

\$10,000 SUPERQUIZ

OFFICIAL RULES

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

1. PROMOTION DATES

a. These rules (the "Official Rules") govern the \$10,000 Superquiz ("Promotion") will begin on March 25th, 2013 at 6a MST and end on May 31st, 2013 at 6p MST.

2. ELIGIBILITY RESTRICTIONS

a. The Promotion is open to all legal residents of the United States and the District of Columbia who are 18 years of age or older at the time of entry and who live in Idaho. Employees of Journal Broadcast Group, Inc., d/b/a KTHI (the "Promoter" or "Station"), its corporate parent, subsidiary, and affiliated entities, its advertising agencies, participating sponsors/promotional partners, other broadcasting stations in the Boise metropolitan area, and the members of their immediate families (spouse, parents, siblings or children) or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the United States, in NY, and where prohibited.

b. Only Individuals may only win a Promoter contest or promotion once every 30 days, including all contests or promotions conducted by KTHI, KJOT, KRVB, KQXR, KIVI, KNIN, and related Journal Broadcast Group medias.

c. Entrants are required to provide truthful information and Promoter will reject and delete any entry that it discovers to be false or fraudulent. Promoter will disqualify any entry from individuals who do not meet the eligibility requirements, and Promoter will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act and as otherwise required by law.

3. ENTRY

a. To participate in the Promotion, you may enter via the following method(s):

VIA TELEPHONE – To win, listen for the cue to call KTHI toll-free at (208) 287-5107. Cue to call will be played four times per weekday, between the following contest windows:

- April 8th, 2013 at 6a MST through April 26th at 6p MST
- May 13th, 2013 at 6a MST through May 31st at 6p MST.

The 7th caller after the cue to call will be eligible to win the daily prize. To win the daily prize, the 7th caller must answer survey questions correctly. Answers to the daily survey questions will be garnered as outlined in section 3.b.. For each answer to survey questions as outlined in 3.b., caller 7 will receive a corresponding monetary prize as outlined in section 4.a.. At the time of their call entrants must provide all requested information, including, their first name and last name, complete address, city, state, zip code, email address, telephone number, date of birth, and social security number. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Promoter. The contest administrator's telephone system is the official time keeping device for the Promotion. For purpose of this Promotion, a "Day" shall begin at 12:00:00 a.m. MST and shall end at 11:59:59 p.m. MST.

b. Questions that will be asked of caller #7 as outlined in 3.a. will be gathered using an online survey questionnaire at www.khits.fm. Surveys questions will be developed by KTHI staff, and survey results will be gathered in the following windows:

- March 25th, 2013 at 6a MST through April 5th, 2013 at 6p MST.
- April 29th, 2013 at 6a MST through May 10th, 2013 at 6p MST.

The top three most common answers to each survey question provided by listeners/public at www.khits.fm will represent the correct survey answers provided by caller #7 during the contesting as outlined in 3.a. to win prizes as listed in 4.a.. In the case that two or more survey questions receive the same amount answers from survey takers, they will all represent correct answers in the contesting period as outlined in 3.a.. Survey answers will be allowed once per person, per IP address and per email address.

c. One winner per person or per household.

d. This Promotion is in no way sponsored, endorsed, administered by, or associated with Facebook. By submission of an entry, an entrant releases Facebook from any responsibility or liability for the Promotion, the Promotion's administration, prizes, or promotion. You are providing entry information to the Station and not to Facebook.

4. PRIZES

a. Monetary prizes will be awarded to caller #7 as outlined in 3.a. based on the number of correct answers to contesting as outlined in 3.a. and 3.b.. Caller #7 will have a maximum of three questions. One correct answer will award caller #7 \$25; two correct answers will award

caller #7 \$50; three correct answers will award caller #7 \$100 (contesting, questions, and answers as outlined in 3.a. and 3.b.). Monetary prizes will be awarded within four (4) weeks of each on-air contest and winner selection.

b. All prizes are awarded as-is. There is no substitution, transfer, or cash equivalent for prizes, except that Promoter 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. Promoter is not responsible for winners' limitations that prevent acceptance, use, or nonuse of prize. Entrants acknowledge that the Released Parties, as defined herein, 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.

c. Any prize certificates or coupons are subject to the terms and conditions as set forth by the issuer of the certificate or coupon. Such certificates and coupons are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will such certificates or coupons be replaced if unused, lost, stolen, or damaged.

5. WINNER SELECTION AND NOTIFICATION

a. All decisions of Promoter management with respect to the Promotion are final.

b. Winner will be selected as outlined in 3.a. and 3.b..

c. Odds of winning depend on the number of calls received, and caller #7's correctly answered survey questions as outlined in 3.b..

e. Winner needs to listen to win.

f. 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 ten (10) days of notification attempt or winner will be disqualified and the prize will be forfeited. If a potential winner cannot be contacted, fails to complete, sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner will be disqualified and will forfeit the prize.

g. Unless otherwise specified in the prize notification, all prizes or prize certificates may be picked up at the office of the Promoter at the address below. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. Prize or prize certificates will not be mailed to the winner without the winner's prior written consent in which the winner shall agree to assume its risk of loss. The Promoter, its sponsor, or promotional partner are not responsible for the safe arrival of a prize or prize certificate.

6. 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 or the equivalent including the winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by Promoter in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.

b. Participating in the Promotion and acceptance of any prize constitutes each entrant's and winner's (and guest's where applicable) permission for the Promoter or its agents to photograph, film, record that entrant, winner, or guest and to use his or her name, city, state, voice, or likeness, and any statements made by him or her regarding the Promotion or its sponsors for purposes of trade, publicity or 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, and depending on the nature of the prize and eligibility requirements of the contest, the Promoter in its sole discretion will require verification of Promotion winner's identification by a showing of valid government-issued photo identification. By entering, participating and/or accepting a prize in the Promotion, each entrant, winner, and guest if applicable, agrees not to sue and to release, discharge, indemnify, hold harmless, and absolve the Station, the Promoter, its sponsors and promotional partners, its advertising and promotion agencies and each of their respective parent, subsidiary and affiliated entities and the officers, shareholders, directors, employees, agents, and representatives and the successors and assigns of each of them (the "Released Parties") from and against any and all claims, demands, actions, suits, losses, expenses, costs, damages, and liabilities including, without limitation, interest, penalties, court costs and reasonable attorneys' fees and expenses arising directly or indirectly from the prize or 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 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 and merchandise delivery. Promoter may require eligible Promotion winners and their guests or travel companions, if any (as well as each of their parent(s) or legal guardian(s), if winners, guests or travel companions are under the age of majority in their state of residence), to sign a liability release confirming such consent. 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 Milwaukee, WI; (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.

d. Promoter, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process, the operation of the Promotion, or the operation of Promoter's web channel or is otherwise in violation of the Official Rules or direction of Promoter. Promoter further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the Promoter's control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by Promoter in its sole discretion. Any attempt by an entrant or any person to deliberately damage any Promoter web channel or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, Promoter reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. Promoter's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of Promoter, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, Promoter reserves the right, but not the obligation, to modify, suspend, or cancel the Promotion and shall not be required to award a substitute prize.

e. For those viewing/listening to the Station stream on the Internet or other non-broadcast means: Please be advised that you may be listening to a delayed stream of the broadcast 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 method of viewing/listening.

f. 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) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals; or any other difficulties that may prevent an individual from entering or participating, or (iii) lost, stolen, mangled, misdelivered, misdirected, postage due, illegible, incomplete, incorrect, or late entries. 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 disaster, weather, acts of terrorism or other factors beyond the Station's control.

g. 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; (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.

h. To obtain a copy of the Official Rules or a list of winners following completion of the Promotion (please specify which), send a self-addressed, stamped envelope (VT residents may omit return postage) specifying "Official Rules" or "Winner List" to "\$10,000 Superquiz" Winner List or Official Rules Request, KTHI, 5257 W. Fairview Ave., Boise, ID 83706. A copy of the Official Rules and a list of winners (when complete) are also available during regular business hours at KTHI, 5257 W. Fairview Ave., Boise, ID, 83706. All such requests must be received within thirty (30) days following completion of the Promotion.

7. TERMS OF USE AGREEMENT & PRIVACY POLICY

a. By entering this Promotion, you agree to use of your personal information as described in the Privacy Policy located at: www.khits.fm.

b. By use of this web channel and by entering this Promotion, you agree to the Promoter's Terms of Use Agreement: www.khits.fm.