

**NewsRadio 1020 KDKA Pizza Eating Contest
("the Contest" or the "Promotion")**

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 NewsRadio 1020 KDKA Pizza Eating Contest (the "Promotion" or "Contest") being conducted by KDKA (the "Station") promotion (the "Promotion") beginning on July 2, 2011 at 12:30 pm Eastern Time ("ET") and ending on July 3, 2011 at 4:00 pm ET or when the top five contestants have finished their pizza.

- b. To participate in the Promotion, you may enter via the following method:

ON-SITE: Visit the KDKA table at the Main Stage located near the fountain at Point State Park at 101 Commonwealth Place Pittsburgh, PA 15222-1249 ("Venue") on July 2 or 3, 2011 between 12:30pm and 2:15 pm ET. A line will be formed at the table beginning at 12:30pm where a KDKA staff member will be with a clipboard. Be one of the first twenty (20) entries received each date. To enter you must complete the Pizza Eating Contest Registration Form, available on-site while supplies last, including first and last name, address, phone number and date of birth. All entries must be completed and received by 2:30pm ET. Each entry form must be handed to a Station Representative. All entries must be received by 2:15 pm ET on each day. The Station is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries. Only the first twenty (20) entries per day will be accepted. The Station is the sole judge of the order entries are received.

- c. Qualification for Final Round consists of the top five (5) persons ("Competitors") from each of the two qualifying rounds on July 2, 2011 and 3, 2011 moving on to the Final Round with a maximum of ten (10) Competitors total.
- d. Up to twenty (20) Competitors can enter the Contest each Qualifying Round based on the following:
- e. One entry per person, per day is permitted in this Contest.
- f. Competitors must be available to compete at the Final Round on July 4, 2011 at approximately 2:45 pm ET (Check in at 2:30 pm).

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all Pennsylvania residents aged 18 and older. Employees of Station, its licensee, the licensee's parent, subsidiary and affiliated entities, Station's advertising and promotional agencies, its participating sponsors (including Giovanni's Pizza), 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 Contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Each prize winner is ineligible for any Station conducted contest sixty (60) days from point of last contest win. Only one prize winner per household is permitted in any Station contest.
- c. Entrants are required to provide complete and truthful information and the Station will reject any entry that it discovers to be incomplete, false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements.
- d. All Competitors must be physically able to participate in the pizza eating competition described in these Rules (the "Competition") and must certify prior to participation that there is no physical, psychological, medical or other reason (i.e. heart condition, diabetes, food allergies, etc.) as to why the rapid consumption of a large quantity of food would adversely affect their health. All Competitors must sign a release provided by the Station (a "Participant Release") prior to participating in the Competition. Failure to do so will result in immediate disqualification.
- e. The Station reserves the right to disqualify any Competitor who attempts to publicize another business or radio station whether through their clothing or what they say into the microphone during the Contest. In addition, the Station reserves the right to disqualify a Competitor(s) for disruptive behavior or failure to comply with competition rules as stated. Any act of intentional purging will immediately disqualify the Competitor(s).
- f. In case of medical emergency, a time-out will be called by on-site medical personnel or Station management in which case all pizza eating will cease until such time as the Competition is resumed and the Contest clock begins counting again. A on-site medical personnel will decide whether the affected Competitor is able to continue to participate in the Competition. If the affected Competitor is deemed unfit to return to the Competition, his or her score will remain as is at the time of removal.

3. PRIZES

- a) **Two (2) Qualifying Round Prizes will be awarded** (One (1) per day July 2 and July 3, 2011) - The Qualifying Round prize is one (1) \$150 Check. Approximate Retail Value ("ARV"): \$150.

The Qualifying Round Prize will be awarded as follows:

The top one (1) Competitor each day (on July 2nd and July 3rd) who completely eats an entire small pizza provided by Giovanni's Pizza followed by a Twin Pop popsicle in the fastest time will be qualified for the Final Round Contest on Monday, July 4th and also receive the Qualifying Round Prize. The Competitors who finish 2nd through 5th at each Qualifying Round will also be qualified for the final round on Monday, July 4, 2011.

- b. **One (1) Grand Prize will be awarded.** The Grand Prize is a check for \$500.00 ARV: \$500.

All prizes will be awarded upon confirmation of eligibility.

The Grand Prize will be awarded as follows:

Final Round on July 4, 2011 2:45 pm ET: The one (1) Competitor who completely eats an entire large pizza provided by Giovanni's Pizza and a Twin Pop popsicle in the fastest time during the Final Round will win the Grand Prize.

- c. There is no substitution, transfer, or cash equivalent for prizes, except that the Station 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 Station management and on-site paramedic with respect to the Contest are final. The Station management may stop the Contest at any time for any reason, in their sole discretion.
- b. The first twenty (20) people to submit Contest Registration Forms for the Competition along with a completed Participant Release on July 2 and July 3 will be selected to participate in a pizza eating competition Qualification Rounds (the "Competition") as described in Section 1.b.
- c. The Competition will take place at the Venue on July 2, 2011, July 3, 2011, and July 4, 2011 beginning at 2:45pm ET each day. All Competitors must be present at the Venue and checked in with Station staff by 2:30 pm ET on July 2, 3, 4 2011 in order to participate in the Competition. In the event that a pre-registered Competitor is not present at the Venue and has not checked in with Station staff by 1:30 pm ET on July 2, 3, 4 2011, the Station will compete without that Competitor.

- d. Two (2) Qualifying Prizes will be awarded as described in Section 3 above.
- e. One Grand Prize will be awarded as described in Section 3 above.
- f. In each Competition, all of the pizza must be fully swallowed, including all toppings and crust. The popsicle must be completely consumed. All pizzas will be prepared by Giovanni's Pizza and will include cheese only.
- g. If the two or more Competitors finish eating the entire pizza and popsicle in the same time, a tie breaker will be conducted in which the tied Competitors will have 3 minutes to eat as much pizza as they can. The Competitor who eats the most in that time will be declared the winner. In the event a tie remains after the initial tie breaker, the tied Competitors will write their name on a piece of paper, the papers will be placed into a box, and the Station will randomly pick out one name to be the winner of the Contest.
- h. Napkins in any form are not allowed.
- i. If a Competitor leaves the pizza eating area for any reason during the Contest, he or she will be disqualified from the Competition.
- j. Competitors may not make physical contact with other Competitors at any time; any Competitor who makes contact with another Competitor may be disqualified at the sole discretion of the Station. If a Competitor purges or vomits at any point during the competition, a time-out will be called where all pizza eating will cease until such time as the Contest clock begins counting again.
- k. Competitors MUST be present to win and can NOT select a stand in. If a Competitor cannot appear at the Pizza Eating Contest, a replacement Competitor will be chosen from listeners present at the event. Competitors must be onsite to claim their prize.
- l. Competitors may not stand up from their seat during the duration of the Contest.
- m. Additional Competition rules and regulations:
 - The Station is not responsible for miscalculations or inaccurate counts of pizza provided.
 - The Station reserves the right to disqualify any Competitor at any time for reasons detrimental to the Station, the Competitors, Competition or Competition attendees.
- J. Prizes will be distributed immediately after Contest has ended.

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 copies of the Official Rules or for a list of winners following completion of the Contest (specify which), send a self-addressed, stamped envelope specifying "Official Rules" or "Winner's List" to "KDKA Pizza Eating Contest" Winner List or Official Rules Request. NewsRadio 1020 KDKA, 651 Holiday Dr., Pittsburgh, PA 15220. A copy of the official Rules and a list of winners (when complete) are also available during regular business hours at the main studio of KDKA at the same address. All such requests must be received within sixty (60) days following completion of the Contest.

Sponsor: KDKA Radio, 651 Holiday Dr., Pittsburgh, Pa 15220