

WOAL / Q104 PLAY  
CONTEST OFFICIAL RULES

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

1. How to Enter the Contest

- a. The Q104 PLAY Contest (the "Contest" or "Promotion") will begin on November 2, 2009 at 8:15am Eastern Time ("ET") and end on or about November 20, 2009 at 5:15 pm ET or when \$5,000 has been awarded, whichever is earlier (the "Contest Period").
- b. To participate in the Contest, listen to WOAL beginning November 2, 2009 at 8:15am ET through the Contest Period at 8:15 am, 2:15pm, 5:15pm each weekday for the cue to call to be aired (the cue to call will be the WOAL air personality instructing you to call in). The 14<sup>th</sup> caller that successfully calls in on WOAL contest line at 216-578-0104 immediately after the cue to call is announced will be the contestant, upon confirmation of eligibility (the "Contestant"). At the time of their call, designated callers will be required to provide their first name and last name, complete mailing address including city, state and zip code, telephone number, and date of birth. The Contestant will then be asked four (4) Pop Culture trivia questions and will win \$50 for each correctly answered question. All Four (4) questions will be asked no matter how many questions are answered correctly. If the 14<sup>th</sup> caller is not eligible the next eligible caller will be qualified to participate, upon confirmation of eligibility.
- c. WOAL 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 telephone call.
- d. There is no limit to the number of times a listener may call in to become a contestant, but a contestant can become a winner only once during the contest period.

2. Eligibility Restrictions

- a. The Contest is open to all persons who are 18 years of age or older and who reside in the Greater Cleveland metropolitan area. Employees of WOAL, 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 winner per household is permitted in any contest.

- c. Winners will be required to sign a liability and publicity release and show a valid government- issued photo identification to claim prize.
- d. Listeners are eligible to win a WOAL contest once every 30 days. Listeners are eligible to win a prize valued at \$600 or more only once every six months.

3. Prizes:

- a. Prizes will be awarded in the form of a check made out to the winner. A total of \$5,000 will be awarded in \$50 increments. A maximum of \$200 can be won by any one contestant. Approximate Retail Value of each Prize: \$50, \$100, \$150 or \$200 in a check format depending on the number of trivia questions each contestant correctly answers.
- b. No prize substitution or transfer of prizes permitted except at the sole discretion of the Station. Prize subject to availability and the Station reserves the right, at their sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Other restrictions may apply.
- c. Winners will be subject to the terms and conditions of any prize certificates/vouchers as set forth by the provider of the certificate/voucher. All prizes or prize certificates must be picked up at WOAL offices during regular business hours. Any prize or prize certificate not claimed by 5 pm on December 21, 2009 will be forfeited by the winner.

4. Selection of Winners

- a. Decisions of WOAL management with respect to the contest are final.
- b. Winners will be selected as set forth in Section 1 above. The exact number of winners will be dependant upon how many contestants participate in the contest and how many trivia questions each contestant answers correctly. The Contest will end as soon as \$5,000 has been awarded.
- c. Odds of winning a Prize depend on the order and number of calls received and whether or not the correct caller answers the trivia question(s) correctly.
- d. Winners must execute and return any required Affidavit of Eligibility/Release of Liability Prize Acceptance Form before tickets will be given to the winners. If winners fail or refuse to fill out release forms then the prize will be forfeited and an alternate Winner will not be selected.
- e. The winners must execute and return any required affidavit of eligibility and/or liability/publicity release within thirty days of winning or prize will be forfeited. If a potential winner 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.
- f. The Winners will be notified of winning at the time of their winning call.

## 5. 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 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 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 January 18, 2010 – 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 January 18, 2010 to the above address marked “Q104 Play– 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.q104.com](http://www.q104.com).