

## CONTEST RULES

"SONiC 102.9 \$50,000 **BIG BAG OF CASH™**" Contest  
Rogers Broadcasting Limited  
("Rogers")

1. (a) "Contest Period" starts at 8:10am on March 15, 2010 and ends at 5:10pm on April 23, 2010, the "Contest Closing Date". To enter, listen to SONiC 102.9 Monday to Friday during the Contest Period for the "\$50,000 **BIG BAG OF CASH™**" cue to call. The pre-determined caller (caller 9) to call the SONiC 102.9 ("SONiC 102.9") Contest line (780-423-1029) will be deemed to be the selected entrant to play SONiC 102.9's \$50,000 **BIG BAG OF CASH™** CONTEST. There will be two (2) "**BIG BAG OF CASH™**" Contest plays every weekday during the Contest Period, at approximately 8:10am and 5:10pm. All times are MST.

(b) Once the on-air personality has confirmed caller 9, the caller will be deemed a selected entrant and the game commences. The SONiC 102.9 Announcer will access the first CASH AMOUNT by playing a pre-produced clip which will announce a dollar amount. The entrant will then either have the choice to continue playing, or stop. In order to win, the caller will need to stop playing before the loser buzzer sounds, the time of the loser buzzer will vary during the Contest Period. When an entrant stops playing they win the amount of money last announced, and if the buzzer sounds before the entrant stops playing the entrant loses all money. The number of pre-produced amounts for each CASH AMOUNT and the total amount of money in each CASH AMOUNT will be pre-determined by Station management and will be kept secret from the entrant. If there is a dispute as to whether the entrant stopped playing prior to the buzzer sounding, the decision, which will be final, will be made by the Station in its sole discretion.

(c) In the event that a selected entrant incorrectly answers the skill testing question, declines the prize, or fails to return a signed release and acknowledgment form as specified below, the prize will be forfeited.

(d) Any SONiC 102.9 listener may win SONiC's 102.9 \$50,000 **BIG BAG OF CASH™** only once during the Contest Period. In the event that no prize is won, the entrant may attempt to play again.
2. No purchase, expenditure or investment is necessary to enter this Contest. All prizes must be accepted as awarded, may not be transferred or exchanged. Rogers reserves the right to substitute a prize of at least equal or greater value in the event of the unavailability, for whatever reason, of the advertised prize.
3. Participants will have a chance to win a minimum of \$100 (one hundred dollars) and a maximum of \$50,000 (fifty-thousand dollars) through out the Contest Period. There is a total of \$50,000 (fifty-thousand dollars) to be won over the Contest Period. The Contest concludes when either \$50,000 is given away, or on April 23, 2010, whichever comes first.
4. In order to claim the cash prize, selected entrants must first correctly answer, unaided, a time limited, mathematical skill testing question at a mutually convenient time. Rogers judges' rulings are final and without appeal in all matters related to the Contest and the awarding of prizes.
5. Contestants will be required to return a signed release and acknowledgment form before being declared a winner.
6. By entering this Contest, each entrant consents to the use of his/her entry, name, and city of residence and/or photograph, voice or video recording in any publicity carried out by Rogers and its advertising agencies, without further compensation. Winners consent to their photograph being taken by Rogers for such use, without further compensation. All entries become the property of Rogers.

7. This Contest is open to all residents of Alberta, 18 years of age and older as of the date of entry, except employees of Rogers, its parent and affiliate companies; its representatives and agents, the Contest suppliers, any persons residing in their respective households [1] and any immediate family members [2]. The Contest is subject to all applicable federal, provincial and municipal laws and regulations.
8. No communications will be entered into except with the selected entrants.
9. Odds of winning depend on the number of callers who called in during the Contest Period. Rogers is unaware of how many callers there may be. The winners may come from any eligible geographic area, so long as they otherwise qualify to enter the Contest.
10. Rogers is collecting personal data about entrants for the sole purpose of administering this Contest. No further informational or marketing communications will be received by the entrant unless the entrant provides Rogers with explicit permission to do so as indicated on the entry form. Please see our Privacy Policy at [www.rogers.com](http://www.rogers.com) for full information on the company's policy towards maintaining the privacy and security of user information.
11. This Contest will be run in accordance with these rules, subject to amendment by Rogers. Entrants must comply with these rules, and will be deemed to have received and understood the rules if they participate in the Contest.
12. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.

*[1] Household is defined as a separate, self-contained residence which has a unique municipal address. Proof may be required to be provided to ensure compliance with this rule. Rogers in its sole discretion will determine whether a household meets this condition.*

*[2] Immediate family members are defined as parent(s) (including step parents), spouse (including common law and same sex), spouse of the father or mother (including common law and same sex), father-in-law (including common law and same sex), mother-in-law (including common law and same sex), brother (including step brother and brother-in-law), sister (including step sister and sister-in-law), children (including adopted and stepchildren) and grandparents.*