

CONTEST RULES AND REGULATIONS

ARDENT ROOF SYSTEMS ROOF GIVEAWAY — CALGARY

1. THE CONTEST AND THE CONTEST PERIOD

The Ardent Roof Systems Roof Giveaway (the “Contest”) commences at 12:01 a.m. (MDT) on August 4, 2026 and concludes at 11:59 p.m. (MDT) on August 20, 2026 (the “Contest Period”). The selection of the five (5) finalists will occur from August 21 – August 23, 2026. Those five (5) finalists will be posted on the www.ardentroofsystems.com website ‘roof giveaway’ page by 9:01 a.m. (MDT) on August 24, 2026. Entrants have the opportunity to win a custom shingle roof for their primary residence valued at up to \$10,000 CDN. Prize includes materials and labour to replace the roof on a single-family home, garage, or townhouse, up to the prize value from Ardent Roof Systems Inc. (the “Grand Prize”).

2. NO PURCHASE NECESSARY

3. ELIGIBILITY

The Contest is open to residents of Calgary, Alberta, and those within 100KM of Calgary City Limits, who have attained the age of 18 years prior to the commencement of the Contest Period, but excluding employees and directors of Ardent Roof Systems Inc. (“Ardent”), any affiliate (as defined in the Canada Business Corporations Act) of Ardent Roof Systems Inc. (the “Affiliates”), Black and White Strategies, and their respective employees, directors and officers (collectively, “Black & White”), Blxck Marketing and their respective employees, directors and officers (collectively, “Blxck Marketing”), employees, directors and officers of Bell Media (collectively, “Bell”), and each of their respective affiliates and their advertising and promotional agencies, employees, directors and officers of the respective advertising and promotional agencies of any of the foregoing, as well as family members of any of the foregoing. Family members means parents, siblings, children, and spouse.

4. HOW TO ENTER AND HOW TO WIN

Ardent Roof Systems Inc. are giving people an opportunity to win a custom shingle roof for their primary residence valued at up to \$10,000 CDN. The prize includes materials and labour to replace the shingle roof on a single-family home, garage, or townhouse, up to the prize value.

There are two ways to enter the primary draw:

- 1) Nominate someone else: Visit www.ardentroofsystems.com. Click on the “Roof Giveaway” button, which will re-direct you to the contest page. Click on the “Nominate” button and complete the “Ardent Free Roof Giveaway” Form with the required information for the person you’d like to nominate and the ‘story’ behind the reasoning. Click on the “Send Award Nomination” button to complete your entry. Entries may also be submitted with a printed form that is completed and delivered in person or by mail to: Ardent Roof Systems, Unit 40, 999-57 Ave NE, Calgary, AB T2E 8X9.
- 2) Nominate yourself: Visit www.ardentroofsystems.com. Click on the “Roof Giveaway” button, which will re-direct you to the contest page. Click on the “Nominate” button and complete the “Ardent Free Roof Giveaway” Form with the required information for yourself in both areas and the ‘story’ behind the reasoning. Click on the “Send Award Nomination” button to complete your entry. Entries may also be submitted with a printed form that is completed and delivered in person or by mail to: Ardent Roof Systems, Unit 40, 999-57 Ave NE, Calgary, AB T2E 8X9.

Only one entry as described above per person per household is permitted during the Contest Period, provided that eligible entrants may also mail/deliver entry. Entries are subject to verification and will be declared invalid if they are reproduced, falsified, altered, or tampered with in any way.

From August 21 – 23, 2026 contest organizers will choose five (5) entries based on the story submitted from each and reasoning for needing/wanting a new roof from all eligible entries received online at www.ardentroofsystems.com and those received in person, to award qualifying spots for a chance to win the Grand Prize. The selection of the five (5) qualifiers will be subjective to the judge's opinion and will be their sole and exclusive discretion.

Grand Prize selection: The final five (5) qualifiers and their respective stories that were included in their entry will be posted as received on the www.ardentroofsystems.com 'Free Roof Giveaway Vote Now' page.

The public who logs onto the website have the opportunity to vote on the story they like the best and a Grand Prize Winner will be chosen based on the highest number of votes. Voting runs from 9:00 a.m., August 24, 2026 to 11:59 p.m., August 26, 2026.

5. THE GRAND PRIZE

The entrant who receives the most votes online at www.ardentroofsystems.com will be named the winner. This will be announced on the same website and on [CALGARY RADIO PARTNER – TO BE CONFIRMED] no later than 12:00 p.m. (noon) on Friday, August 28, 2026. Grand Prize winner will be awarded a custom shingle roof for their primary residence valued at up to \$10,000 CDN. Prize includes materials and labour to replace the roof on a single-family home, garage, or townhouse, up to the prize value from Ardent Roof Systems Inc. (the "Prize").

6. THE GRAND PRIZE VALUE

The approximate retail value of the Grand Prize including any freight and taxes is \$10,000.

7. DEADLINE FOR CLAIMING GRAND PRIZE

The Grand Prize winner must claim the Grand Prize by 5:00 p.m. MDT on August 31, 2027 (the "Deadline"). If the Grand Prize winner fails either to claim the Grand Prize or inform Ardent Roof Systems Inc. of his or her inability to claim the Grand Prize before the Deadline, his or her entry will be forfeited. If the Grand Prize is not awarded in accordance with these Contest Rules and Regulations, then the Grand Prize will be forfeited.

8. EXPENSES

The Grand Prize winner is responsible for paying for all expenses associated with acquiring ownership in the Grand Prize including, but not limited to, insurance, extended warranty, and maintenance fees (the "Expenses"). The Grand Prize winner understands that he or she may not seek reimbursement for the Expenses from Ardent Roof Systems Inc., the Affiliates, or the Sponsor(s) or their respective advertising and promotional agencies.

9. CHANCES OF WINNING

Chances of winning the Grand Prize depend on the total number of eligible Contest entries received in accordance with Rule 4.

10. DECLARATION AND RELEASE OF PASS PRIZE AND GRAND PRIZE WINNER

Before being included in the selection of entrants the Nominee needs to accept the Nomination through completion of the "Acceptance of Nomination Form 2026". This form must be returned in person or via email to stacey@ardentroof.ca prior to 9:00 p.m. (MDT) on Sunday, August 23, 2026.

Grand Prize winner must:

- a) Correctly answer, unaided, a time-limited skill-testing mathematical question (which will be administered in person for the Grand Prize winner); and
- b) Sign a standard form confirming that:
 - he or she read, understood and accepted these Contest Rules and Regulations;
 - that he or she understands that acceptance of the Grand Prize may involve danger and/or exposure to risks and hazards of both man-made and natural origin, whether arising from foreseeable or unforeseeable human error and negligence, and that, as a result, he or she may suffer damage to personal property, serious personal injury, illness or even death;
 - that he or she nevertheless freely and voluntarily agrees and does hereby assume all risks of personal injury, illness, death arising out of or connected with his or her participation in the Contest and winning the Grand Prize; and
 - that he or she releases Ardent Roof Systems Inc., the Affiliates, the Sponsors, and all of their directors, officers, employees, agents as well as their respective advertising and promotional agencies (collectively, the "Releasees") from any and all liability arising in connection with participation in the Contest and acceptance of the Grand Prize, including, without limitation, any financial, legal or moral responsibility or loss or personal injury including death or damage to or loss of property suffered or incurred or arising from participating in the Contest or accepting the Grand Prize, or by his or her heirs, administrators, personal representatives or executors, and notwithstanding that such injuries or losses may have been caused solely or partly by any act, omission, negligence or gross negligence of any or all of the Releasees.

11. PRIZES TO BE ACCEPTED AS AWARDED

The decision of the Contest judges is final, and all prizes must be accepted as awarded. No portion of any prize is transferable. No prize is redeemable in cash and no substitute for any portion of any prize is offered. Should any prize winner be unable to claim any prize as awarded, his or her entry will be forfeited, and another eligible Contest entrant will be selected in accordance with these Contest Rules and Regulations.

12. NO REPRESENTATIONS OR WARRANTIES

Neither Ardent Roof Systems Inc., nor any of the Sponsors makes any representation or offers any warranty, express or implied, as to the quality or fitness of any prize awarded in this Contest, including the Grand Prize. Each prize winner, including the Grand Prize winner, understands and acknowledges that he or she may not seek reimbursement or pursue any legal or equitable remedy from Ardent Roof Systems Inc., the Affiliates or any Sponsor should any prize, including the Grand Prize, fail to be fit for its purpose or is in any other way unsatisfactory to the prize winner.

13. SUBSTITUTION OR CHANGE TO THE CONTEST

Ardent Roof Systems Inc., the Sponsors and their respective advertising and promotional agencies reserve the right to substitute any prize in this Contest, including the Grand Prize, or any component

thereof, for one of approximately the same value and reserve the right to change these Contest Rules and Regulations or terminate or withdraw the Contest at any time, without prior notice.

14. OWNERSHIP OF ENTRIES

All entries shall become the property of Ardent Roof Systems Inc., the Sponsors and their respective advertising and promotional agencies. The Releasees assume no responsibility for delayed, not received, damaged, misdirected, incomplete, lost, stolen, destroyed or otherwise indecipherable entries due to any failure or technical malfunction of the telephone network, on-line computer systems or equipment, servers, access providers, software, poor reception, technical problems, failure of any email or submission or due to any other reason regardless of cause. Ardent Roof Systems Inc. and the Sponsors reserve the right to cancel or modify the Contest if, in their sole discretion, they determine that the Contest is not capable of running as originally planned for any reason (such as tampering or infection by computer virus, fraud, technical failures, printing or distributing errors, or any other causes or occurrences have compromised the fairness or integrity of the Contest).

15. CONSENT TO USE OF PERSONALITY

By entering the Contest, each entrant, including each prize winner and the Grand Prize winner, consents to the use of his or her name, city of residence, photograph, voice, likeness, image or any other aspect of his or her personality, and the whole or any part of any statement, for any publicity and programming purposes, commercial or otherwise, in all media used by Ardent Roof Systems Inc., the Affiliates, the Sponsors, promoters and their advertising and promotional agencies, without any further notice, approval, payment or compensation. Each prize winner, including the Grand Prize winner, further agrees that his or her audio reaction may be used for on-air promotional purposes. The entrants understand and acknowledge that Ardent Roof Systems Inc. may contact him or her on-air without prior knowledge because of his or her participation in the Contest.

16. CONSENT TO COLLECTION AND USE OF PERSONAL INFORMATION

By entering the Contest and voluntarily providing personal information including, but not limited to, name, address, city, email address, home, and office telephone numbers (the "Registrant Information"), each Contest entrant grants permission to Ardent Roof Systems Inc. to the collection and use of the Registrant Information for the exclusive purpose of administering the Contest and selecting the prize winners. No correspondence will take place between Ardent Roof Systems Inc. and the entrants except in connection with the Contest and, in the case of the prize winners, because of entering the Contest and winning a prize.

17. WHERE CONTEST RULES AND REGULATIONS ARE AVAILABLE

These Contest Rules and Regulations are available online at <https://ardentroofsystems.com/about-us/free-roof-giveaway>

18. COMPLIANCE WITH CONTEST RULES AND REGULATIONS

All entrants agree to abide by these Contest Rules and Regulations, which are subject to change at the sole discretion of Ardent Roof Systems Inc. and the Sponsors.

19. COMPLIANCE WITH LAWS

This Contest is void where prohibited by law and is subject to all federal, provincial, territorial, and municipal laws and regulations of Canada and of each province, territory, and municipality of Canada, respectively.