

“93.9 The River’s Business Boost”
OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

WINNING QUALIFIED BUSINESS (THROUGH ITS AUTHORIZED REPRESENTATIVE) MUST AGREE TO AND SIGN ADDITIONAL TERMS AND DOCUMENTATION WITHIN THE REQUIRED TIMEFRAME AS A CONDITION OF RECEIVING AND USING THE PRIZE.

BY ENTERING THE SWEEPSTAKES YOU AGREE TO THESE OFFICIAL RULES ON BEHALF OF YOUR BUSINESS, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) FROM YOU AND YOUR BUSINESS AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. TO ENTER the “93.9 The River’s Business Boost” (the “Contest”), a Qualified Business Representative (defined below) must simply visit the web site located at www.939theriverradio.com (the “Web Site”), click on the Contest page under “Business Boost”, complete and submit your entry by following the instructions found on the Contest page during the Entry Period (defined below). In the event of a dispute, entries shall be deemed to be submitted by the "Registered Account Holder" of the email address submitted at the time of entry, but only if that person meets all other eligibility criteria, otherwise the entry may be disqualified and any potential prize won will be forfeited in Contest Sponsor’s (defined in Section 2 below) sole discretion. "Registered 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. If a dispute cannot be resolved to Contest Sponsor’s satisfaction in its sole discretion, the entry will be deemed ineligible. All entries must include the name of the Qualified Business, its mailing address, and the first and last name, email address, ten digit daytime and evening telephone number, and date of birth of the Qualified Business Representative (as defined below). Limit of one (1) entry per Qualified Business per day. If it is discovered that any person attempted to enter more than once per Qualified Business per day, all of the entries associated with that Qualified Business will be void in Contest Sponsor’s sole discretion. Entries will be rejected if entry is not fully completed and received during the Entry Period through the Web Site. **The Entry Period starts on Monday, February 20th, 2012 at 9:00:00 a.m. Eastern Time ("ET") and closes on Friday, March 16th, 2012 at 5:00:00 p.m. ET (the “Entry Period”).** There is one (1) grand prize (the "Prize") to be won from among all the eligible entries received during the Entry Period as more fully described below. No purchase necessary. Void where prohibited by law. The Web Site’s database clock will be the official timekeeper for this Contest. For purposes of this Contest, an entry is “received” when the Web Site’s servers record the entry information. Proof of sending (such as, without limitation, a printed, saved or copied automated receipt confirming entry, a “thanks for entering” screen or message) does not constitute proof of actual receipt of an entry for purposes of this Contest. Entries that are forged, altered, incomplete, lost, late, misdirected, mutilated, illegitimate, garbled, postage-due, illegible, or generated by a macro, bot, or other

automated means will not be accepted and will be void. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, without limitation, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Contest. As a condition of entering, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Contest and complying with applicable laws, regulations and rules. Any attempt made to submit entries in excess of any limit or otherwise in violation of these Official Rules by using multiple or false contact information or otherwise may be disqualified.

2. The Contest sponsor is 93.9 The River CIDR-FM, a division of Bell Media Inc. (referred to as the "Contest Sponsor").

3. Contest is open to all legal businesses located within Oakland, Macomb, Wayne, Monroe, Washtenaw, St. Clair, Livingston, Lenawee, Lapeer & Genesee Counties in Michigan, USA; and within Windsor and Essex County in Ontario, Canada (the "Qualified Business(es)"), except that any business which is currently under an on-air contract with CIDR-FM is not eligible to enter. The representative ("Qualified Business Representative") that submits an entry on behalf of a Qualified Business must: be an employee, owner or part owner of that Qualified Business; be a legal resident of Ontario, Canada or Michigan, USA; have the legal ability and authority to bind the Qualified Business into an agreement with the Contest Sponsor; and be eighteen (18) years of age or older. Employees and their parents, siblings and children, and persons domiciled with an employee of the Contest Sponsor, its agents, parent, affiliated or related companies, subsidiaries, divisions, prize sponsors, and promotional and advertising agencies and administrators, are ineligible to enter as a Qualified Business Representative. A winner of a CIDR-FM Radio contest in the three (3) months preceding the start of this Contest (including persons designated by such winners to take ownership of prizes) are not eligible to enter as a Qualified Business Representative.

4. Prize - There is one (1) Prize consisting of 180 thirty second (:30) commercial spots solely for use by the Qualified Business to advertise its products or services to be aired on CIDR-FM. CIDR-FM will consult with the Prize winner to select commercial running times; however actual running times will be at CIDR-FM's discretion, acting reasonably, and must run for a minimum period of four weeks and must not run for a period in excess of 10 weeks, starting from the day the first commercial airs. In any event, all commercials must air by December 31st, 2012 and any remaining commercials past this date will not be aired under any circumstances. All commercial spots must air sometime between 6:00 a.m. ET and 12:00 a.m. ET, Monday through Sunday. The approximate retail value ("ARV") of the Prize is Nine Thousand Dollars (\$9000.00) Cdn (\$8873.11 USD). The airing of any commercials and use of the Prize is subject to additional terms and conditions as set forth by the Contest Sponsor in its sole discretion. The winning Qualified Business must sign and agree to (through its authorized representative) additional documentation, including, without limitation, the applicable terms and conditions, as requested in Contest Sponsor's sole discretion as a condition of any commercial being aired, otherwise the Prize will be forfeited.

5. Prize must be accepted as awarded. The Prize may not be sold, cancelled, transferred, refunded and is not convertible to cash. The Prize must conform to the Contest Sponsor's broadcasting standards and practices. Contest Sponsors reserve the right to substitute the Prize in whole or in part in the event that all or any component of the Prize is unavailable. Prize winner is solely responsible for all costs and taxes not expressly described herein, including, without limitation costs of producing and delivering the commercials to Contest Sponsor for airing. All Prize details not specified in these

Official Rules will be determined in Sponsor's sole discretion. Sponsor is not responsible for and winner will not receive the difference, if any, between the actual value of the Prize at the time of award and the stated ARV in these Official Rules or in any Contest-related correspondence or materials. If winner does not accept or use the entire Prize, the unaccepted or unused part of the Prize will be forfeited and Sponsor will have no further obligation with respect to that Prize or portion of the Prize. No more than the stated prize will be awarded.

6. On March 1st, 2012 between approximately 9:00:00 a.m. ET and 11:00:00 a.m. ET, a random draw for the Prize will take place at CIDR-FM in Bingham Farms, MI by a CIDR-FM representative (a "Representative") from among all eligible entries received during the Entry Period. The first entry drawn will be eligible to win the Prize, subject to verification. The odds of winning the Prize will depend upon the total number of eligible entries received during the Entry Period. A Representative, acting reasonably, will attempt to contact the Qualified Business Representative of the potential Prize winner by telephone immediately after the draw. In the event the Qualified Business Representative of the potential winner cannot be contacted within ten (10) business days after the draw, that potential Prize winner will be disqualified and an alternate potential winner will be selected. Proof of identification must be provided upon request. If the potential Qualified Business is located in and the Qualified Business Representative resides in Canada, in order to be declared the Prize winner, the Qualified Business Representative of the potential Prize winner must first correctly answer, unaided, a time limited mathematical skill testing question administered by a Representative. Before being awarded the Prize, the Qualified Business Representative of the potential winner will be required to sign and return within the time stipulated by the Contest Sponsor, a full release and indemnity form on behalf of the Qualified Business stating that he/she has read and understood these official rules and regulations ("Rules"), grants all consents required, authorizes the Contest Sponsor to broadcast, publish and disseminate his/her name, city of residence, photograph, likeness, sobriquet, voice, and the Qualified Business' name, in connection with any promotion or publicity, and/or for general news, entertainment and information purposes at no additional compensation, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Contest Sponsor from any and all liability of any kind arising out of the Qualified Business', or any of its employees or owners', participation in this Contest and receipt and use of the Prize. The release and indemnity is subject to verification and must be agreed to and signed in the form provided by the Contest Sponsor. In the event that the potential winner does not comply with all the provisions as contemplated in these Rules, Contest Sponsor shall have the right to disqualify the potential Prize winner, and draw an alternate potential winner and the Contest Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. The provisions and procedures referred to above relating to selection and notification of a potential winner, shall be applied, with the necessary amendments, until a qualified Prize winner has been duly selected, but in any event, no later than March 31st, 2012. Contest Sponsor will not be obligated to pursue more than three (3) alternate winners for any reason, in which case the Prize may go unawarded.

7. 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.

8. All entries become property of Contest Sponsors who assume no responsibility for

garbled, lost, late, delayed, destroyed or misdirected mail, voice messages, e-mail or any computer errors or malfunctions. No correspondence will be entered into except with entrants requesting Rules by mail or requesting names of the Prize winner (for which a self-addressed, postage paid envelope must be included as set forth below). Contest Sponsor does not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, seeding or printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer line or network, computer equipment, software or any combination thereof. Entry materials or data that have been tampered with or altered are void. 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 tampering, unauthorized intervention, fraud, technical failures or any other causes beyond their control, Contest Sponsor reserves its right to cancel, terminate, modify, amend, extend or suspend the Contest and select a winner from previously received eligible entries. Contest Sponsors reserve their right to modify the Rules without materially affecting the terms and conditions hereof. The Contest Sponsor reserve its right in its 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 the Rules or otherwise in a disruptive manner. Any attempts to deliberately damage the Contest web site 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 reserve its right to seek remedies and damages to the fullest extent of the law. Contest Sponsor shall not be held responsible for any errors or negligence that may arise or occur in connection with the Contest including any damage to an entrant's computer equipment, system, software or any combination thereof, from downloading any material from the Contest web site. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE CONTEST VIOLATES CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY PARTICIPANT MAKING SUCH ATTEMPT AND MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.** Participants further agree to not damage or cause interruption of the Contest and/or prevent others from using the Contest. Contest Sponsor reserves the right to restrict or void online entries or participation from any IP address if any suspicious entry and/or participation is detected. Contest Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy or inconsistency between disclosures or other statements contained in any Contest-related materials and/or these Official Rules (including any alleged discrepancy or inconsistency in these Official Rules), it will be resolved in Contest Sponsor's sole discretion. Entrants waive any right to claim ambiguity in the Contest or these Official Rules. If Contest Sponsor determines at any time in its sole discretion that the winner or potential winner is disqualified, ineligible, in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Contest Sponsor reserves the right to disqualify that winner or potential winner, even if the disqualified winner or potential winner may have been notified or displayed or announced anywhere. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Contest Entities (defined below) are not responsible for electronic communications that are undeliverable as a result of any form of active or passive

filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. Contest Entities are not responsible, and may disqualify an entrant, if his or her e-mail address, telephone, or other contact information does not work or is changed without entrant giving prior written notice to Contest Sponsor. Released Parties are not responsible for any changes or unavailability of the Web Site that may interfere with the Contest (including any limitations, any restrictions, or any conditions on Contest Sponsor's ability to use the Web Site for the Contest as set forth herein that are not acceptable to Contest Sponsor) or ability of entrant to timely enter, receive notices or communicate with Sponsor, in which case Contest Sponsor, in its sole discretion, may terminate or modify the Contest. Without limiting any other provision in these Official Rules, Contest Entities are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply the prize or any part thereof in the event that any of the Contest activities or the Contest Entities' operations or activities are affected, as determined by the Contest Sponsor in its sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned.

9. Contest is subject to all applicable federal, provincial, state and municipal laws and regulations. Personal information collected from entrants will be used by Contest Sponsor for the purpose of administering this Contest and complying with applicable laws and regulations only. By entering this Contest you agree and consent to be contacted by a Representative after this Contest has been completed for commercial solicitation purposes. Contest Sponsor will not sell, share or otherwise disclose personal information of entrants with third parties, other than to third parties engaged by them to fulfill the above purposes or as permitted or required by law. By entering the Contest, entrants consent to the manner of collection, use and disclosure of personal information as set out in CIDR-FM's privacy policy, which is available at www.939theriverradio.com. Any inquiry concerning the personal information held by the Contest Sponsor should be addressed to Bell Media Inc., 30100 Telegraph Road, Suite 460, Bingham Farms, MI 48025.

10. In the event of any discrepancy or inconsistency between the terms and conditions of the 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, radio, television, print or online advertising, the terms and conditions of these Contest Rules shall prevail, govern and control.

11. With the exception of the Qualified Business' name and trade-marks, 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 and or its 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.

13. Official Rules and Prize Winner's List Requests: For a list of winners or a copy of these Official Rules, send a self-addressed postage-stamped envelope to: 30100

Telegraph Rd. Suite 460 Bingham Farms, MI 48025 in US or 1640 Ouellette Avenue, Windsor ON N8X1L1 in Canada and indicate your request. Requests for Prize winner's lists must be received no later than six (6) months following the close of the Entry Period. Requests for Official Rules must be received no later than one (1) week after the close of the Entry Period. Only one (1) request of either type per outer envelope, mailed separately, will be fulfilled.

14. Except where prohibited, as a condition of participating in this Contest, each entrant agrees that any and all disputes that cannot be resolved between the entrant and any Contest Entity, claims and causes of action arising out of or connected with this Contest, or the prize awarded, or the determination of the winner must be resolved individually, without resort to any form of class action. Further, in any such dispute, under no circumstances will an entrant be permitted or entitled to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-pocket expenses (if any), not to exceed two hundred fifty dollars (\$250), and entrant further waives all rights to have damages multiplied or increased.

15. LIMITATION OF LIABILITY: EACH ENTRANT AGREES TO RELEASE, HOLD HARMLESS AND INDEMNIFY CONTEST SPONSOR, ITS PARENT, DIVISIONS, SUBSIDIARIES, AFFILIATES, ADVERTISING, PROMOTION AND PUBLIC RELATIONS AGENCIES, AND THE RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, MANAGERS, EMPLOYEES, REPRESENTATIVES AND AGENTS OF EACH (COLLECTIVELY "CONTEST ENTITIES") FOR ANY LIABILITY WHATSOEVER FOR INJURIES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE USE, ACCEPTANCE, POSSESSION, MISUSE OR AWARDED OF THE PRIZE, WHILE PREPARING FOR, PARTICIPATING IN AND/OR TRAVELING TO OR FROM ANY PRIZE- OR CONTEST-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY. WINNER AGREES THAT THE PRIZE IS PROVIDED AS-IS WITHOUT ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, WHETHER NOW KNOWN OR HEREINAFTER ENACTED, RELATIVE TO THE USE OR ENJOYMENT OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.