

CONTEST RULES
“LITE 96 TRIP-A-DAY GIVEAWAY”
ROGERS BROADCASTING LIMITED

1. (a) “Contest Period” starts at 12:01am on Monday, March 8, 2010 up until Friday, April 30, 2010, the “Contest Closing Date”. To enter visit www.lite96.ca and sign up as a LITE 96 Platinum VIP member for free by fully completing the sign up form. Redeem 1,000 Platinum Points to participate in this Contest by the Contest Closing Date. Existing members of the LITE 96 Platinum Club must sign into their LITE 96 Platinum VIP Club and redeem 1,000 Platinum Points in order to enter. All times are Mountain Daylight Times.

NO PURCHASE NECESSARY. To enter this Contest without redeeming 1,000 Platinum Points, during the Contest Period, please hand print your name, address, day and evening phone numbers, email address, age, Contest name for which you are entering, and a hand written 100 word letter explaining you want to win the Contest, and mail it to LITE 96, 2723 37th Avenue N.E. Calgary, AB T1Y 5R8, attention Promotions Department. You will receive one (1) entry into the Contest during the entry period for which your request was postmarked and received by the Contest Closing Date.

(b) Commencing on Monday, March 8, 2010, random draws, by a Rogers Broadcasting Limited (“Rogers”) representative, as represented by LITE 96 (“LITE 96”), will be made each Monday, Tuesday, Wednesday, Thursday and Friday (excluding statutory and civic holidays), each a “Draw Date”, during the Contest Period from all completed entries received as of 11:59pm each Draw Date, at approximately 7:00 am at LITE 96, 2723 37th Avenue N.E. Calgary, AB T1Y 5R8 and the name will be announced on-air. Non selected entries will be carried forward to the next Draw Date. If you have won a trip with LITE 96 during the last year, you will not be able to win this trip.

The participant whose name was read on-air will have ten (10) minutes to call in to 403-245-LITE (403-245-5483) to be eligible to win the trip of the day in the LITE 96 Trip-A-Day Giveaway Contest, provided they are a member of the LITE 96 Platinum VIP Club at the time of the Draw Date. If the eligible participant does not call into LITE 96 within ten (10) minutes of their name being read on-air, another random draw will take place until an entrant has been selected, or until determined by Rogers.

Callers will have five (5) seconds to respond once the call is answered. If the telephone line is dead when answered by LITE 96, or no audible response is heard, or no one responds after five (5) seconds, LITE 96 will answer the next call in sequence and the next call in sequence will replace that call. In the event a call is cut off before all personal data is collected, LITE 96 will make its best 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 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 and the next call in sequence will replace that call.

Participants will be eligible to win one (1) of forty (40) Grand Prizes, each having an approximate value of \$2,150:

A trip for two (2) to Las Vegas, Nevada including roundtrip economy airfare from Calgary to Las Vegas, departing Calgary on Thursday, May 27, 2010 and returning Sunday, May 30, 2010, airport transfers in Las Vegas, three (3) nights hotel accommodations, based on double occupancy, at Mandalay Bay Resort and Casino, and two (2) tickets to the Cher concert on Saturday, May 29, 2010 at The Colosseum at Caesars Palace.

Any costs or expenses incurred by winner in claiming or using their prize and expenses incurred and not specifically described as part of the prize are the sole responsibility of the winner. Prizes must be accepted as described in these rules and cannot be transferred to another person, substituted for another prize, or exchanged in whole or in part, for cash, subject to the provisions set forth elsewhere in these rules. Only one (1) prize per person during the Contest Period.

****(For all applicable trips: Not included are gratuities. We recommend the purchase of medical, accident and baggage insurance. It is the responsibility of the prize winners and traveling companions to obtain and pay for the required identification documents (i.e. passports) for their entry into the USA and re-entry into Canada prior to departure. Failing to provide the required documents may result in denied boarding by the air carrier and/or entry by immigration authorities in the USA or re-entry into Canada. Rogers is not responsible in this respect and any unused portion of the trip prize will be forfeited. It is the prize winner's responsibility to check with the airline for baggage restrictions. Winners and traveling companions must travel together on the same itinerary. Rogers is not responsible for any cancellation of any events as part of this Contest. The cancelled element of the prize will be forfeited, and no substitutions will be given. All travel arrangements and bookings will be arranged by Rogers or its agents. Winners and guests must travel together from the major airport/train station nearest the winner's residence or from an agreed upon pick-up + drop-off location. If the guest of the winner is a minor, the parents or legal guardian of the minor guest must provide Rogers with a release and declaration of liability confirming their consent for the minor to be a guest of the winner as part of the Grand Prize and consent to a designated accompanying adult).***

No responsibility is assumed by Rogers for any other factor beyond its reasonable control, or for a cancelled, delayed, or re-scheduled concert for

any reason whatsoever. Rogers is not responsible in the event winner and/or their guest is refused entry to the concert venue for whatever reason and any unused portion of the prize will be forfeited. Due to the nature of prize, no alternative concert dates are available other than those selected by Rogers.

(c) In the event that the caller is not a LITE 96 Platinum VIP Club member, declines the prize, incorrectly answers the skill testing question, or fails to return the signed release and acknowledgment as indicated another random draw may be performed at any time or date as determined by Rogers.

(d) If the identity of the winner is disputed, an investigation may be performed by Rogers at which time there will be no winner declared until the investigation had been completed. Rogers reserves the right to refuse the awarding of the Grand Prize to an entrant whose identity is being disputed.

2. No purchase, expenditure or investment is necessary to enter this Contest.

3. Participants will be eligible for the Grand Prize as outlined above.

4. All prizes must be accepted as awarded and 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.

5. (a) In order to win, selected entrants must first correctly answer an unaided and time-limited mathematical skill-testing question posed by telephone at a mutually convenient time.

(b) Rogers judges' rulings are final and without appeal in all matters related to the Contest and the awarding of prizes.

6. Selected entrants will be required to return a signed release and acknowledgment form before being declared a winner. Travel companions must also be required to return a signed release and acknowledgement form before being ticketed, once ticketed no other changes will be permitted.

7. By entering this Contest, each entrant consents to the use of his/her entry, name, address and/or photograph 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.

8. This Contest is open to residents of Alberta, 18 years of age or older as of the date of entry except employees of Rogers, its respective parent and affiliate companies; representatives and agents, the Contest suppliers and those with whom they are domiciled. This Contest is subject to all applicable federal, provincial and municipal laws and regulations.

9. No correspondence will be entered into except with the selected entrants.

10. Chances of winning depend on the number of eligible entries received. Rogers is unaware of how many entrants there may be. The winner may come from any geographic area, so long as they otherwise qualify to enter the Contest.

11. All entries which are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of

the rules may be disqualified by Rogers. Rogers takes no responsibility for lost, misdirected, late or destroyed entries, or for typographical or other production errors.

12. All entries become property of Rogers who assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for failure of the Internet or Rogers network during the Contest Period, for any problems or technical malfunction of any telephone network or lines, cell sites, microwave dish, antenna, switch, computer on-line systems, servers, access providers, computer equipment, software, failure of any communication or traffic congestion on the Rogers or other network, or any combination thereof including any injury or damage to an entrant's or any other person's wireless device or personal computer related to or resulting from playing or downloading or sending any material in the Contest. Rogers reserves the right, in its sole discretion, to cancel or suspend the online or email portion of this Contest should a virus, bug or other cause beyond the reasonable control of Rogers corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any equipment or system or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws, and should such an attempt be made, Rogers reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

13. 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 entrants unless entrants provide Rogers with explicit permission to do so as indicated on their entry form. Please see our Privacy Policy at www.rogers.com for full information on the company's policy towards maintaining the privacy and security of user information.

14. 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.

15. The terms of this Contest, as set out in these rules, are not subject to amendment or counter-offer, except as set out herein.