

NewsRadio 1020 KDKA HD Radio Giveaway

OFFICIAL RULES

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 HD Radio Giveaway promotion (the "Promotion") being conducted by KDKA (the "Station") beginning on July 17, 2009 at 6:00pm ET and ending on September 4, 2009 10pm (the "Promotion Period").
- b. To participate in the contest, visit the Wexford Starlite Car Cruise located at 12121 Perry Highway, Wexford, PA 15090 any Friday during the Promotion Period between 6pm and 10pm and complete an official entry form, available while supplies last. Enter your first name and last name, complete address, city, state, zip code, telephone number and date of birth on the official entry form and drop it in the entry box. Only one on-site entry per person/per week is permitted. All entries submitted become the sole property of the Station and will not be acknowledged or returned. To be eligible for the weekly drawing, your entry must be received by 10:00pm on the Friday prior to the drawing.
- c. One entry per person/per week is permitted in this Contest.
- d. The Station is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.

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. Eight (8) prize winners will each receive the following prize: one (1) HD Radio. Prize Approximate Retail Value \$100.
- b. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. The 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. One (1) winner will be selected on each of the following days, July 20, July 27, August 3, August 10, August 17, August 24, August 31 and September 8, 2009 at approximately 10:00am ET from a random drawing of all eligible entries received the prior Friday. A total of eight (8) winners will be selected.
- c. Winners do not need to be present or need to listen to win.
- d. Odds of winning are dependent on number of eligible 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 Contest (specify which), send a self-addressed, stamped envelope specifying "Official Rules" or "Winner's List" to "KDKA HD Radio 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 contest.

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