

Q104 Disney Text 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 Q104 Disney Text promotion (the "Promotion" or "Contest") being conducted by WQAL (the "Station") will begin at 7:00am Eastern Time ("ET") on March 3, 2010 and end at 11:59 pm ET on March 14, 2010 (the "Contest Period").
- b. To participate in the Contest, you may enter via the following method(s):

Via Text Message: Beginning at 7:00am ET on Wednesday, March 3, 2010 through Sunday, March 14, 2010 at 11:59 pm ET submit a text message with the key word "MICKEY" to the short code "71041". The Station is not responsible for telephone service outages, delays, equipment malfunctions and any other technological difficulties that may prevent an individual from sending a text message. Standard text messaging fees may apply, and the Station is not responsible for any fees incurred by an entrant for this method of entry. Only one text message entry per person is permitted.

Online: Listeners may also log onto the WQAL's website at www.Q104.com beginning at 7:00am ET on Wednesday, March 3, 2010 through Sunday, March 14, 2010 at 11:59 pm ET and click on the "Q Prizes" tab to access the online entry form. Enter the short code 71041, contest key word "MICKEY", in addition to your first name and last name, complete mailing address, including city, state and zip code, telephone number, date of birth, a valid email address and security phrase in the online entry form. 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. All entries submitted become the sole property of the Station and 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 and other technological problems.

- c. One entry per person regardless of method of entry.
- d. All eligible text and online entries received by Sunday, March 14, 2010 at 11:59 pm ET will be combined throughout the Contest Period and twenty – three (23) winners will be randomly chosen Monday, March 15th at 12:01am from among all eligible entries.
- e. WQAL is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her text message. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches. All Entries must be received by Sunday, March 14, 2010 at 11:59 pm EST.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in any of the following Cleveland, Ohio Metropolitan area counties: Erie, Huron, Richland, Ashland, Lorain, Medina, Wayne, Holmes, Tuscarawas, Carroll, Stark Summit, Portage, Geauga, Lake, Ashtabula, Trumbull, Mahoning and Columbiana. 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 Cleveland 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.
- b. Only one (1) winner per household is permitted in any Station promotion.
- c. 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.
- d. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize.

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

3. PRIZES

- a. Twenty -three (23) prizes will be awarded. Each winner will receive two (2) tickets to Playhouse Disney Live! At the Wolstein Center at Cleveland State University on Sunday, March 28th at 12:00 pm or 3:00 pm ET. Subject to availability. Approximate Retail Value of each prize is \$40.00.
- b. All prizes or prize certificates may be picked up at the office of the Station at 1 Radio Lane, Cleveland, OH 44114 during normal business hours. The winner will forfeit any prize or prize certificate not claimed by 5:30 pm ET on March 26, 2010. 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. WQAL 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 Sponsor 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. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of WQAL management with respect to the Promotion are final.
- b. All text and online entries received by Sunday, March 14, 2010 at 11:59 pm ET will be combined throughout the week and twenty-three winners will be randomly chosen. [Specify if they are selected on a specific date or selected throughout the Contest Period?]
- c. The odds of being selected as a Winner are dependent on the number of eligible text messages and online entries received.
- d. Winners will be contacted via telephone.

- 5. The winner(s) must execute and return any required affidavit of eligibility and/or liability/publicity release by 5:30 pm on Friday, March 26, 2010. If a potential winner cannot be reached within three (3) days of winning or fails to sign and return any required affidavit of eligibility and 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.

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 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. 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 or modify the Promotion. If the Promotion is terminated before the original end date, the Station will select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date.
- 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 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 March 14, 2010 to Q104 DISNEY TEXT – Official Rules,” Attn: Promotions, WQAL, 1 Radio Lane, Cleveland, OH 44114. For the names of the prize winners send a self-addressed stamped envelope for receipt by May 14, 2010 to the above address marked “Q104 DISNEY TEXT – 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 shall be posted online at www.q104.com/prizes.

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 www.q104.com/prizes and to the use of your personal information as described in the Privacy Policy located at <http://www.q104.com/pages/110064.php>.

Station: WQAL, 1 Radio Lane, Cleveland, OH 44115