

KMPS TEXT-TO-WIN: PBR SHARK CAGE TIX
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE ENTRANT'S CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the KMPS Text-To-Win: PBR Shark Cage Tix promotion (the "Promotion"), which is being conducted by KMPS-FM (the "Station"). The Promotion begins on Monday, April 10, 2017 and ends on Monday, April 17, 2017 (the "Promotion Dates").
- b. To participate in this Promotion, entrant may enter via text message or online beginning on Monday, April 10, 2017 at 8:50am Pacific Time ("PT") and ending on Friday, April 14, 2017 at 11:59pm PT (the "Entry Period") as follows:
- c. Entrants must listen to the Station beginning Monday, April 10, 2017 and ending on Friday, April 14, 2017 at the following approximate times for the unique keyword announcement (the "Keyword") and cue to enter: 8:50am PT, 9:50am PT, 10:50am PT, 11:50am PT, 12:50pm PT, 1:50pm PT, 2:50pm PT, 3:50pm PT, 4:50pm PT, and 5:50pm PT.

Once you hear the Keyword, enter either via text message or online as follows:

- I. **Text Method**: Text the Keyword announced on air to 54994 to enter the Keyword for the specific hour and day to enter the Promotion during the Entry Period. Message and data rates may apply. The Station is not responsible for any fees incurred by an entrant for this method of entry. Potential prize winner(s) in a text message promotion must provide all information requested including entrant's full name, complete address (including zip code), day and evening phone numbers and date of birth to verify eligibility. P.O. Boxes are not permitted. By entering by text, entrants consent to receive a confirmation text message from the Station.

OR

- II. **Online Method**: To enter online, visit KMPS.com and follow the links and instructions to enter the Promotion and complete and submit the online entry form during the Entry Period. Each entry must include the Keyword for the specific hour and day. Online entrants are subject to all notices posted online including but not limited to the Station's Privacy Policy. P.O. Boxes are not permitted. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Promotion administrator.

Entries with Keywords announced at 8:50am PT, 9:50am PT, 10:50am PT, 11:50am PT, 12:50pm PT, 1:50pm PT, 2:50pm PT, 3:50pm PT, 4:50pm PT, and 5:50pm PT will be valid until the announcement of the next Keyword (e.g. entries with the Keyword announced at 8:50am PT will be valid until the next Keyword is announced at approximately 9:50am PT). Entries with Keywords announced at 5:50pm PT will be valid until 11:59pm PT that day.

- d. Limit one (1) entry per person per Keyword, regardless of method of entry. Entries must be received by 11:59pm PT each day during the Entry Period. Multiple participants are not permitted to share the same phone number or email address. There will be up to a total of fifteen (15) Qualifying Prize winners selected in the Promotion. There will be up to a total of one (1) Grand Prize winner selected in the Promotion.
- e. 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 legal U.S. residents, 18 years of age or older and who reside in the greater Seattle Metropolitan area (Island, King, Kitsap, Pierce, Snohomish, and Thurston Counties, Washington). Void where prohibited or restricted by law. Employees, officers, directors and agents of PBR Inc., the Station, CBS Radio Inc., their corporate affiliates, Station's advertising and promotional agencies, participating sponsors, prize suppliers, their respective affiliates (collectively, the "Promotion Entities") and other radio stations in the Greater Seattle metropolitan area, the members of their immediate families (spouse, parents, siblings or children) 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. By participating, entrant agrees to comply with these Official Rules and the decisions of the Station, which are final and binding in all respects.
- b. Persons are eligible to win prize(s) valued at \$600 or more only once every six (6) months.
- c. The winner(s) may be required to present valid government-issued photo identification and must provide winner's complete address, date of birth and phone number to claim a prize(s).
- 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. Up to fifteen (15) Qualifying Prizes will be awarded. Each Qualifying Prize is two (2) tickets to the PBR: Ford tough series April 22, 2017 at The Tacoma Dome (2727 E D St, Tacoma, WA 98421) provided by Professional Bull Riders Incorporated. The Approximate Retail Value (“ARV”) of each Qualifying Prize is \$62.00. Qualifying Prize winners 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(s). The Qualifying Prize is awarded as is. Tickets valid only on the date(s) printed on the tickets. Tickets are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. If a prize-related event 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(s) will be to award the remaining available elements of the prize(s) and no substitution or compensation will be provided for the unawarded elements of the prize(s). The Station and/or venue, in their sole discretion, reserve the right to deny entry to or to remove the winner(s) and/or guest(s) if either engages in disruptive behavior or in a manner with intent to annoy, abuse, threaten or harass any other person at the prize-related event.
- b. Up To one (1) Grand Prize will be awarded in this Promotion. The Grand Prize is two (2) premium tickets and passes for the “Shark Cage” (valid for winner and one (1) guest) to the PBR: Ford tough series April 22, 2017 at The Tacoma Dome (Location 2727 E D St, Tacoma, WA 98421) provided by Professional Bull Riders Incorporated. Provided by PBR INC. The ARV of the Grand Prize is \$202.00. Grand Prize winners 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(s). The Grand Prize is awarded as is. Tickets valid only on the date(s) printed on the tickets. Tickets are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. If a prize-related event 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(s) will be to award the remaining available elements of the prize(s) and no substitution or compensation will be provided for the unawarded elements of the prize(s). The Station and/or venue, in their sole discretion, reserve the right to deny entry to or to remove the winner(s) and/or guest(s) if either engages in disruptive behavior or in a manner with intent to annoy, abuse, threaten or harass any other person at the prize-related event.
- c. No more than the stated number of prizes and specified in these official rules will be awarded. The Qualifying Prize and Grand Prize must be claimed at the office

of the Station at 1000 Dexter Ave N Suite 100, Seattle, WA 98109 during regular business hours. The Station will notify Qualifying Prize winner(s) and Grand Prize winner by telephone when the Prize becomes available and the winner(s) will forfeit any prize(s) not claimed within by 5:30pm of Friday, April 21, 2017. In the event that a Qualifying prize or Grand Prize is mailed it will be with the prior written or verbal consent of the winner(s) and therefore, winner(s) assumes the risk of its loss. The Station is not responsible for the safe arrival of a prize(s) or prize certificate(s).

- d. Qualifying Prize(s) and Grand Prize are not transferable, and no substitution, assignment or cash equivalent of the Qualifying prize(s) or Grand 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(s). Entrants acknowledge that the Promotion Entities have not made, and are not in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties, expressed or implied, whether by contract or law, concerning any prize, including without limitation, implied warranties of quality, merchantability, mechanical condition or fitness for a particular purpose. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Fifteen (15) Qualifying Prize winners will be selected in the Promotion. Three (3) winners will be selected at approximately 11:00am PT on each of the following dates: Tuesday, April 11, 2017, Wednesday, April 12, 2017, Thursday, April 13, 2017, Friday, April 14, 2017 and Monday, April 17, 2017 in a Station-conducted random drawing from among all eligible online and text entries received by 11:59pm PT on the day prior to each random drawing (except the drawing on Monday, April 17, 2017, which will be selected from all eligible entries received by 11:59pm PT on Friday, April 14, 2017). Non-selected entries will not automatically rollover or be eligible for any subsequent random drawings during the Promotion. Entries will only be eligible for the drawing that they were received before.

Each potential Qualifying Prize winner will be notified of winning by telephone immediately following each days random drawing. If the potential Qualifying Prize winner does not answer their initial notification call or does not return the Station's call within ten (10) minutes of the initial notification call (as determined by the Station in their sole discretion), the Qualifying Prize will be forfeited and an alternate winner may be selected in a random drawing of all remaining combined eligible online and text entries received (time permitting) at Station's sole

discretion. This will continue until three (3) potential winners answer the initial notification call or returns the Station's call within ten (10) minutes of the initial notification call.

- c. One (1) Grand Prize winner will be selected on Monday, April 17, 2017 at approximately 12:00pm PT in a Station-conducted random drawing from among all fifteen (15) eligible Qualifying Prize winners selected. Potential Grand Prize winners will be notified of winning by telephone promptly following the random drawing. If the potential Grand Prize winner does not answer their initial notification, the Grand Prize will be forfeited and an alternate Grand Prize winner may be selected in a random drawing of all remaining Qualifying Prize winners at Station's sole discretion. This will continue until one (1) potential Grand Prize winner answers the initial notification call.
- d. In the event that all fifteen (15) Qualifying Prize winners have been contacted and none answered their initial notification call then no Grand Prize will be awarded.
- e. By accepting the Grand Prize, the winner will forfeit any Qualifying Prize won during the Promotion.
- f. Odds of winning a Qualifying Prize depend upon the number of text and online entries received. Odds of a Qualifying Prize winner winning a Grand Prize are 1 in 15.
- g. Entrants must listen to the Station to acquire the announced Keyword for entry via text message or online but need not be present to enter or win.
- h. The Qualifying Prize and Grand Prize will be awarded only upon confirmation of eligibility and completion of all requisite releases. The Qualifying Prize winner(s) and Grand Prize winner must execute and return any required affidavit of eligibility and/or liability/publicity release by 5:30pm of Friday, April 21, 2017 or the prize will be forfeited and an alternate winner will not be selected. If a winner has not reached the age of majority in his/her state of residence, the prize(s) will be awarded in the name of his/her parent or legal guardian. If a potential winner(s) 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(s).

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). The winner(s) 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(s) and 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(s) 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 W-9 or equivalent will result in forfeiture of the prize(s). Such winnings of \$600 or more will be reported to the IRS.

- b. Participation in the Promotion and/or acceptance of prize(s) constitutes entrant's and/or winner's (and guest's, if applicable) permission for the Station or its designees 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(s) won, hometown (city and state), biographic information, likeness, photograph, voice, 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, in perpetuity, 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(s) constitutes entrant's and/or winner's (and guest's, if applicable) agreement to release, discharge, and hold harmless the Promotion Entities and their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns (collectively, the "Released Parties") from and against any and all claims or liability arising directly or indirectly from any prize(s) awarded 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 the Promotion, or delivery, possession, acceptance and/or use or misuse of any prize or participation in any Promotion-related activity, including, but not limited to, any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery.
- 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 winner(s), 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(s); (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, telephone service outages, delays, busy signals, poor signals or signal interference, accidental disconnection or equipment malfunctions or any other technological problems or failures of any kind; or (vi) any cancellations, delays, diversions, 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 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. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins or any other methods may void that entrant's entries and that entrant may be disqualified. The use of any device to automate entry is prohibited. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, promotion entry services or proxies) will void all entries by that entrant at the Station's discretion. The Station's or its 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. The "Authorized Account Holder" is the natural person who (i) 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 or (ii) 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 who it believes is tampering with the entry process or the operation of the Promotion. 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 may disqualify that entrant from entering and/or winning this and any or all future Station-administered Promotions and seek damages to the fullest extent permitted by law.
- g. The Station reserves the right to make changes to the rules of the Promotion, including, without limitation, the substitution of a prize(s) 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(s).

- 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) awarded 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"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have any damages awarded 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 April 17, 2017 to "KMPS Text-To-Win: PBR Shark Cage Tix – Official Rules," Attn: Promotions, KMPS, 1000 Dexter Ave N, Suite 100, Seattle, WA 98109. For the names of the prize winner(s) send a self-addressed stamped envelope receipt by June 17, 2017 to the above address marked "KMPS the KMPS Text-To-Win: PBR Shark Cage Tix – 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 www.kmps.com.

6. PRIVACY

- a. By participating in the Promotion, entrant agrees to the Station's Terms of Use Agreement and to the use of entrant's personal information as described in the Privacy Policy located at www.kmps.com. In the event of conflict between the Station's Terms of Use Agreement and these Official Rules, the terms of these Official Rules shall apply.

Administrator: KMPS, 1000 Dexter Ave N, Suite100, Seattle, WA 98109

Sponsor: Professional Bull Riders, Inc. 101 W Riverwalk Pueblo, Colorado 81003