



1039 The Juice Tattletale Contest

Official Contest Rules and Regulations

Effective March 1, 2010

How To Enter

To enter the “Tattletale” contest (the “Contest”) contestants simply need to report (or tattle on) a business that is listening to 1039 The Juice.

Contestants are required to report or ‘tattle’ by Text, Tweet or Facebook status update.

1. Text: 250-808-4677 "I just caught (business name) listening" and let us know your name too!
2. Tweet: "I just caught (business name) listening to @1039theJuice #Tattletale"
3. Facebook: a) Become a fan of 103.9 The Juice
b) Update your Facebook status to "I just caught (business name) listening to @103.9 The Juice" and make sure it links to our Fan Page!

Each time you text, tweet or Facebook when you hear a business playing 1039 The Juice - your name is automatically put into a draw.

*Tweets must include @1039TheJuice and #Tattletale to be counted.

**Facebook status must link to Fan Page to be counted.

Limit of one entry per business location, per day, per person.

One winner per household for the duration of the contest.

Description of Weekly Prize

Each week one name will be drawn from all eligible Texts, Tweets and Facebook entries at random and will win \$1000. In addition to one contestant winning \$1000 each week – so too shall the business that the contestant reported as listening to 1039 The Juice.

Description of Advertising Package Prize for Qualified Businesses

At the end of the Contest Period – one business will be selected to win the ‘Business Grand Prize’ of \$15,000 in promotion and airtime on 103.9 The Juice. Conditions Apply. Conditions include: 1039 The Juice to co-approve creative campaigns and concepts, 103.9 The Juice to direct airtime usage. All airtime must be used within a 6 month time period and no later than November 1, 2010. Advertising Package Prize has no cash value and may not be substituted.

Odds

The odds of winning depends on the number of entries.

Contest Period

To be valid, all Texts, Tweets and Facebook updates must be received by Saturday afternoon at 3:00pm (all times Pacific Time Zone).

Week 1: 6:00am Monday March 1 to 3:00pm Saturday March 6, 2010
Week 2: 3:01pm Saturday March 6 to 3:00pm Saturday March 13, 2010
Week 3: 3:01pm Saturday March 13 to 3:00pm Saturday March 20, 2010
Week 4: 3:01pm Saturday March 20 to 3:00pm Saturday March 27, 2010

Procedure for Awarding the Prize

On Saturday of each of the first four (4) weeks (March 6th, 13th, 20th, and 27th) random draws will be conducted by 103.9 The Juice. This draw will be made from all eligible Twitter, Facebook and Text entries received prior to the Contest Closing Dates.

The weekly prize winners will be announced on 1039 The Juice at approximately 7:45AM each Monday during the contest and contacted by either Phone, Twitter or Facebook (depending on how their entry was received). Business winners will be contacted by way of telephone.

Winner will be contacted by the medium they entered and the winner must contact 1039 The Juice by telephone at 250-980-1039 or 250-980-9009 within 48 hours. The winner must speak with a person – phone messages will not be considered ‘contact’. If the winner does not contact 1039 The Juice by phone within forty-eight (48) hours after the initial contact attempt, a new random draw will be held and a new winner selected.

All valid entries received by the Contest Closing Dates will be eligible to win.

Employees of businesses may report their employer for listening to 1039 The Juice.

Winner has 30-days from the time the prize is available and/or the date of winning to pick up prize(s) or make arrangements to receive.

Eligibility

Employees, agents, successors and assignees of 103.9 The Juice and their advertising agencies, sponsors and promotional companies involved in contests/promotions, as well as household members of same, shall be ineligible to participate in contests/promotions and shall be ineligible for any prize covered herein. The parties acknowledge that 103.9 The Juice is not liable for reimbursement of any prizes otherwise payable to promotion contestants who are in violation of this provision.

Must be of the age of Majority (19 years of age) or older to participate. All federal, provincial, and local laws apply.

Potential winner(s) must execute any required Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within 30-days of attempted notification. Noncompliance within this time period may result in disqualification and an alternate may be selected.

Entrance in contest and acceptance of prize must grant 103.9 The Juice exclusive permission to use their names, characters, photographers, voices and likeness in connection with promotions and contests and must waive any claims to royalty, right or remuneration for such use.

Winners must waive any and all claims for liability against 103.9 The Juice, its affiliates and their respective employees and agents for any personal injury or loss which may occur from participation in the contest or from use of the prize.

Other Fine Print

All federal, provincial, and local taxes, insurance, licensing, registration, and title fees, are the sole responsibility of the winner.

All material submitted becomes the sole property of the sponsors and will not be returned.

The contest is administered in part over the internet and cellular networks, 103.9 The Juice, any affiliated companies and insurers are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic.

Persons found tampering with or abusing any aspect of a promotion or contest, will be disqualified. If disqualified for any of the above abuses 103.9 The Juice reserves the right to terminate a contestant's eligibility to participate. In the event that any portion of this promotion is comprised by virus, bugs, hackers, non-authorized intervention or other

causes beyond the control of 103.9 The Juice and sponsors which, in the sole opinion of 103.9 The Juice, corrupts, or impairs the administration, security, fairness or proper play of the game, 103.9 The Juice reserves the right, at its sole discretion, to suspend or terminate the promotion.

103.9 The Juice and any affiliated companies and insurers are not responsible for any entry, which is generated by computer hardware or software, malfunction, error or failure, or is tampered with or subject to any non-authorized human intervention.

A hard copy of the rules of for contests can be obtained at the studios of 103.9 The Juice. View Contact Information on this website for Addresses.

103.9 The Juice reserves the right to change the Official Rules and Regulations at any time without notice.

Contest is void where prohibited by law.

No purchase necessary.

All decisions by 1039 The Juice are final.