

THE ULTIMATE SPORTS FAN CONTEST RULES

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 Ultimate Sports Fan promotion (the "Promotion") being conducted by **ESPN Wisconsin; WAUK-AM 540 ESPN, WRRD-AM ESPN Deportes 1510, WTLX-FM FM 100.5 ESPN, WTTN-AM ESPN Deportes 1580 AM** (the "Stations") beginning on Monday, May 7 and ending on Sunday, January 27.
- b. To participate in the Promotion, you may enter via the following method(s): You may enter online at ESPNWisconsin.com/ultimate or on select locations decided by ESPN Wisconsin. You may enter multiple times, but can only compete once unless you advance in the Promotion.
- c. To participate in the Promotion, you may log onto ESPNWisconsin.com/ultimate and follow the links and instructions to enter the Promotion and submit your first name and last name, telephone number, city, date of birth, occupation, and a valid email address in the online entry form. You must be a Wisconsin resident and over the age of 21 to enter. Only one internet entry per person and one internet entry per email address is 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 for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted 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. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems. All entrants must agree to the Station's online submission release in order to submit his or her entry.
- d. To participate in the Promotion, you may join ESPN Wisconsin at select locations around Milwaukee and Madison areas. Locations to be determined by Good Karma Broadcasting. All information will be updated on our contest page once locations are selected at ESPNWisconsin.com/ultimate. At all on-site locations you can complete an official entry form (while supplies last) including first name and last name, complete address, city, state, zip code, home telephone number and date of birth, and put the entry form in the registration box.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older and who reside in the state of Wisconsin. Employees of Station, its licensee, the licensee's parent, subsidiary and affiliated entities, 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. Advertising partners can participate in this promotion.

- b. Listeners are eligible to compete in the Promotion regardless of participation in any other ESPN Wisconsin promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth, phone number, release forms, and tax forms to claim a prize.
- d. Entrants are required to provide truthful information and the Stations will reject and delete any entry that it discovers to be false or fraudulent. The Stations will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. There will be \$10,000 in cash prizes broken down in the following:
 - 32 - Regular Season Winners: \$100
 - 16 - 1st Round Playoff Winners: \$100
 - 8 - 2nd Round Playoff Winners \$150
 - 4 - 3rd Round Playoff Winners: \$250
 - 2 - 4th Round Playoff Winners: \$750
 - 1 - 5th Round Playoff Winner: \$1,500
- b. Prizes will be awarded when each participant is eliminated from the game. All shows will be taped on location and the winner of each competition will move on to the next round.
- c. Each prize consists of the following:

The total amount each winner will get paid will depend on how far he/she makes it in the competition.

For example: If John wins four consecutive weeks and then loses on the 5th he will be awarded \$600.

The final winner will receive a grand prize check for \$2,850.

- d. 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. Winners of each round will be determined at each event.
- c. The final winner will be determined at our Final taping of the Ultimate Sports Fan prior to January 27 (subject to change).
- d. Odds of being selected to compete in a regular season matchup depend upon the number of contestants who register for the Promotion.

- e. **All** Qualifiers and the Grand Prize winner must be present to win as all competitions will take place in person.
- f. 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. EVENT EXECUTION

- a. No electronic devices can be used during the contest
- b. No assistance from any audience members is allowed and audience members will be removed if they are assisting competitors
- c. Regular Season and Scoring
 - i. Each episode consists of 16 participants placed into a bracket format as they arrive for registration
 - ii. Each answer (even individual) requires participants to hit the game show buzzer
 - 1. Answers will not be received if the buzzer is not selected
 - 2. In the "Jump Ball" portion first person with buzzer can answer
 - 3. If that person answers incorrectly the other contestant can answer from the remaining three choices
 - 4. After each question and its choices are read participant have only 5 seconds to buzz in and answer before the bell goes off and time expires
 - iii. Each participant will get three individual questions
 - 1. Point value for each question is 10 points
 - 2. Once the question and choices are read, competitor will have FIVE seconds to buzz in and answer
 - iv. Once each participant answers the individual questions there will be two "Jump Ball" questions
 - 1. Both competitors are eligible to Buzz in and answer
 - 2. Each correct answer worth 20 points
 - 3. Once the question and choices are read, competitor will have FIVE seconds to buzz in and answer
 - v. The overall winner from each match-up will move on to the next round
 - vi. In the event of a tie the participants will be given a tiebreaker question
 - 1. Closest to the answer of the tiebreak question without going over will advance
 - vii. Finals and Playoffs
 - 1. Point scoring will stay the same
 - 2. All the above points/rules apply
 - 3. Question format will change:
 - a. Each participant will get five individual questions
 - b. Three head-to-head "Jump Ball" questions
 - c. Once the question and choices are read, competitor will have FIVE seconds to buzz in and answer

6. 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. All decisions made by Good Karma Broadcasting management are final. In the event a fan disputes an answer, ESPN Milwaukee (GKB) has the right to evaluate and enter that person back into the competition.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Monday, January 28, 2012 to "The Ultimate Sports Fan – Official Rules," Attn: Promotions, WAUK 540 AM ESPN Milwaukee, 310 W. Wisconsin Avenue, Suite 100, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by March 28, 2012 to the above address marked "Ultimate Sports Fan – 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 Stations.

7. PRIVACY

- a. By use of the Station's website or by entering the Promotion through the Station's website, you agree to the website's Terms of Use Agreement located at http://espnwisconsin.com/terms_of_use and to the use of your personal information as described in the Privacy Policy located at <http://espnwisconsin.com/privacypolicy>.