

SUMMERFEST MONEY MACHINE CONTEST

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 Summerfest Money Machine promotion (the "Promotion") being conducted by WAUK 540 AM ESPN Milwaukee (the "Station") beginning on Wednesday, June 26, 2013 at 1 p.m. and ending on Sunday, July 7, 2013 at 3 p.m.
- b. To participate in the Promotion, you may enter via the following method(s): You can enter on-site the Summerfest Grounds at the 540 ESPN/Hooters Broadcast Center. All participants **MUST** sign a liability release form. All children under the age of 18 **MUST** have a parent/guardian sign the form. All ages can participate. Only one participant can enter the booth at a time and can only compete once. If more than one person enters the booth that person is disqualified for the grand prize. All entries are based on while supplies last (entry slips).
- c. To participate in the Promotion, you may go to the 540 ESPN/Hooters Broadcast Center on Wednesday, June 26 through July 7 on the Summerfest Grounds (200 N. Harbor Drive – Milwaukee, WI) starting at 1 p.m. and ending at 3 p.m. and complete an official release form to compete. All entries must be received by 3 p.m. on Sunday, July 7, 2013. The Station is not responsible for lost, stolen, mangled, misdirected, illegible, incomplete or late entries.
- d. Participants can only compete once. Each person will be given 30 seconds to grab as much (fake) ESPN paper money as possible, once the time runs out the total amount will be written on the release form and the person who collects the most money win an autographed Aaron Rodgers mini helmet.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all age groups and who reside in the state of Wisconsin. 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 state of Wisconsin, 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. Listeners are eligible to win a prize in a Promotion conducted by the Station only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any Station promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize. All participants **MUST** sign a liability release form. All children under the age of 18 **MUST** have a parent/guardian sign the form. All ages can participate. Only one participant can enter the booth at a time and can only compete once. If more than one person enter the booth that person is disqualified for the grand prize.
- d. 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. One grand prize will be awarded. The grand prize will consist of:
 - A \$250 watch from ESPN Milwaukee, Croton Watch

The Approximate Retail Value ("ARV") of the prize is \$250. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. The Station accepts no responsibility for repairing any real or supposed damage to any prize.

- b. All prizes 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. 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 or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, 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. The winner will be determined on Sunday, July 7, 2013 at 3 p.m.
- c. The winner will be called after the final day of Summerfest on Monday, July 8, 2013.
- d. Odds of winning a Qualifying Prize depends upon the number of paper bills collected and the total amount collected. Each person will get one try and the highest value by 3 p.m. on the final day wins!
- e. In the event if a tie a tiebreaker question will be used from the release/entry form. The person closest without going over will be the awarded winner.
- f. Qualifiers must not be present to win they will be contacted at the end of the festival and called the following business day on Monday, July 8, 2013.
- g. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited. 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, the potential winner forfeits the 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 Good Karma 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, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.
- 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, terminate, suspend, 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 a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Wednesday, June 26, 2013 to "Summerfest Money Machine – Official Rules," Attn: Promotions, WAUK 540 AM ESPN Milwaukee, 310 W. Wisconsin Avenue, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by August 26, 2013 to the above address marked "Summerfest Money Machine – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Station.