



“Bell Business Internet \$0 for Three Years” Contest

Contest Rules

1. CONTEST PERIOD

The “Bell Business Internet \$0 for Three Years” Contest (the “**Contest**”) is run by Bell Canada (the “**Administrator**”) and will take place in Québec and Ontario from October 1, 2026 at 9:00 a.m. (ET) to October 31, 2026 at 11:59 p.m. (ET) (the “**Contest Period**”).

2. CONTEST GROUP

For the purposes of the Contest, the “**Contest Group**” is composed of the Administrator, together with franchisees, advertising and promotion agencies, suppliers of material and services related to the Contest, and any other corporation, partnership, sole proprietorship or other legal entity to the benefit of which this Contest is held, as well as their respective shareholders, officers, directors, employees, agents, and other representatives.

3. ELIGIBILITY

The Contest is open to all individuals who:

- (a) reside in Ontario and Quebec;
- (b) have reached the age of majority in their province of residence as of the date of entering the Contest; and
- (c) are the authorized representative of a small business (1-100 employees) operating in Ontario and Quebec.

Employees, agents and other representatives of the Contest Group, as well as any person with whom they reside, are not eligible to enter the Contest.

4. THERE ARE TWO METHODS OF ENTRY

- 4.1. Method One – Provide your business email address: You may enter the Contest, by visiting bell.ca/smallbusinesscontest and filling out the required fields. Upon successful sign-up, you will obtain one (1) entry into the Contest. There is a limit of one (1) entry per business during the Contest Period. Any entrant may use only one (1) business email address to enter the Contest. Providing a business email address to enter the Contest does not, by itself, constitute consent to receive marketing communications; entrants who wish to receive such communications may separately opt in as described in Rule 9.8.
- 4.2. Method Two – Mail-in entry/No purchase necessary: You may enter the Contest without giving us your email address by mailing an original handwritten letter, at least 50 words in length, explaining why you would like to win Bell Business Internet \$0 for three years, along with your full name, address, and telephone number to: Contest

"Bell Business Internet \$0 for Three Years", Attention: Maria Villacreces Jaramillo, 1 Carrefour Alexander-Graham-Bell, Montreal QC H3H 3B3, Quebec Canada]. To be eligible for the Contest, mailed entries must be postmarked by no later than the end of the Contest Period and received within five (5) days from the end of the Contest Period. Mailed entries are subject to the same entry conditions, eligibility requirements and other terms and conditions applicable to other entries. One mailed entry per envelope with sufficient postage.

5. PRIZE

- 5.1. There is one (1) prize available to be won. The prize consists of Bell Business Internet service at \$0 on a new activation which can be completed at any time between October 1st, 2026 and January 31, 2027. and for a period of three (3) years (the "Service"). Approximate retail value up to \$5000. The prize is available to eligible entrants located in Ontario and Quebec.
- 5.2. The prize will be applied as a \$0 rate on the winner's bill and new service agreement. The winner will not be impacted by any price increases on the selected services during the three-year term. The prize must be redeemed between November 15, 2026 – December 11th, 2026.
- 5.3. If the winner cancels, downgrades, or disconnects the Service before the end of the three (3) year term, the winner will not be entitled to any reimbursement, credit, or compensation for the value of any remaining free months of service.

6. DRAW

On November 15, 2026 at 11:00 a.m. (ET) in Toronto in the province of Ontario, at the offices of the Administrator, one (1) entry will be randomly drawn from all entries received during the Contest Period.

7. ODDS OF WINNING

The odds of winning depend on the number of entries received during the Contest Period.

8. AWARDING OF PRIZE

- 8.1. To be declared a winner, a selected entrant must, in addition to meeting the Contest eligibility criteria and otherwise complying with the Contest Rules, first:
 - (a) Be reached by telephone or email by the Administrator or its representatives within five (5) business days immediately following the selection of the entry;
 - (b) Have correctly answered a mathematical skill-testing question in the declaration and release documentation **OR** by email; and
 - (c) Sign and have witnessed the declaration and release documentation and return it to the address indicated in the documentation for it to be received within ten (10) business days following its delivery by the Administrator or its representatives.

- 8.2. **Coordination:** Following the receipt of the signed release documentation, the Administrator will coordinate the time and day of service installation and the contract agreement with the winner.
- 8.3. **Contract Renewal:** Sixty (60) days before the Service ends, the winner will be contacted for the renewal of their contract with new available offers to continue their services at market rates. The winner's Service will not automatically continue, and the winner will not be charged any fee, including an early termination fee, at the end of the three (3) year term, unless and until the winner provides express consent to a new service agreement.
- 8.4. **Disqualification:** If any one of the conditions mentioned in the Rules is not met, the selected entrant will be disqualified and shall not be entitled to receive any prize, and the Administrator reserves the right, in its sole and absolute discretion, to select at random another eligible entrant as a potential prize winner or to cancel the prize.

9. GENERAL TERMS AND CONDITIONS

- 9.1. **Verification of Entries:** The validity of any Entry is subject to verification by the Administrator. Any entries that are illegible, incomplete, fraudulent or otherwise non-compliant with the Rules, will be disqualified. Any entrant or other individual who enters or attempts to enter the Contest in a manner that is contrary to these Contest Rules or that is otherwise disruptive to the proper operation of the Contest or by its nature is unjust to other entrants or potential entrants will be disqualified. All decisions made by the Administrator or its representatives, including without limitation those concerning the eligibility or disqualification of entrants, are final and binding without right of appeal. All entries become the property of the Administrator and none will be returned.
- 9.2. **Acceptance of Prizes:** All prizes must be accepted as described in these Contest Rules and cannot be returned, transferred to another individual, substituted for another prize or exchanged in whole or in part for money, except as set out in Rule 9.3.
- 9.3. **Substitution of Prizes:** The Administrator reserves the right, in its sole and absolute discretion, and for any reason whatsoever, to substitute for any prize, or part thereof, another prize of equivalent or greater value, including, without limitation, a cash award.
- 9.4. **Number of Prizes/Winners:** By entering the Contest, each entrant acknowledges that the Administrator shall not be required under any circumstances to award more prizes than the number of available prizes, as set out in these Contest Rules. In the event that, for any reason whatsoever (including, without limitation, as a result of an error, malfunction or defect in the design, advertising, management, implementation or administration of the Contest, whether mechanical, electronic, human or otherwise) the number of declared winners or the number of prizes claimed by entrants is greater than the number of prizes available, the Administrator reserves the right, in its sole and absolute discretion, to end the Contest in whole or in part, without notice, and to award the correct number of prizes among the correct number of winners, selected in accordance with these Contest Rules from among those entries validly submitted prior to the termination of the Contest.
- 9.5. **Other Changes to Contest Rules:** Without limiting the provisions of Rule 9.4 above, the Administrator reserves the right, in its sole and absolute discretion, to modify,

cancel, terminate or suspend the Contest, in whole or in part, in the event of any cause or circumstance, including, without limitation, any virus, computer bug or unauthorized human intervention or any other cause that is beyond the control of the Administrator, that could corrupt or affect the administration, security, impartiality or normal course of the Contest.

9.6. Release and Exclusion of Liability:

(a) **By the Entrants:** By entering or attempting to enter the Contest, each entrant and/or purported entrant agrees: (i) to release, discharge, and forever hold harmless the Contest Group and their shareholders from any and all claims, actions, damages, demands, manner of actions, causes of action, suits, debts, duties, accounts, bonds, covenants, warranties, indemnities, claims over, contracts and liabilities of whatever nature or kind arising out of, or in connection with the entrant's participation or attempted participation in the Contest, compliance or non-compliance with these Contest Rules and acceptance and use of the prize. Any entrant selected for a prize acknowledges that upon awarding of the prize, the obligations typically borne by the provider of services or goods become that provider's responsibility; and (ii) if selected as a potential winner, to sign the declaration and release documentation (see Rule 8.1) in this regard before receiving their prize. The Contest Group and their shareholders will not be responsible for lost, incomplete, late or misdirected entries or for any failure of the Contest website, if applicable, during the Contest Period, or for any technical malfunction or other problems with, any telephone network or lines, computer on-line systems, servers, access providers, computer equipment or software or for any technical problems or traffic congestion on the Internet or at any website, or any combination of the foregoing, and will not be liable for any resulting death, injury or damage to any person or property arising from, or relating to, that person's or any other person's participation or attempted participation in 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 Administrator reserves the right to seek remedies and damages to the fullest extent permitted by law, including criminal prosecution.

9.7. **Name/Image of Winners:** By entering the Contest, each winner authorizes the Administrator and its advertising and promotional agencies and their respective employees or other representatives to broadcast, publish and otherwise use their name, photograph, image, statements regarding the Contest or any prize, place of residence and (or) voice for publicity purposes, without any form of remuneration.

9.8. **Email Consent:** Providing the entrant's legitimate business email address as a method of entering the Contest does not, by itself, constitute consent to receive marketing communications. Entrants may separately and voluntarily opt in, by checking a clearly marked, unchecked opt-in box on the entry form, to receive commercial electronic messages from Bell Mobility, Bell Canada, Bell ExpressVu, Bell Media, Bell Aliant and their affiliates ("**Bell**"), which will include information that may be of interest to the entrant regarding Bell's products and services and the products and services of Bell's third-party marketing partners. Entrants who do not check this box will not receive such communications, and choosing not to opt in will not affect their eligibility to enter or win the Contest. If at any time the entrant wishes to stop getting such communications, the entrant can visit bell.ca/communicationpreferences or contact Bell by mail at the Corporate Secretary's Office at 1 Carrefour Alexander-Graham-Bell, Building A-7, Verdun, Quebec, H3E 3B3 (Attention: CASL).

- 9.9. **Personal Information:** Except for the authorized use of the entrant's business email address consented to above, or unless the entrant has otherwise authorized the Administrator or another entity related to the Contest to contact them, the personal information gathered about entrants in connection with this Contest will be used solely for the administration of the Contest and is subject to Bell's privacy policies (available at www.bell.ca/bellprivacy), and no communication unrelated to the Contest, commercial or otherwise, will be sent to the entrant by the Administrator.
- 9.10. **Identity of the Entrant:** For the purposes of these Contest Rules, the entrant is the person who is the holder of the business email account submitted in the entry form or in the case of mailed entries, the person whose name is submitted as the entrant. It is to this individual that the prize will be awarded if selected and declared as the winner.