

CONTEST RULES

“FLYAWAY FRIDAYS PALM SPRINGS PARADISE – WEEK 1” ROGERS BROADCASTING LIMITED

1. (a) “Contest Period” starts at 12:01am on Friday, October 30, 2009 up until Thursday, November 5, 2009 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 500 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 500 Platinum Points in order to enter. All times are Mountain Daylight Times.

NO PURCHASE NECESSARY. To enter this Contest without redeeming 500 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 a trip to Palm Springs Paradise, 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. Limit of one (1) mail-in request per postage stamped envelope per day.

(b) A random draw, by a Rogers Broadcasting Limited (“Rogers”) representative, as represented by LITE 96, will be made on Friday, November 6, 2009 from all completed entries received as of 11:59 pm the day before, at approximately 7:30 am at LITE 96, 2723 37th Avenue N.E. Calgary, AB T1Y 5R8. Selected entrants will be contacted via telephone number or email as indicated on the selected entrants LITE 96 Platinum VIP member account, or mail-in entry.

Participants will be eligible to win xxxthe following Grand Prize, having an approximate retail value of \$1,600 and consisting of:

A trip for two (2) to Palm Springs, California including roundtrip airfare from Calgary to Palm Springs on WestJet, three (3) nights hotel accommodations at the Embassy Suites La Quinta Hotel and Spa in La Quinta, California, based on double occupancy, A 50 minute hibiscus couples massage for two (2) at Spa Hibiscus at Embassy Suites, a \$50 gift certificate for Wang’s in the Desert, and Two (2) admissions for the Palm Springs Aerial Tramway.

*** Trip must be taken prior to April 2010. Travel and prize dates are based on availability and may have various expiry dates and restrictions.

****(For all applicable trips: Not included are gratuities. Black out dates may apply. 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, visas) for their entry into the visiting country 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 to the visiting country 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. Winner and traveling companion 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).

(c) If a selected entrant cannot be reached within two (2) business days, or declines the prize, another entrant will be chosen to replace that entrant.

(d) In the event that a selected entrant incorrectly answers the skill testing question, or fails to return the release and acknowledgment as indicated below, no other name will be drawn.

(e) Entrants can enter as many times as they wish providing they redeem 500 Platinum Points for each entry. If the identity of an entrant is disputed, the authorized account holder of the email address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the email address for the domain associated with the submitted email address is considered the authorized account holder. A selected entrant may be required to provide proof that he/she is the authorized account holder of the email address associated with the selected entry. All entries must be submitted from a valid email account that may be identified by reverse domain name search. The sole determinant of time for the purposes of receipt of a valid entry in this Contest will be the Contest server machine(s).

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. The travel companions must also return a signed release and acknowledgement form before taking part in this prize.

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 winners 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 at the time of entry. 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.