

MUCH FAR & WIDE
ULTIMATE CANADIAN ADVENTURE Contest
OFFICIAL RULES AND REGULATIONS
Wednesday, March 22, 2017 – Tuesday, April 25, 2017

No purchase necessary. Void where prohibited.

1. **CONTEST SPONSOR:** The sponsor of the MUCH FAR & WIDE 'ULTIMATE CANADIAN ADVENTURE' contest (the "Contest") is Bell Media Inc. ("BMI" or the "Contest Sponsor").
2. **PRIZE PROVIDERS:** The airfare prize provider for the Contest is WestJet, an Alberta Partnership ("WestJet" or the "Airfare Prize Provider"). The accommodation prize provider for the Contest is Marriott Rewards, LLC. ("Marriott" or the "Accommodation Prize Provider") (the Airfare Prize Provider and Accommodation Prize Provider together are "Prize Providers").
3. **CONTEST PERIOD:** The Contest starts at 10:00 a.m. Eastern Time ("ET") on Wednesday March 22, 2017 and closes at 11:59 p.m. ET on Tuesday, April 25, 2017 (the "Contest Period").
4. **ELIGIBILITY:** To enter and to be eligible to win, an entrant must be a legal resident of Canada (excluding Quebec) and be of the age of majority in the province or territory in which he/she resides at the time of Entry. Employees of the Contest Sponsor or Prize Providers, their respective agents, parent, affiliated or related companies, subsidiaries, divisions, and promotional and advertising agencies and administrators, and the parents, siblings, children of, or persons domiciled with, such employees are ineligible to enter. A winner of a previous BMI, WestJet, or Marriott contest within the four (4) months preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) and persons domiciled with such a winner are not eligible to enter.
5. **HOW TO ENTER:** To enter, a MUCH account is necessary. Visit the website located at <http://farandwide.much.com/contest> during the contest period click on the Enter Here button and follow the necessary steps and instructions to either sign-in to your MUCH account or sign-up for a MUCH account by following the instructions to complete entry into the Contest. Limit of one (1) entry per individual, per day (where a "Day" begins at 12:00:01 a.m. ET - except on March 22, 2017 where "Day" begins at 10:00:01 am ET - and ends at 11:59:59 p.m. ET) of the Contest Period. Entries shall be deemed to be submitted by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an internet access provider, on-line service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

By entering this Contest the entrants and participants automatically agree to accept and abide by these Rules. All decisions of the Contest Sponsor with respect to any aspect of this Contest, including without limitation the eligibility of entries, are final and binding on all entrants in all matters as they relate to this Contest.

6. **PRIZE:** There is one (1) grand prize available to be won in Canada (excluding Quebec) consisting of a trip for the winner and one guest (the "Travelling Companion") within Canada and includes:
 - (i) Round trip economy air fare, determined at the sole discretion of the Airfare Prize Provider, for two (2) people from the major Canadian airport serviced by WestJet closest

- to the winner's place of residence in Canada (hereinafter referred to as the "**Departure Point**") to any regularly scheduled, marketed and operated Canadian destination that WestJet services from the Departure Point (the "**Destination**");
- (ii) 150,000 Marriott Rewards Points (the "**Marriott Points**") to be used towards accommodations for (2) people based on one (1) room, double occupancy. Point values are based on a standard room and may vary by length of stay and hotel category or tier. Points usage based on hotel availability at time of booking. No Blackout Dates apply. Limit one (1) Marriott Points prize component per person/Marriott Rewards account. Usage of Marriott Rewards® Points are subject to terms and conditions of the program, which can be found at www.marriottrewards.com or [here](#). Winners are required to be Marriott Rewards Program members in order to enter and receive (and redeem) Marriott Rewards points. The approximate retail value of the Marriott Points is \$1,875 USD.
 - (iii) Roundtrip ground transportation (specific details to be determined at the sole discretion of BMI) between the Destination airport and the accommodation; and
 - (iv) \$500 CAD spending money (collectively the "**Grand Prize**")

Approximate retail value of the Grand Prize is Seven Thousand Five Hundred Dollars (\$7,500) CAD based on a St. John's, Newfoundland departure and to Prince George, British Columbia destination. The approximate retail value of the Grand Prize as may be stated in advertising or other promotion materials, and/or these Contest rules, are subject to price fluctuations in the consumer marketplace based on, among other things, the passage of time between the date the respective approximate retail value is stated by the Contest Sponsor and the date the respective prize is awarded or redeemed. If, at the time the Grand Prize is redeemed or awarded, the actual prevailing retail purchase price for the Grand Prize is less than the approximate retail value stated in advertising and promotion materials, and/or in these Contest rules, the Grand Prize winner will not be entitled to any difference.

TRAVEL COMPANION CONDITIONS: In order to participate in the Grand Prize, the Travelling Companion must:

- be in full compliance with these Contest rules;
- be of the age of majority in his or her province or territory of residence;
- sign and return (within the time stipulated by the Contest Sponsor) a full release and indemnity form stating the terms outlined in section 11 below.

7. **WINNER DETERMINATION:** A random draw will take place at BMI in Toronto, Ontario at approximately 11:00 a.m. ET on April 26, 2017. BMI, acting reasonably, will attempt to contact the potential Grand Prize winner by email (or phone where an entrant has voluntarily provided their phone number on the Contest entry form) within three (3) days of the draw (each initial attempt to contact a "**Notification**"). In the event that the potential Grand Prize winner cannot be contacted within 3 (three) days Notification by BMI (including failing to reply to the Notification) or, if contacted, does not meet all of the Contest conditions outlined in these Contest rules, the potential Grand Prize winner will be disqualified. In such case, and at the Contest Sponsor's and Prize Provider's sole discretion together, an alternate potential Grand Prize winner may be drawn from among all remaining eligible entries whom BMI will attempt to contact and who will be subject to disqualification in the same manner. The provisions and procedures referred to above relating to selection and notification of the potential Grand Prize winner shall be applied, with the necessary amendments, until a verified Grand Prize winner has been duly selected, but in any event, no later than Friday, May 5, 2017. The Contest Sponsor and Prize Provider reserve the right to request proof of identification at any time from a potential winner. Odds of winning the Grand Prize will depend

on the total number of eligible entries received during the Contest Period and the number of times each entrant enters the Contest in accordance with the stated limit.

8. **WINNER CONDITIONS:** In order to be declared the Grand Prize winner, the potential winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by BMI. Before being awarded the Grand Prize, the potential winner will be required to sign and return (within the time stipulated by the Contest Sponsor) a full release and indemnity form stating the terms outlined in section 10 below. In the event that the potential winner does not comply with all the provisions as contemplated in these Contest rules, the Contest Sponsor shall have the right to disqualify the potential winner, and draw an alternate potential winner, and the Contest Sponsor and Prize Providers shall be fully and completely released and discharged from any liability or responsibility in this regard. Winner may be required to execute additional Prize Provider documents in order to receive the Grand Prize.
9. **PRIZE CONDITIONS:** Grand Prize and Grand Prize portions must be accepted as awarded, may not be sold or transferred, and are not convertible to cash (with the exception of any spending money portion of the Grand Prize). The Contest Sponsor and/or the Prize Providers reserve the right to substitute their portion of the Grand Prize, in whole or in part, in the event that all or any component of the Grand Prize is unavailable. Departure dates and accommodation are subject to availability and change without notice or compensation. Travel dates proposed by the winner must be approved by the Prize Providers at their sole discretion. Grand Prize winner and his/her Travelling Companion are solely responsible for all costs not expressly described herein, including, without limitation, as applicable, baggage fees, airport improvement fees, taxes, surcharges, other transportation, attractions, souvenirs, departure or other taxes, fuel/currency surcharges, meals and beverages, applicable taxes, room service, gratuities, merchandise, telephone calls, insurance, any required travel documentation including government issued identification such as a passport, all personal expenses of any kind or nature, and any overnight layover. The Grand Prize winner and his/her Travelling Companion are also solely responsible for all costs incurred to and from the Departure Point as the Grand Prize originates and terminates there. It is the sole responsibility of the Grand Prize winner and his/her Travelling Companion to obtain all necessary travel documentation including passports and visas, and to comply with any customs and immigration requirements, as applicable. IT IS HIGHLY RECOMMENDED THAT THE GRAND PRIZE WINNER AND HIS/HER TRAVELLING COMPANION OBTAIN SUFFICIENT PERSONAL, TRAVEL, AND/OR MEDICAL INSURANCE PRIOR TO DEPARTURE. No change in travel arrangements can be made by the Grand Prize winner once his/her booking has been confirmed. The Grand Prize may not be used towards any type of frequent flyer mileage, or other reward point accumulation program. Grand Prize cannot be combined with any other promotional offer or offers provided by the Prize Providers. Contest Sponsor and Prize Providers are not responsible for any delays, postponements, suspensions, rescheduling or flight cancellations, for any reason, without any compensation.
10. **FLIGHT CONDITIONS:**
The flight portion of the Grand Prize is valid towards return travel until **December 14, 2017**. The flight portion of the Grand Prize is not valid for any flights departing after such date and extensions to the expiry date are not permitted. Seats are subject to availability and promotional space. Flights cannot be booked more than 45 days prior to departure. Peak dates are not available for travel, such as, but not limited to; all Canadian Statutory Holidays (i.e. long weekends) and airline blackout periods (i.e. Easter, Spring and Christmas breaks – December 14, 2017 – January 4th, 2018) are not available for booking travel. The winner and his/her Travelling Companion must travel on the same itinerary in both directions. Winner and his/her Travelling Companion are responsible for transportation to and from the Departure Point and all other expenses not stated as included

herein. Changes to flights and or passenger names are not accepted, once the booking has been confirmed. Flight is not valid for redemption on WestJet Vacations' packages, or WestJet's charter or code share partners. Flights are subject to availability, blackout periods, government restrictions and regulations, airline, airport or other transportation restrictions and regulations. Other restrictions may apply.

11. **RELEASE AND PUBLICITY:** The Grand Prize winner and his/her Travelling Companion will be required to sign and return (within the time stipulated by the Contest Sponsor) a full release and indemnity form stating that, among other things, he/she has read and understood these Contest rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Contest and/or the Contest Sponsor and/or similar matters, authorizes the Contest Sponsor to broadcast, publish, disseminate and otherwise use his/her name, city/town/village and province/territory of residence, photograph, likeness, sobriquet and voice, in connection with any promotion and/or publicity, and/or for general news, entertainment and/or information purposes at no additional compensation beyond the awarding of, or participation in, the Grand Prize, accepts his/her Prize as offered (as a winner or Travelling Companion, as the case may be), and releases the Contest Sponsor and Prize Providers from any and all liability of any kind arising out of the his/her participation in this Contest and receipt and use of his/her Prize (as a winner or Travelling Companion, as the case may be).

12. **TAMPERING:** Any attempt by any entrant to obtain more than the stated maximum number of entries by using (as applicable) multiple/different names, email addresses, identities, registrations, logins, robotic, macro, script, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, contest entry services) or any other methods will void that person's entries and eligibility to win the Grand Prize and that participant will be disqualified from the Contest and, at the sole discretion of the Contest Sponsors, any of the Contest Sponsors' other promotions. All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of these Contest rules will be disqualified. The Contest Sponsor does not assume any responsibility for garbled, lost, late, delayed, destroyed or misdirected entries, mail, voice messages, e-mail or any computer errors or malfunctions, incorrect or inaccurate capture of entrant information, technical malfunctions, human or technical error, seeding or printing errors related to this Contest. Entry materials or data that have been tampered with or altered are void. The Contest Sponsor reserves the right, in their sole discretion, to disqualify any individual they find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Contest rules or otherwise in a disruptive manner (such as is described above) by using or relying on any evidence or other information made available to, or otherwise discovered by, the Contest Sponsor. Any attempts to deliberately damage the Contest website or to undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made the Contest Sponsor reserves their right to seek remedies and damages to the fullest extent of the law. The Contest Sponsor assumes no responsibility for failure of the internet or any Contest web site during the Contest, for any problems or technical malfunction of any telephone network or lines, computer line or network systems, servers, access providers, computer equipment, software, failure of any email or traffic congestion on the internet or at any website, or any combination thereof including any injury or damage to an entrant's or any other person's computer or mobile device related to or resulting from using, accessing, playing or downloading any material in relation to the Contest.

13. **TERMINATION/MODIFICATION:** If for any reason, in the opinion of the Contest Sponsor, in its sole discretion, the Contest is not capable of running as originally planned, or if the administration,

security, fairness, integrity or the proper conduct of the Contest is corrupted or adversely affected, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, the Contest Sponsor reserves the right to cancel, terminate, modify, amend, extend or suspend the Contest, and select a winner from among all eligible entries received up until the time of cancellation, termination, modification, amendment, extension or suspension. The Contest Sponsor reserves the right to modify these Contest rules without materially affecting the terms and conditions hereof.

14. **CONSTRUCTION:** The Contest is subject to all applicable federal, provincial and municipal laws and regulations. All issues and questions concerning the construction, validity, interpretation and enforceability of these Contest rules, or the rights and obligations of entrants and the Contest Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the Province of Ontario without giving effect to its conflict of law rules and provisions. All entrants consent to the jurisdiction and venue of the Province of Ontario. All entrants expressly agree that the Ontario courts shall have sole jurisdiction over any dispute or litigation arising from or relating to this Contest and agree to submit to the laws of and the jurisdiction of the federal courts of Canada and provincial courts of the Province of Ontario, and hereby waive the jurisdiction of any other court that now or in the future could be considered competent for any reason. The venue shall only be Toronto, Ontario.

In the event of any discrepancy or inconsistency between the terms and conditions of these Contest rules and disclosures or other statements contained in any Contest related materials, including but not limited to the Contest entry form, or point of sale, television, print or online advertising, the terms and conditions of these Contest rules shall prevail, govern and control.

15. **PRIVACY:**

- A) **COLLECTION AND USE OF PERSONAL INFORMATION:** By entering this Contest each entrant consents to the collection, use and distribution of his or her personal information (information that identifies an entrant as an individual, such as home telephone number, age and home address) by the Contest Sponsor for the purposes of implementing, administering and fulfilling this Contest. The Contest Sponsor will not sell or transmit this information to third parties except for the purposes of administering this Contest. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in Bell Media Inc.'s Privacy Policy, which is available at bellmedia.ca/about/Media_Privacy.page. Any inquiry concerning the personal information held by BMI should be addressed to Bell Media Inc. at 299 Queen St. W., Toronto, ON, M5V 2Z5.
- B) **RECEIVE UPDATES FROM Marriott Rewards, LLC.:** If an entrant so elects via the opt-in check-box in the Contest entry form, his/her personal information will be provided to Marriott Rewards, LLC., in order for the consenting entrant to receive commercial electronic messages from Marriott Rewards in accordance with the details specified in Marriott Rewards' opt-in on the Contest entry form, all in accordance with the Marriott Rewards Privacy Policy which is available at <http://www.marriott.com/about/privacy.mi>

16. **COPYRIGHT:** All intellectual property, including but not limited to trade-marks, trade-names, logos, designs, promotional materials, web pages, source codes, drawings, illustrations, slogans and representations are owned by the Contest Sponsor, Prize Provider, and/or their affiliates. All rights are reserved. Unauthorized copying or use of any copyrighted material or intellectual property without the express written consent of its owner is strictly prohibited.