

NewsRadio 1020 KDKA Morning News Challenge Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. HOW TO ENTER

- a. The Morning News Challenge Contest (the "Contest") will take place weekdays beginning on March 23, 2009 at 7:58am Eastern Time ("ET") and ending on December 31, 2009 at 8:00am ET (the "Contest Period"). KDKA (the "Station") reserves the right not to run the Contest on any given day during the Contest Period, provided however that if the Contest does not run, the Station will announce this on-air.
- b. To participate in the Contest, you may enter via the following method(s): Listen to KDKA Morning News (the "Show") during the Contest Period during the hours of 7:45-8:00am ET. Listen for the cue to call (the "Cue"). When you hear the Cue, be the designated caller at 412-333-5352 where you must correctly answer the Morning News Challenge Question (the "Question"). If the selected caller correctly answers the Question, s/he will win that day's prize, pending confirmation of eligibility. In the event the selected caller is found to be ineligible or is disconnected, the next eligible caller to make it through and correctly answer the Question will win the prize. All callers will be asked to provide their name, phone number, address and date of birth.
- c. There is no limit to the number of times a listener may attempt to call in to the Show, however a listener may only with this Contest once answer the day's question.
- 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 Contest is open to all Station listeners aged 18 or older and who are Pennsylvania residents. Employees of the Station, its licensee, its corporate

parents, subsidiaries, and affiliates, its advertising agencies, participating sponsors/promotional partners, other radio stations in the greater Pittsburgh metropolitan area and the members of their immediate families and/or households are ineligible to participate or win. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited.

- b. Winner is ineligible for any Station contest 120 days from point of last contest win. Only one winner per household is permitted in any Station contest.
- 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. Two (2) prize winner per each day the Contest runs prize valued at approximately \$50 or less. Prizes will be announced on-air. Any winners of certificates or vouchers will be subject to the terms and conditions as set forth by the provider of such certificate or voucher. Up to five hundred twenty-two (522) prizes will be awarded.
- b. All prizes or prize certificates may be picked up at the office of the Station at the address below. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. If a prize is time-sensitive, the winner must claim the prize prior to the time-sensitive event. 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 Contest are final.
- b. One (2) winners per each day the Contest runs will be selected in accordance with Section 1 of these rules.
- c. Winners must listen to win.
- d. Odds of winning depend upon the number of calls 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 winners. Winners 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 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.
- b. By participating in the Contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Contest 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 Contest winners (and their guests, if any) to sign a liability release, agreeing to hold the Station, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Contest.
- d. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify the Contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
- e. The Station reserves the right to make changes in the rules of the Contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Contest and shall not be required to award a substitute prize.

- f. Failure to comply with the Contest rules may result in an entrant's disqualification solely at the discretion of the Station.
- g. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Contest, 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 Radio Morning News Challenge 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 30 days following completion of the Contest.

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