

"Get LUCKY Dice Roll Challenge"

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 "Get LUCKY Dice Role Challenge" promotion (the "Promotion") being conducted by KHTK 1140 The Fan (the "Station") beginning at 5:30am Pacific Time ("PT") on March 16th, 2012 and ending at 10:00am PT on March 16th, 2012.
- b. To participate in the Promotion, you may enter via the following method: To participate in the Promotion, you may go to the Boxing Donkey Irish Pub located at 300 Lincoln in Roseville, CA on March 16th, 2012 starting at 5:30am PT and ending at 10:00am PT and complete an official entry form (while supplies last) including first name and last name, complete address, city, state, zip code, home telephone number, and date of birth, and put the entry form in the registration box. All entries must be received by 10:00am PT on March 16th, 2012. The Station is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries. The first (100) eligible entrants will be allowed to participate in the Promotion. Each entrant will have the opportunity to roll five (5) dice and try to have them land to spell out "L-U-C-K-Y". Maximum of one (1) attempt per person. No one may participate on behalf of another individual. An individual who does not meet the eligibility requirements, or does not wish to participate in the grand prize contest will be disqualified. Decisions of judges in the selection of eligible contestants and participation in the contest are final. All dice roll attempts must occur in the presence of a Station representative, and must be recorded on video tape in its entirety. Any dice roll attempt not in the presence of a Station representative, or that is not videotaped for any reason will be disqualified and is not eligible for the grand prize. Contestants will not be permitted to take any practice or warm-up tosses prior to their attempt. Once a die has been rolled, that attempt is considered to be started. Each eligible contestant must roll all five (5) dice all at one time. Contestants may not attempt to change the outcome of any rolled die, by hitting the die with a subsequent roll attempt. All five (5) dice must be rolled on each individual contest attempt. The winning outcome must occur during a single roll attempt – i.e. contestants may not combine sides during multiple roll attempts. Each roll is its own unique contest attempt and the five (5) winning sides must all land face-up on a single roll. Each die must be tossed in a completely random manner that does not allow the contestant to "set" or "slide" the dice, alter or influence the random outcome of the roll. Each die must be rolled a minimum of two (2) feet in distance from the contestant, in order to prevent the contestant from altering, affecting, influencing, or enhancing the random outcome of any roll.

The Station will designate the demarcation line that each die must cross during the roll. All dice must come to rest lying flat. All dice must land on and remain on the designated dice rolling surface. No rolled die may come in contact with any person or object other than the designated rolling surfaces or walls. If any die comes in contact with another person or object (other than the dice roll surface or designated walls or backstop) for any reason; or if any person or object in any way interferes, alters, changes, influences or affects the random outcome of the roll, then the entire attempt is disqualified and the contestant may not receive another attempt. If any of the following results occur during an individual attempt, that entire dice roll attempt is disqualified and the contestant will be granted a maximum of one (1) additional re-roll attempt: if any die fails to come to rest at least two (2) feet away from the contestant, if any die is leaning in any manner, if any die leaves the designated rolling surface, if any contestant drops a die and the dropped die do not meet the eligible dice roll requirements outlined above. Contestants must re-roll all five (5) dice during any re-roll attempt. In the event of an ineligible result on a re-roll attempt, the re-roll attempt is void and that contestant is disqualified. Contestants may not receive more than one (1) re-roll attempt under any circumstance. In the event that a contestant successfully rolls all five (5) dice with the letters "L-U-C-K-Y" facing up, that contestant will win the Grand Prize, the Promotion will end immediately, and no other contestants will have an opportunity to roll the dice.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older and who reside in the Greater Sacramento Area. 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 Greater Sacramento 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. 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. Only one (1) winner per household is permitted in any Station promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize.
- 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 entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. One (1) possible Grand Prize may be awarded in this Promotion. In the event of a successful dice roll attempt, the eligible contestant who completed the contest requirements will be awarded the grand prize subject to approval and verification of compliance with these official rules. The grand prize is: \$10,000.00 to be awarded in the form of a check from CBS Radio. The check will not be awarded, processed, or mailed until the winner has claimed the prize at the Station, presented all required documentation, and signed all required releases and tax forms. The prize will be mailed to the winner within ten (10) weeks of winning. The Station is not responsible for the safe arrival of a prize or prize certificate. In the event there is no grand prize winning attempt, then the Grand Prize will not be awarded.
- b. One (1) Bonus Prize may be awarded. The Bonus Prize includes the following: (i) \$250 Cash; (ii) \$100 gift certificate to the Boxing Donkey Irish Pub; (iii) one (1) certificate valid for one (1) Man Makeover Hair cut and Shave from The Headgame (iv) ten (10) VIP Passes from City Limits and (v) Limousine transportation from Nor Cal Bus Crawls Limousine Service. Round trip transportation from one (1) location. Date of service based on availability. The Approximate Retail Value ("ARV") of the bonus prize is \$600.00. The winner 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. The Station accepts no responsibility for repairing any real or supposed damage to any prize. The gift and prize certificates will be subject to the terms and conditions as set forth by the issuer of the gift and prize certificates.
- c. All prizes or prize certificates may be picked up at the office of the Station at the address below. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. 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. The Station is not responsible for the safe arrival of a prize or prize certificate.
- d. There is no substitution, transfer or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. A potential Grand Prize winner may be selected as described in Section 1 of these Official Rules.

- c. In the event that there is no eligible contestant who successfully completes the Grand Prize dice roll contest requirements, then the Station shall award the Bonus Prize to the eligible contestant who has successfully rolled the most winning sides during their contest attempt, subject to verification and compliance with these Official Rules. In the event of any tie among eligible contestants at the conclusion of the dice roll contest (*i.e. each contestant has rolled the same number of winning sides*), then the Station shall conduct a 'Roll-Off' among the tied contestants (if all contestants are present), or may elect to conduct a random drawing at its sole discretion. In the event of a roll-off, each tied contestant shall receive one (1) additional roll of the dice. The contestant who rolls the most winning sides during the 'Roll Off' will be declared the bonus prize winner. In the event of a remaining tie after the first Roll-Off attempt, the process will continue until there is only one contestant remaining who will be declared the bonus prize winner. NOTE: The Grand Prize will NOT be awarded for any contestant who rolls all 5-dice face-up during a bonus prize Roll-Off contest attempt.
- d. The odds of winning the Grand Prize by successfully rolling the dice are: 1:7,776. Odds of winning the Bonus Prize are 1:100.
- e. Winners do not need to listen to the Station to win but must be present to win.
- f. The winner(s) must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited. If a potential winner cannot be contacted, 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.

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 March 16th, 2012 to "Get LUCKY Dice Roll Challenge – Official Rules," Attn: Promotions, KHTK 1140 The Fan 5244 Madison Ave Sacramento, Ca 95841. For the names of the prize winners send a self-addressed stamped envelope for receipt by May 16, 2012 to the above address marked "Get LUCKY Dice Roll Challenge – 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.1140thefan.com.

Sponsor: 1140 The Fan, 5244 Madison Ave Sacramento, Ca 95841