

2022 Ultimate Fan Experience

Rules and Regulations

CONTEST OVERVIEW

CANADIAN COUNTRY MUSIC ASSOCIATION® ULTIMATE FAN EXPERIENCE CONTEST OFFICIAL CONTEST RULES AND REGULATIONS

The Canadian Country Music Association's (CCMA®) Ultimate Fan Experience gives one lucky fan (and a guest) the chance to enjoy the ultimate country music package.

No purchase necessary.

HOW TO ENTER

The Sponsor of this contest is the "Canadian Country Music Association," and herein represented as ("the Sponsor.") Starting July 15, 2022, at 12:01am. Eastern Time (ET) eligible entrants may enter the "CCMA Ultimate Fan" Contest (the "Contest") by entering online at ccma.org/ultimatefan. Eligible entrants must fully complete and submit the entire online Contest entry form, including full name, age, email address, province of residence, postal code, daytime phone number with area code and video submission. Video submissions must be either uploaded to the online Contest entry form or linked to a public Instagram Reels video or TikTok video. Incomplete entries will be disqualified. A fully completed online entry form will constitute one (1) entry into the Contest. A maximum of one (1) entry per email address. Proof of sending an entry is not proof of receipt by Sponsor.

Only one email address may be used by any person to enter the Contest. If it is discovered in the ordinary course of running the Contest that an entrant has attempted to enter more than one (1) time during the Contest Period, that entrant may, at the discretion of the Sponsor, be disqualified from the Contest. Should it be discovered that an entrant is using the aid of computer/software programs to auto-fill entries, that entrant will be immediately disqualified from the Contest. The Sponsor reserves the right to disqualify all such entrants from future contests conducted by each Sponsor without further notice.

CONTEST CLOSING DATE:

Entries must be received no later than 11:59pm, ET on Sunday, August 7, 2022.

ELIGIBILITY

The Contest is open to all residents of Canada who have reached the age of majority in the province in which they reside excluding: residents of the province of Québec; employees of the Sponsor, their parent, related and affiliated companies, their subsidiaries, franchisees, advertising, promotional agencies and all those living in the same household as any of the Sponsor's directors, officers, subsidiaries, agents, employees and the directors, officers, subsidiaries, agents, employees of their affiliated and related companies, subsidiaries, advertising, promotional agencies.

GRAND PRIZE

There will be One (1) Grand Prize Package awarded. The Grand Prize Package consists of:

- The opportunity to present the 2022 CCMA Amazon Music and Alexa Fans' Choice Award on the broadcast award show with the CCMA co-presenter.
- VIP access to 2022 CCMA Country Music Week events, including SiriusXM Top of the Country Finalist Showcase and the 2022 Music Industry Gala Dinner & Awards.
- Round trip economy airfare for two (2) people from the international airport closest to the winner's place of residence to the 2022 CCMA Awards presented by TD in Calgary, AB departing on Thursday, September 8, 2022 and returning on Monday, September 12, 2022; Ground transportation for two (2) people to and from the nearest International Airport and to a downtown hotel in Calgary, AB, as selected by the Sponsor; four (4) nights standard accommodation for two (2) people that are the age of majority in their province of residence, based on double occupancy; two (2) tickets to the CCMA Awards presented by TD on Sunday, September 11, 2022 being held at Saddledome Arena in Calgary, AB; A VIP pass for Country Music Week 2022 for the winner and companion to attend all official CCMA-sanctioned Country Music Week events; The estimated retail value of the Grand Prize Package is approximately seven thousand Canadian dollars (\$7,000 CDN).

A valid major credit card must be provided by either the declared winner or his or her guest for hotel check-in and incidentals. The Sponsor is not responsible for any additional hotel costs incurred by the winner other than four (4) nights standard accommodation.

CONDITIONS

The Grand Prize Package must be used on the dates specified by the Sponsor (which are subject to change). Dates are subject to flight and hotel availability. Absolutely no changes to travel dates or passenger names are permitted once the booking has been made and the declared winner has submitted the name of his/her Grand Prize travelling companion and all related booking information to the CCMA.

The Grand Prize Package as described, is subject to availability, may not be exchanged for cash, is non-transferable, non-refundable, non-saleable, must be accepted "as awarded" and must be used on the dates specified by the Sponsor. At their sole discretion, the Sponsor reserves the right to substitute any portion of the Grand Prize Package with a prize of equal or greater retail value. The Grand Prize Package will be awarded only to the confirmed winner.

The Sponsor shall assume no liability whatsoever for any situation in which their inability to act results from an event or situation unforeseeable or beyond their control, including but not limited to force majeure, pandemic, a strike, lockout, or any other labour dispute at their location or the locations of the businesses whose services are used to hold this event.

NOTE: The declared winner and all traveling companions shall be responsible for all travel and medical insurance, ground transportation to and from the airport in their city of origin, gratuities, meals, beverages, applicable taxes (including Airport Improvement Taxes), transfers, incidentals and any and all other expenses not specified in the description of the Grand Prize Package. The departure flight shall be from the international airport located closest to the winner's home. The declared winner and all traveling companions must travel together and depart from the same location. The declared winner and travelling companion are responsible for ensuring that all travel papers (passports, visas, etc.) are in good order, and are valid prior to, and for the entire duration of the trip. Winner and guest must be able to travel between Thursday, September 8, 2022 and Monday, September 12, 2022 or forfeit the Grand Prize

Package. The opportunity to meet country artists (during the CCMA Awards Show dress rehearsal and live show awards presentation) is subject to change and, in the event of scheduling conflicts, artists and/or activities may be cancelled and/or substituted at the election of the Sponsor.

THE DRAW

Tuesday, August 9, 2022, at approximately 1:00 pm ET. Prize Winners will be selected based on the quality of their answers in the submissions. This evaluation will take place at 104-366 Adelaide Street East, Toronto, Ontario from among all eligible entries received during the entry period. The odds of winning a Prize will depend on the number of eligible entries received during the applicable entry period and the application of the judging criteria mentioned in this paragraph. CCMA acting reasonably will attempt to contact each potential Prize winner to notify potential winner that he or she may have won a Prize using the information provided at the time of entry within three (3) business days after the draw. Each potential Prize winner is solely responsible for monitoring his/her Account for such notification messages. In the event that a potential winner does not respond to the Experience Sponsor's notification message as outlined in the notification within three (3) business days after the draw, he or she will be disqualified and an alternate potential winner may be selected pursuant to the application of the criteria and based on the next-ranking eligible entry at the Experience Sponsor's sole discretion. Proof of identification must be provided upon request. In order to be declared a Prize winner, each potential winner must first correctly answer, unaided, a time-limited mathematical skill-testing question administered by CCMA.

Before being awarded a Prize, the potential winner and their travelling companion will be required to sign and return within the time stipulated by the Experience Sponsor, a full release and indemnity form stating that, among other things, he/she has read and understood these Rules, grants all consents required, agrees to be available and to participate in publicity and/or promotions related to the Experience and/or the Experience Sponsor and/or similar matters, authorizes the Experience 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 to the potential winner, beyond the awarding of or participation in the Prize, accepts the Prize as offered and releases the Experience Sponsor from any and all liability of any kind arising out of the potential winner's participation in this Experience and receipt and use of the Prize. In the event that a potential winner does not comply with all the provisions as contemplated in these Rules, Sponsor shall have the right to disqualify the potential winner, and draw an alternate potential winner, and the Experience 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 all qualified winners have been duly selected, but in any event, no later than Monday, August 15, 2022.

GENERAL CONDITIONS

All Contest entries become the property of the Sponsor and no correspondence will be entered into except with selected entrant(s) and entrants who request a complete set of Contest Rules and Regulations. By entering the Contest, entrants consent to the use of their name, city of residence, image on videotape and/or photograph, likeness and voice in any publicity carried out by the Sponsor with respect to this Contest, without compensation. The winner to present on the broadcast 2022 CCMA Amazon Music and Alexa Fans' Choice Award will be required to sign an industry-standard release for use and reproduction of their image and voice.

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these

Contest Rules and Regulations, including eligibility requirements. In the event that an entrant is not eligible, cannot be contacted within two (2) business days of the first attempt or did not return the Declaration and Release form within the time period specified on the form, such entrant will be disqualified and the Sponsor has the right to draw another entrant for the Grand Prize Package from the remaining eligible entries, and the Sponsor shall be released and discharged from any liability or responsibility in this regard.

By participating in this Contest, entrants acknowledge compliance with, and agree to be bound by, these Contest Rules and Regulations, including eligibility requirements. Entrants release and hold harmless the Sponsor, their parent, related and affiliated companies, subsidiaries, members, dealers, advertising, franchisees, promotional agencies and each of their respective directors, successors, Sponsor, partners, licensees, officers, subsidiaries, agents, employees, advisors, assignees, and all others associated with the development and execution of the Contest, from and against any and all manner of action, causes of action, suits, debts, covenants, contracts, claims and demands, including legal fees and expenses, whatsoever, including but not limited to, claims based on negligence, breach of contract and fundamental breach and liability for physical injury, death, or property damage which the entrants or his/her administrators, heirs, successors or assigns might have or could have, by reason of or arising out of the entrant's participation in the Contest and/or in connection with the acceptance and/or exercise by the entrant of the Grand Prize awarded.

Entrants release and hold harmless the Sponsor and their affiliated and related companies, subsidiaries, advertising, promotional agencies and directors, officers, subsidiaries, agents, employees and all others associated with the development and execution of the Contest, from and against any and all liability with respect to or in any way arising from the Contest and the awarding, use, or misuse of any prize awarded, including liability for personal injury or damage to property.

By entering this Contest electronically and voluntarily providing your personal information, entrants consent and agree to the Sponsor's collection and use of the entrant's information for the administration of this Contest only and agree to Sponsor's use of entrant information for the purpose of contacting entrant in relation to this Contest only. Entrant's information may be revoked at any time (without revoking entrant's participation in the Contest or impairing entrant's chances of winning) by submitting entrant's email address to country@ccma.org with "unsubscribe" in the subject line or by writing the Sponsor at the address above.

The Sponsor is not responsible for incorrect or inaccurate entry of registration or entry information which may affect a person's ability to participate in the Contest, including but not limited to human error, technical malfunctions, lost/delayed/corrupted data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, any inability to access the site, or damage to a user's system occasioned by participating in the Contest, and entries which fail to fully comply with these Contest Rules and Regulations.

No responsibility will be taken by the Sponsor for lost, delayed, mutilated or misdirected entries, or computer system failure (traditional ground mail or e-mail). No responsibility will be taken by the Sponsor for any failure of the website during the Contest or for any problems or technical malfunction of a telephone network or lines, computer on-line systems, servers, access providers, computer equipment, software, failure of any e-mail, on-line, or Internet entry to be received by the Sponsor on account of technical problems 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 property related to or resulting from playing or downloading any material in the Contest.

The Sponsor reserves the right, in their sole discretion to cancel or suspend this Contest without notice including, but not limited to, should a virus, bug or any other cause beyond the reasonable control of the Sponsor corrupt the security or proper administration of the Contest. Any attempt to deliberately damage any 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 Sponsor reserve the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution. Entries are subject to verification and will be declared invalid if they are forged, falsified, altered or tampered with in any way. In the event of a dispute regarding who submitted an online entry, the entry will be deemed submitted by the holder of the email account.

The Contest is subject to all applicable Federal, Provincial and Municipal laws.

All personal information collected by the Sponsor for purposes of the Contest will be terminated upon execution of the Contest.

The Sponsor reserves the right to terminate or withdraw this Contest any time prior to the Contest Closing Date, for any reason, without any prior notice. The Sponsor respects your right to privacy and will use your personal information only to conduct the Contest.