

C. Harper October Promotion –Pittsburgh
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 C. Harper August promotion (the “Promotion”), which is being conducted by the CBS Pittsburgh radio stations KDKA(AM), KDKA-FM, WBZZ(FM), and WDSY-FM (collectively the “Station”). The Promotion begins on Thursday, October 3, 2013 and ends on Friday, November 8, 2013 (the “Promotion Period”).
- b. To participate in the Promotion, you may enter by phone or onsite as follows:

To enter on-air, listen to each Station each weekday starting on Monday, October 14, 2013 and ending on October 31, 2013 between the hours of 6:00 AM Eastern Time (“ET”) and 10:00 AM ET for the announcement of the cue to call. Upon hearing the cue to call, the designated caller (as announced by the on-air personality prior to the cue to call) to get through to the Station’s contest line will win a Qualifying Prize and will become a Grand Prize Event Qualifier, upon confirmation of eligibility. The Station contest line phone numbers will be announced prior to each cue to call. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. P.O. Boxes are not permitted. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a Qualifying Prize winner only once.

To enter onsite, visit C. Harper Ford/KIA, 100 Harper Drive, Belle Vernon, PA 15012, C. Harper Chevrolet, 4435 PA-51, Belle Vernon, PA 15012, or C. Harper Honda-Richeyville, 3153 National Pike, Richeyville, PA 15358 Mondays – Thursday 9:00 AM ET – 9:00 PM ET, Fridays and Saturdays 9:00 AM ET – 5:00 PM ET (dealerships are closed on Sunday) beginning on Thursday, October 3, 2013 and ending on Thursday, October 31, 2013 to obtain an official entry form (available while supplies last). Legibly hand write your first name and last name, complete address, city, state, zip code, telephone number (including area code), and date of birth on an official entry form and place the completed entry form in the registration box. P.O. Boxes are not permitted. All entries must be received by 5:00 PM ET on Friday, November 1, 2013. Entries submitted may not be acknowledged or returned. Failure to provide all required information may result in disqualification. One (1) onsite entry per person for the duration of the Promotion, please. Onsite entries will not be eligible to win a Qualifying Prize and will only be entered to qualify to participate in the Grand Prize Event.

- c. There is no limit to the number of times a listener may attempt to call in to win a Qualifying Prize, but a listener may win a Qualifying Prize and be a Grand Prize Event Qualifier winner only once. There will be up to a total of sixty (60) on-air Qualifying Prize winners selected (fifteen (15) from each Station).

- d. Due to delays in the online streaming of the Station's broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests. Entrants are encouraged to listen to the Station on-air. The Station is not responsible for online streaming delays.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older and reside in the Pittsburgh Arbitron Metro area which include the following counties: Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana Mercer, Washington, Westmoreland. Employees of C. Harper, the Station, the Station's licensee (collectively, "Promotion Entities"), their respective parent, subsidiary and affiliated entities, C. Harper Auto Group, the Station's advertising and promotional agencies and 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. Entrants are responsible for complying with these Official Rules.
- b. Listeners are eligible to win a prize valued over \$50 (or ticket prize valued over \$100 per ticket) in a Promotion conducted by the Station only once every sixty (60) 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. Persons are eligible to win a prize in a Promotion conducted by the Station only once every sixty (60) days.
- c. Each winner may be required to present valid government-issued photo identification and must provide their complete address, date of birth and phone number to claim a 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 entrant who does not meet the eligibility requirements and will also delete any entry as required by law.

3. PRIZES

- a. Sixty (60) Qualifying Prizes will be awarded. Each Qualifying Prize is one (1) \$100 dollars in Slot FreePlaysm for the Meadows Racetrack & Casino located at 210 Racetrack Road, Washington, PA 15301. The Approximate Retail Value ("ARV") of each Qualifying Prize is \$100.00. The slot play cannot be cashed in or substituted and expires on November 30, 2013. The slot play will be subject to the terms and conditions as set forth by the issuer. Slot play is not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will it be replaced if lost or stolen.
- b. One (1) Grand Prize will be awarded. The Grand Prize is one (1) trip to East Side Cannery Hotel & Casino for the winner and one (1) guest. Travel is Thursday through Sunday and is a three (3) night stay at Eastside Cannery Hotel & Casino located at 5255 Boulder Hwy Las Vegas, NV 89122. Travel is from Pittsburgh International Airport ("PIT") to McCarran International Airport in Las Vegas ("LAS"). Winner is responsible for travel to and from PIT. Prize does not include tips or other fees. Winner must book trip

at least 30 days prior to desired travel dates. Blackout dates apply for hotel and travel – based on availability. Trip must be taken by June 30, 2014. ARV of the Grand Prize is \$5,330.00.

- Two (2) airfare vouchers (for the winner and one (1) guest, both 21 years of age or older) valid for round-trip coach airfare from PIT to LAS on a Thursday through Sunday before June 30, 2014 (based on availability)
- Roundtrip limo transportation for the winner and his or her guest between LAS and East Side Cannery Hotel & Casino
- \$2,500 cash
- \$500 in vouchers - \$200 for 2 show tickets and \$100 each day (for three (3) days) to be used for meals at Eastside Cannery Hotel & Casino
- Three (3) nights hotel accommodations at Eastside Cannery Hotel & Casino (one (1) room/standard double occupancy).

Actual value may vary based on point of departure and dates of travel. Any difference between stated value and actual value will not be awarded. Certain travel restrictions may apply. The Grand Prize winner and his or her guest must be 21 or older to travel. Travel arrangements must be made through the Station or its designee. Prize is subject to availability. If the winner cannot travel on date(s) specified by the Station, the winner may be disqualified, and an alternate winner may be selected (time permitting) at the Station's sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and ground transportation to/from the airport and/or to/from the hotel, are the responsibility of the winner. Travel must be round trip. Station will determine itinerary and airline, if applicable, in its sole discretion. The winner and guest(s) must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. Airline regulations apply. If applicable, the winner may be required to present a valid credit card upon hotel check in to cover any incidental expenses incurred during the winner's stay. The winner and guest(s) must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a prize-related event or travel is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of the Promotion Entities, their sole responsibility to the winner will be to award the remaining available elements of the prize and no substitution or compensation will be provided for the unawarded elements of the prize. No refund or compensation will be made in the event of the cancellation or delay of any flight.

- c. One (1) Second Place Prize will be awarded. The Second Place Prize consist of \$1,000 in cash. 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 prize is awarded as is. ARV the Second Place Prize is \$1,000.00. The cash will be issued by within six (6) to eight (8) weeks following confirmation of eligibility and completion of all requisite releases and IRS forms.
- d. One (1) Third Place Prize will be awarded. The Third Place Prize consists of a one (1) Vizio 60" 1080p Smart HDTV. ARV of the Third Place Prize is \$998.00. 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 Third Place Prize. The prize is awarded as is.

- e. No more than the stated number of prizes specified in these official rules will be awarded. Qualifying Prize winners must claim the Qualifying Prize at C. Harper Chevrolet located at 4435 PA-51, Belle Vernon, PA 15102 during the Grand Prize Event. All other prizes or prize certificates may be claimed at C. Harper Chevrolet located at 4435 PA-51, Belle Vernon, PA 15012 during regular business hours. Winners must provide photo ID to claim their prizes. The winners will forfeit any prize or prize certificate not claimed within ten (30) days of winning. In the event that a prize or prize certificate is mailed or shipped 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.
- f. Prize is not transferable, and no substitution, assignment, or cash equivalent of prize is permitted, except by the Station (solely at its discretion), which reserves the right to substitute a prize or prize portion with another prize or prize portion of greater or equal value. The prize(s) are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Promotion Entities are not responsible for winners' limitations that prevent acceptance or use of prize. Entrants acknowledge that the Promotion Entities have not made, nor are in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties expressed or implied, in fact or in law, whether now or hereafter enacted concerning any prize, including without limitation, implied warranties of quality, merchantability, mechanical condition, or fitness for a particular purpose, except for any express manufacturer's warranty as may be included with the prize or as may be separately provided to participants by law. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Sixty (60) Qualifying Prize winners (fifteen (15) per Station) will be selected on-air as described in Section 1 of these Official Rules. All Qualifying Prize winners will also be qualified to participate in the Grand Prize Event and will be "Grand Prize Event Qualifiers." Forty (40) Grand Prize Event Qualifiers will be selected on October 31, 2013 following Close of Business after 9:00 PM ET in a random drawing of all onsite entries received. On-air Grand Prize Event Qualifiers will be notified of winning/qualifying at the time of the winning/qualifying phone calls. Onsite Grand Prize Event Qualifiers will be notified of qualifying by telephone on Monday, November 4, 2013 after the drawing. Any onsite Grand Prize Event Qualifier who cannot be contacted by 4:00 PM ET on Friday, November 8, 2013 will be disqualified and no alternate Grand Prize Event Qualifier will be selected.
- c. All Grand Prize Event Qualifiers must be present and registered with Station staff on Friday, November 8, 2013 by 4:00 PM ET at C. Harper Chevrolet, 4431 State Route 51, Belle Vernon, PA 15012 to participate in the Grand Prize event ("Grand Prize Event"). Starting at approximately 4:00 PM ET and ending at approximately 5:00 PM ET, the Station will conduct three (3) random drawings. The first drawing will select the Third Prize winner in a random drawing of all eligible Grand Prize Event Qualifiers who have checked in with Station staff by 4:00 PM ET. The second drawing will select the Second Place Prize winner in a random drawing of all remaining eligible Grand Prize Event Qualifiers who have checked in with Station staff by 4:00 PM ET. The third drawing will

select the Grand prize winner in a random drawing of all remaining eligible Grand Prize Event Qualifiers who have checked in with Station staff by 4:00 PM ET. All potential winners must be present during the entire Grand Prize Event in order to win, no stand-ins or substitutions will be permitted. Time of the final giveaway event is subject to change. All potential winners' names will be announced by Station staff onsite immediately following each random drawing. If a potential winner does not respond by coming forward within two (2) minutes of their name being announced an alternate winner will be selected at random from the remaining eligible Grand Prize Event Qualifiers who have checked in with Station staff by 4:00 PM ET.

- d. Odds of winning a Qualifying Prize depend upon the number and order of calls received. Odds of being selected as a Grand Prize Event Qualifier from onsite entries depend on the number of eligible onsite entries received. Odds of a Grand Prize Event Qualifier winning the Grand Prize are 1 in 98 but may be greater depending on the number of Grand Prize Event Qualifiers present at the Grand Prize Event. Odds of a Grand Prize Event Qualifier winning the Second Place Prize are 1 in 99 but may be greater depending on the number of Grand Prize Event Qualifiers present at the Grand Prize Event. Odds of a Grand Prize Event Qualifier winning the Third Place Prize are 1 in 100 but may be greater depending on the number of Grand Prize Event Qualifiers present at the Grand Prize Event.
- e. Qualifying Prize winners must listen to the Station to win a Qualifying Prize but do not need to be present to win a Qualifying Prize. Onsite Grand Prize Event Qualifiers do not need to listen to the Station or be present at the time of the drawing to qualify. The Grand Prize winner, Second Place Prize winner, and the Third Place Prize winner do not need to listen to the Station to win but must be present at the Grand Prize event to win.
- f. All winners must execute and return any required affidavit of eligibility and/or liability/publicity release within thirty (30) days of winning or prize will be forfeited. If a winner has not reached the age of majority in his/her state of residence, the prize will be awarded in the name of his/her parent or legal guardian. If a potential winner cannot be contacted, fails to sign and return the required fully-executed 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 may 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 and will be required to complete and submit a 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 Form W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. Participation in the Promotion and/or acceptance of the prize (s) constitutes entrant's and/or winner's (and guest's, if applicable) permission for the Station, its agents and sponsors to use or its agents to interview the winner(s) (or guest(s), if applicable), to photograph, film, and record each winner (or guest, if applicable), and to use in

commerce and in any media now or hereafter known throughout the world in perpetuity, his/her name, prize won, hometown (city and state), biographic information, likeness, photograph, audio or video recording, and/or any statements made by him/her regarding the Station, the Promotion, and/or its sponsor(s) for purposes of trade, publicity, or promotion without notice or additional compensation, notification, or permission, except where prohibited by law. Each winner (and guest, if applicable) agrees to sign a publicity release confirming such consent prior to acceptance of the prize, except where prohibited by law.

- c. Participation in the Promotion and/or acceptance of prize constitutes entrant's and/or winner's (and guest's, if applicable) agreement to release, discharge, and hold harmless the Promotion's sponsor(s), the Station, its licensee, their respective parent, subsidiary and affiliated entities, their advertising and promotional agencies, prize suppliers, and participating sponsors, and their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns (collectively, "Released Parties") from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion, including, but not limited to, personal injury, death, or damage to or loss of property, which may occur in connection with, preparation for, travel to, or participation in Promotion, or delivery, possession, acceptance and/or use or misuse of prize or participation in any Promotion-related activity, including but not limited to any claims based on publicity rights, defamation, or invasion of privacy.
- 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 Released Parties 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, and/or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right, in its sole discretion to, to modify the procedure for selecting winners, unless the nature of the event giving rise to such termination renders it impossible to select winner(s).
- e. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering, or the administration of the Promotion or in the announcement of a prize; (ii) incorrect or inaccurate entry information, human error, failure, or omission; (iii) unauthorized human intervention; (iv) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, or late entries; (v) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems or for telephone service outages, delays, busy signals, poor signals or signal interference, accidental disconnection, equipment malfunctions, and any other technological failures of any kind; or (vi) any cancellations, delays, diversions, or substitutions or omissions whatsoever by any transportation providers or any other persons or entities providing any services to winner(s) (and guest(s), if applicable) including any results thereof such as changes in services or location necessitated by same. Further, the Released Parties are not responsible if any part of a Promotion prize that cannot be awarded due to acts of God, acts of war, natural disasters, weather, acts of terrorism, or other factors beyond the Released Parties' control.

- f. The use of any device to automate entry is prohibited and will result in disqualification. Online entries generated by a script, macro or use of automated devices will be disqualified at the Station's discretion. The Promotion administrator's computer or telephone system is the official time keeping device for this Promotion. In the event of a dispute, online entries will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of entry. "Authorized Account Holder" means the natural person who is assigned to an email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. For phone or mobile entries, the authorized account holder is the natural person who is assigned to the text or mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. 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 an entrant'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 this and future Station-administered Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- g. 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 Promotion Entities, 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.
- h. Except where prohibited, by entering the Promotion, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any Prize (s) shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall such costs include attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including, without limitation, lost profits may be awarded (collectively, "Special Damages"). Further, by entering the Promotion, each entrant waives all rights to claim Special Damages and all rights to have such damages multiplied or increased. New York law governs the interpretation and construction of these Official Rules and all aspects related thereto.
- i. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Monday, November 8, 2013 to "C. Harper October Promotion- Official Rules," Attn: Promotions, KDKA(AM), 651 Holiday Dr. Pittsburgh, PA 15220. For the names of the prize winners send a self-addressed stamped envelope for receipt by Saturday, December 31, 2013 to the above address marked "C. Harper October Promotion-KDKA – 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 and may be posted online at CBSRadiopittsburgh.com, Starpittsburgh.com and y108.com

Administrator:

CBS Radio Pittsburgh, 651 Holiday Dr. Pittsburgh, PA 15220

Sponsor:

C. Harper Ford/KIA, 100 Harper Drive, Belle Vernon, PA 15012

C. Harper Chevrolet, 4435 PA-51, Belle Vernon, PA 15012

C. Harper Honda-Richeyville, 3153 National Pike, Richeyville, PA 15358