

CONTEST RULES
LITE 92.9 BIG BAG OF CASH Contest
Rogers Broadcasting Limited
("Rogers")

1. (a) "Contest Period" starts at approximately 7:40am on Tuesday, September 7, 2010 and ends at approximately 3:40pm on Friday, October 22, 2010, the "Contest Closing Date." To enter, listen to LITE 92.9 FM Monday to Friday during the Contest Period for the "BIG BAG OF CASH" cue to call. The pre-determined caller (i.e.: caller 9) to call the LITE 92.9 FM Contest line (902-484-5483) will be deemed to be the selected entrant to play LITE 92.9 FM'S "BIG BAG OF CASH" CONTEST. There will be three (3) "BIG BAG OF CASH" Contest plays every weekday during the Contest Period, at approximately 7:40am, 10:40pm and 3:40pm. All times are Atlantic Daylight Times. You may enter as many times as you like during the Contest Plays.

(b) Once the on-air personality has confirmed caller nine (9), the caller will be deemed a selected entrant and the game commences. The LITE 92.9 FM 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 "lose" buzzer sounds. When an entrant stops playing they will be eligible to win the amount of money last announced, and if a buzzer sounds on the entrant's next play, the entrant will lose 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.

Callers will have five (5) seconds to respond once the call is answered. If the telephone line is dead when answered by LITE 92.9 FM, or no audible response is heard, or no one responds after five (5) seconds, LITE 92.9 FM 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 92.9 FM 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 (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 and the next call in sequence will replace that call.

(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, the prize will be forfeited.

(d) Any LITE 92.9 FM listener and may win "THE BIG BAG OF CASH" contest 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 and may not be converted to cash. Rogers reserves the right to substitute a prize of at least equal 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 \$10 (ten dollars) and a maximum of \$5,000 (five thousand dollars) through out the Contest Period. There is a total of \$30,000 (thirty thousand dollars) to be won over the Contest Period. The Contest concludes when either \$30,000 is given away, or on October 22, 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, posed by telephone 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 Nova Scotia, 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 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 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.