry.