

## NewsRadio 1020 KDKA's Dollar Bank Cash Call Contest

### OFFICIAL RULES (Updated 10/20/2009)

***NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.***

#### 1. HOW TO ENTER

- a. These rules govern the Dollar Bank Cash Call promotion (the "Promotion") being conducted by KDKA (the "Station") beginning on September 21 at 7:00am ET and ending on November 13, 2009 at approximately 9:20pm ET or the date on which all prizes have been awarded, whichever is earlier (the "Promotion Period"). The Station reserves the right not to run the Promotion on any given day or hour during the Promotion Period.
- b. To participate in the Promotion, visit [KDKARADIO.COM](http://KDKARADIO.COM) and complete and submit an online entry form for the NewsRadio 1020 Dollar Bank Cash Call Contest. Enter your first name and last name, complete address, city, state, zip code, telephone number, date of birth and valid email address. Only one internet entry per person permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible by assigning email address or domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. All entries submitted become the sole property of the Station and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the Promotion. To be eligible, your entry must be received by 11:59pm on November 11, 2009. However, the earlier you enter the more chances you have to win. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches.
- c. KDKA will randomly select one name each hour from among all eligible entries received up to that point at approximately :20 after the hour from 5:20am until 9:20pm on each of the following days October 19, 2009-October 23, 2009; October 26, 2009 – October 30, 2009; November 2, 2009 – November 6, 2009 and November 9, 2009 – November 13, 2009. The names selected on November 12, 2009 and November 13, 2009 will be selected from among all eligible entries received. Listeners will have 10 minutes and 20 seconds to call 412-333-9000 after they hear their name for the first time on-air. If the selected listener calls back within the allotted time frame, as determined by the Station in its sole and absolute discretion, then the caller will win a prize, pending

confirmation of eligibility. If a selected listener does not call back within the allotted time frame, that listener will again be eligible for their name to be drawn again. If the selected listener does not call back within the allotted time frame, no prize will be awarded that hour. In the event all of the prizes are awarded before all of the drawings have been completed, the Promotion will end when the final prize has been awarded and no additional names will be selected.

- d. The Station is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her telephone call.
- e. For those listening to the Station stream on the Internet: Please be advised that you may be listening to a delayed stream of the radio signal, which may vary depending on your computer's memory capacity and your dial-up connection. For that reason, we strongly recommend that you turn on your radio to the Station to participate in this or any other call-in contest to be sure you are participating in "real time." The Station assumes no responsibility for contestants not making timely phone calls to the Station as a result of the delays in the Internet stream.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in Pennsylvania. Employees of Station, its licensee, the licensee's parent, subsidiary and affiliated entities, Station's advertising and promotional agencies, its participating sponsors, other radio stations in the Pittsburgh metropolitan area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Winner is ineligible for any Station promotion 120 days from point of last promotion win. Only one winner per household is permitted in any Station promotion.
- c. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements.

## 3. PRIZES

- a. A maximum of one hundred and seventy prizes (170) will be awarded. Each winner will receive the following prize: \$100 Gift Card from Dollar Bank. ARV: \$100. Winners will be subject to the terms and conditions of the gift cards as set forth by their issuer. If and when all prizes are awarded, the Promotion will end and no more entrants will be selected.

- b. All prizes will be mailed out by Dollar Bank, 2700 Liberty Ave., Pittsburgh, PA 15222. Station is not responsible for the safe arrival of a prize or prize certificate.
- c. There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

#### 4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Up to one hundred and seventy (170) winners will be selected in accordance with Section 1 of these rules.
- c. Winners must listen to win.
- d. Odds of being selected depend upon the number of entries received.
- e. Potential winners will be notified via telephone. Winners (or their parents or legal guardians if under the age of majority) must execute and return any required affidavit of eligibility and/or liability/publicity release within five (5) days of notification attempt or prize or prize notification is returned as undeliverable, potential winner forfeits prize. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.

#### 5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by the Station (or any other CBS Radio station in Station's market) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

- c. Prior to awarding any prize or prize certificate, the Station, in its sole discretion, may require Promotion winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee's parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Station that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate or modify the Promotion. If the Promotion is terminated before the original end date, the Station will select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date.
- e. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. The Station reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.
- g. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For copies of the Official Rules or for a list of winners following completion of the Promotion (specify which), send a self-addressed, stamped envelope specifying "Official Rules" or "Winner's List" to "KDKA Radio KDKA's Dollar Bank Cash Call Contest" Winner List or Official Rules Request. NewsRadio 1020 KDKA, One Gateway Center, Pittsburgh, PA 15222. A copy of the official Rules and a list of winners (when complete) are also available during regular business hours at the

main studio of KDKA at the same address. All such requests must be received within 60 days following completion of the Promotion.

Sponsor: KDKA Radio, One Gateway Center, Pittsburgh, PA 15222