

SONiC 102.9 Hockey Pool

OFFICIAL CONTEST RULES

CONTEST OF SKILL

SONiC 102.9 Hockey Pool (THE "CONTEST") IS A CONTEST OF SKILL DESIGNED TO TEST THE ENTRANT'S PROGNOSTICATION SKILL IN PREDICTING THE PERFORMANCE OF VARIOUS COMBINATIONS OF HOCKEY PLAYERS DURING THE 2009-2010 NORTH AMERICAN PROFESSIONAL HOCKEY LEAGUE REGULAR SEASON. CHANCES OF WINNING DEPEND UPON THE ENTRANT'S SKILL, INCLUDING DECISIONS REGARDING THE NATURE AND NUMBER OF TRADES MADE, AND THE NUMBER PARTICIPANTS REGISTERED. THE CONTEST IS PROVIDED SOLELY FOR ENTERTAINMENT PURPOSES AND CANNOT BE USED IN CONNECTION WITH ANY FORM OF GAMBLING.

1. CONTEST PERIOD, ADMINISTRATOR AND SPONSOR

A. CONTEST REGISTRATION, CONTEST PERIOD AND ENTRY DEADLINE

You may register for free, beginning on or about September 17th 2009. The "Contest Period" begins on October 1st, 2009 at 7:00 PM (EST) and ends immediately after the final game of the 2009- 10 regular season, on April 7th 2010, the "Contest Closing Date". The deadline for Contest registration, entry, receipt of your initial fantasy team roster and your confirmation of that roster is October 9th, 2009 at 6:00 PM (EST) ("Contest Registration Deadline"). No purchase, expenditure or investment is necessary to enter this Contest.

2 ELIGIBILITY

To enter, you must be a resident of Canada, excluding the province of Quebec, who has reached the age of majority in the province or territory of residence at the time of entering the Contest. All other persons are strictly prohibited from entering this Contest. The Contest is not open to employees or representatives of Rogers Broadcasting Limited ("Rogers"), represented by SONiC 102.9 or its respective affiliates, subsidiaries, advertising or promotional agencies or members of their immediate family (defined as parents, children, siblings and spouse) or household of such employees or representatives.

3. METHOD OF ENTRY

Visit www.sonic1029.com (the "Contest Website") and follow the instructions there to register for the Contest, complete the Contest entry form, and submit your initial roster. When entering, all lines on the Contest entry form must be completed unless indicated as optional.

Only one (1) entry per person/team. If the identity of an entrant is disputed, the authorized account holder of the e-mail address submitted at the time of entry will be deemed to be the entrant. The individual assigned to the e-mail address for the domain associated with the submitted e-mail 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 e-mail address associated with the selected entry. All entries must be submitted from a valid e-mail 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).

4. HOW TO PLAY

A. Roster composition

14 Forwards 1 from each of the 14 predefined groups
4 Defensemen 1 from each of the 4 predefined groups
2 Goalies 1 from each of the 2 predefined groups

Teams are comprised of twenty (20) players: fourteen (14) Forwards, four (4) defensemen, and two (2) goalies. In order for a roster to be complete, all 20 roster slots must be filled.

B. Trading

Trades made prior to the Contest Registration Deadline.

There will be unlimited roster changes permitted prior to the Contest Registration Deadline. Any trade made prior to the Contest Registration Deadline will effectively switch the stats of the players you exchange. For example, if Sidney Crosby accumulated 2 points through the first 2 games and you decided to trade him for Alexander Ovechkin who had 5 pts, Crosby's 2pts will be removed for your point total and Ovechkin's 5 will be added.

Trades made on or after Contest Registration Deadline.

You are allowed two trades each week of the regular season. Trades can be made up to 5 minutes before the start of the first game of that night to be valid for that day; trades made after this time will take effect the following day. You will be given 2 new trades for each week starting Oct 15th. If you do not use your trades before the new trades are awarded they will be lost.

Please note, you will only earn points for the period a player is active on your roster. You DO NOT receive any points accumulated by a player prior to that player being added to your active roster. Points for players dropped from your roster remain part of your aggregate score for the period in which the dropped player was active on your roster.

Players can be changed on your roster by clicking on the "my picks" link on the back navigation bar located on the left hand side of the page. Once you click there you are looking for the "change my picks" link located on the top right hand side of the page.

C. Scoring

The statistical categories which count are:

Forwards & Defensemen

2 pts per goal (G)

1 pt per assist (A)

1 pt per Game Winning Goal (GWG)

Goalies

5 pts per shutout (SHO)

3 pts per win (W)

Your line-up will carry over from round to round if you do not make any changes.

D. Incomplete and Rescheduled Games

In the unlikely event that any National Hockey League game is: (a) postponed, cancelled, delayed, or suspended, or otherwise not completed by 7:00 a.m., as determined by the server clock, on the day immediately following the originally scheduled date for the game; or (b) considered incomplete by the National Hockey League for any reason, as at 7:00 a.m., as determined by the server clock, on the next day immediately following the originally scheduled date for the game, a notice will be posted on the Contest Website by the Contest administrator as soon as reasonably possible, to indicate how points potentially accumulated from that game will be treated in the Scoring System.

6. PRIZES

The eligible participant whose team accumulates the most points for the Contest Period will be eligible to win a prize.

In the case of a tie situation the following tie breakers will be used

- 1) Calculate cumulative number of games played by the players on each tied contestants' team. Contestant with lowest games played will be the winner.
- 2) In the event that there is still a tie after step one, from the remaining tied contestants the Contestant with the most total goals scored will be the winner.
- 3) In the event that there is still at tie after step two, from the remaining tied contestants the contestant who was first to register for the contest will be the winner
- 4) In the event that there is still a tie after step three then a random draw will be used to determine the winner from the remaining tied contestants

A. Prizes

Participants will be eligible to win one (1) monthly gift certificate from The Brick, having an approximate retail value at \$100 and one (1) grand prize gift certificate from The Brick, having an approximate retail value at \$1,500 . Any costs associated with the prize is the responsibility of the winner.

All prizes must be accepted as awarded. 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.

7. UPDATES, STANDINGS AND RESULTS

A. Unofficial Standings and Results

Unofficial updates (the "Unofficial Results") will be posted on-line at the Contest Website on or about the day following the close of each day (each an "Unofficial Results Date"). In the event of a discrepancy respecting an Unofficial Result, the affected entrants must notify Rogers at the following e-mail address: support@poolexpert.com seven (7) days after the Unofficial Results Date. In the event of a discrepancy between statistical reviews, the final statistics as posted on <http://rogersradio.poolexpert.com> will be considered official and final.

B. Official Standings and Results

If no discrepancies have been e-mailed to support@poolexpert.com within seven (7) days after the Unofficial Results Date, it will be assumed the standings are correct and the Unofficial Results will become official at that time (the "Official Results Date").

8. CONTACTING WINNERS

Rogers will use commercially reasonable efforts to contact winners by e-mail or telephone within seven (7) business days after the applicable final Official Results Date (the "Winner Contact Period"). If a winner is disqualified from eligibility or cannot be contacted by Rogers within the Winner Contact Period, or if the winner fails to respond to any message or e-mail left for such winner within the Winner Contact Period, declines the prize, or incorrectly answers the skill testing question, or fails to return a release and acknowledgment from as indicated below Rogers, will have the right to award the prize to the entrant who has accumulated the next highest total number of points. Rogers will then attempt to contact this next winner, who will be subject to disqualification in the same manner. Rogers will not be liable in connection with the disqualification of any entrant or failure to contact a winner within the Winner Contact Period

In order to be declared a winner, the selected entrant(s) must, firstly correctly answer unaided a time limited, mathematical skill testing question posed by telephone at a mutually convenient time. The selected entrant(s) will be required to return a signed release and acknowledgment form before being declared a winner.

9. GENERAL TERMS AND CONDITIONS

A. General

Your participation in this Contest constitutes your acknowledgement and agreement that you have read, understand and agree to the terms and conditions set out in these Official Rules. All entries are the property of Rogers and will not be returned and Rogers assumes no responsibility for lost, stolen, delayed, damaged or misdirected entries or for failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line 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 related to or resulting from playing or downloading any material in the Contest. Rogers reserve the right, in their sole discretion, to cancel or suspend the 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 web site or to undermine the legitimate operation of this promotion 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. All decisions of Rogers or of an independent judging organization, including without limitation, respecting the eligibility of entries, are final and binding in all matters relating to this Contest.

B. Release.

By entering, you release and hold harmless Rogers, any other Contest Sponsor, their advertising and promotional agencies, the affiliates of the foregoing, and all of their respective directors, officers, owners, partners, employees, agents, representatives, successors and assigns (collectively, the "Releasees") from any and all liability of any kind arising out of your participation in this Contest. Before being declared a winner, an entrant will be required to sign, and return within forty-eight (48) hours, a Declaration of Compliance with the Contest Rules and a full Liability and Publicity Release stating that the entrant has read, understood and complied with these Official Rules, grants all consents contemplated in these Official Rules, is eligible for and accepts the prize as offered and releases the Releasees from any and all liability of any kind arising out of the entrant's participation in this Contest and the receipt, use and enjoyment of the prize. By accepting his/her prize, each winner authorizes Rogers to broadcast, publish and disseminate his or her name, city of residence, photograph, likeness, voice, opinions and statements in connection with any promotion or publicity, and/or for general news and information purposes, without further notice or compensation.

C. No Liability

Without limiting the releases referenced above, and for greater certainty, Releasees will not be liable for: a) any incomplete or inaccurate capture of entry or other information, whether caused by Contest Website users or by any equipment or programming associated with or utilized in the Contest, or by any technical or human error which may occur in the processing of entries or administration of the Contest; b) the theft, destruction or unauthorized access to, or alteration of, entries or other information; c) any error or defect in, or any omitted, interrupted, deleted, lost, delayed or garbled, data or transmissions; d) any problems with, or technical malfunctions of, telephone networks or lines, computer on-line systems, servers or providers, computer equipment, software, viruses or bugs; e) any failure of any e-mail to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or at any website or combination thereof; or f) damage to a participant's or other person's computer equipment, system, software or any combination thereof, relating to or resulting from participation or downloading any materials in this Contest. Entry materials/data that have been tampered with or altered are void.

D. Right to Terminate, Amend or Suspend Contest

If for any reason Rogers, at their sole discretion, decide that this Contest is not capable of running as planned or that the administration, security, fairness, integrity, or proper conduct of this Contest is corrupted or adversely affected for any cause beyond Rogers's control including, but not limited to, infection by computer virus, bugs, tampering, unauthorized

intervention, fraud or technical failures, Rogers reserves the right at any time without prior notice to terminate, amend or suspend this Contest, in whole or in part, including terminating any method of entry, and to select winners based on points accumulated up to the time of any such action taken by Sponsor. Rogers reserves the right to modify the Official Rules of this Contest in any way at any time it deems necessary or appropriate without materially affecting the terms and conditions of this Contest.

E. Disqualification of Entrants

Rogers reserves the right in their sole discretion to disqualify, from this Contest and any future Contest, game or promotional program that may be conducted by Sponsor, any individual it finds to be acting in violation of these Official Rules, in a disruptive or annoying manner with Rogers, the Contest or other entrants, or who attempts to undermine or tamper with the entry process or the administration, security or proper conduct of the Contest.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW.

F. Applicable Laws

This Contest is subject to all applicable federal, provincial and municipal laws. Contest is void where prohibited. These Official Rules govern all aspects of this Contest and are binding on all participants.

G. Taxes and Prize Delivery

Winners are responsible for all federal, provincial and local taxes levied on or in connection with prizes.

H. Privacy

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

<http://www.rogersmagazines.com/media/index.html> for full information on the company's policy towards maintaining the privacy and security of user information.

All entries become property of the Rogers who assume no responsibility for lost, stolen, delayed, damaged or misdirected entries or for failure of the website during the promotional period, for any problems or technical malfunction of any telephone network or lines, computer on-line 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 related to or resulting from playing or downloading any material in the promotion. Rogers reserve the right, in their sole discretion, to cancel or suspend the 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 web site or to undermine the legitimate operation of this promotion 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.