

TOUR DE CURE BIKE GIVEAWAY CONTEST RULES (the "Contest")

THIS CONTEST IS ONLY OPEN TO CANADIAN RESIDENTS (EXCLUDING QUEBEC) AND IS GOVERNED BY CANADIAN LAW AND THE LAWS OF THE PROVINCE OF BRITISH COLUMBIA.

NO PURCHASE NECESSARY. PARTICIPATION IN THIS CONTEST CONSTITUTES YOUR FULL AND UNCONDITIONAL ACCEPTANCE OF, AND AGREEMENT TO BE LEGALLY BOUND BY, THESE CONTEST RULES (THE "CONTEST RULES").

CONTEST PERIOD

1) The Contest begins on Wednesday, March 24, 2021 at 12:00 a.m. Pacific Time ("PT") and ends on Friday, April 30, 2021 at 11:59 p.m. PT (the "Contest Period").

ELIGIBILITY

2) The Contest is open to all residents of Canada (excluding Quebec) who have reached the age of majority in their province or territory of residence at the time of entry, except employees (and those with whom such employees are domiciled) of the BC Cancer Foundation (the "Sponsor"), its affiliated agents, advertising and promotion agencies and the Contest judges.

HOW TO ENTER

3) NO PURCHASE NECESSARY. To participate in this Contest you must register for the 2021 Tour de Cure. Anyone registered for the 2020 British Columbia Ride to Conquer Cancer will be automatically entered in the Contest. Limit (1) entry per person.

DRAW AND WINNER SELECTION

4) On Monday, May 3, 2021 in Vancouver, BC, one (1) eligible entrant will be selected by random draw from all eligible entries received during the Contest Period. The odds of winning depend on the number of eligible entries received.

5) Before being declared a winner: The selected entrant will be contacted by and notified that they are eligible to win. The selected entrant must first correctly answer a time-limited mathematical skill-testing question to be administered by telephone. The Sponsor will then email, and the selected entrant will be required to sign and return within one (1) business day of notification a declaration of eligibility and a liability/publicity release, which:

- a. confirms compliance with the contest rules;
- b. releases the Sponsor, its affiliated agents, advertising and promotion agencies, the contest judges and each of their respective officers, directors, agents, representatives, successors and assigns from any liability in connection with the Contest, the entrant's participation therein and/or the awarding and use or misuse of the prize or any portion thereof; and
- c. grants to the Sponsor the right to use the selected entrant's name, address and likeness in any form of advertising relating to the contest without further notice or compensation.

If a selected entrant: (i) cannot be contacted within seven (7) calendar days of selection; (ii) fails to correctly answer the skill-testing question; or (iii) fails to return the contest documents within the

specified time, then he/she will be disqualified and will forfeit the prize, and the Sponsor reserves the right to select an alternate entrant from among the remaining eligible entries.

PRIZE

6) There will be one (1) grand prize available to be won, consisting of a Specialized Allez Road Bike (approximate retail value \$2,000 (CDN)) ("Grand Prize").

NOTE: The Grand Prize does not include delivery. Arrangements will be made to have the Grand Prize available for pickup at an authorized dealer. Winner must arrange for their own transportation or delivery costs.

Prizes must be accepted as awarded and are not transferable or convertible to cash. No substitutions except at Sponsor's option. Sponsor reserves the right to substitute a prize or a prize component with one of equal or greater value, including without limitation, but solely in the Sponsor's discretion, a cash award.

GENERAL

7) By entering the Contest, each entrant agrees to abide by these Contest Rules. This Contest is subject to all applicable federal, provincial and municipal laws. Void where prohibited by law. The decisions of the Sponsor with respect to all aspects of this Contest are final and binding on all entrants without right of appeal.

8) Sponsor reserves the right to cancel, suspend, withdraw or amend this Contest in any way, without prior notice or obligation, in the event of an error, technical problem, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or any other cause beyond the reasonable control of the Sponsor that interferes with the proper conduct of this Contest as contemplated by these Contest Rules. Any attempt to deliberately undermine the legitimate operation of this Contest is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9) All Entries are subject to verification at any time and for any reason. The Sponsor reserves the right, in its sole and absolute discretion, to require proof of identity and/or eligibility (in a form acceptable to the Sponsor – including, without limitation, government issued photo identification): (i) for the purposes of verifying an individual's eligibility to participate in this Contest; (ii) for the purposes of verifying the eligibility and/or legitimacy of any Entry entered (or purportedly entered) for the purposes of this Contest; and/or (iii) for any other reason the Sponsor deems necessary, in its sole and absolute discretion, for the purposes of administering this Contest in accordance with these Rules. Failure to provide such proof to the satisfaction of the Sponsor in a timely manner may result in disqualification in the sole and absolute discretion of the Sponsor.

10) Without limitation, the Sponsor, its advertising and promotion agencies and the Contest judges will not be liable for any failure of the website during the Contest; for any technical malfunction or other problems relating to the telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software; for the failure of any Entry to be received by the Sponsor, its advertising and promotion agencies or the Contest judges for any reason including, but not limited to, technical problems or traffic congestion on the Internet or at any website; or any combination of the

above. Further, the Sponsor, its agencies and the Contest judges will not be liable for any injury or damage to an entrant's or any other person's computer related to or resulting from participating in the Contest.

11) Contest is in no way sponsored, endorsed, or administered by, or in association with, Specialized. Any questions or comments regarding the Contest should be directed to the Sponsor, not Specialized.