

**CLASSY 100'S SUPERSTORE HIGH LOW CONTEST  
OFFICIAL RULES**

A complete copy of these rules can be obtained at the offices of radio station WXKC (öClassy 100 FMö), owned and operated by Cumulus Radio LLC located at 471 Robison Road Erie PA 16509, during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the **CLASSY 100's Superstore High Low Contest** substantially as described in these rules, and by participating, each participant agrees as follows:

1. **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.**

**Eligibility.** This Contest is open only to legal U.S. residents, age eighteen (18) years or older, or at the time of entry with a valid Social Security number and who reside in the Station's Designated Market Area (öDMAö) as defined by Nielsen Audio, who have not won a prize from the Station in the last **thirty days** or a prize valued at \$500 or more in the **last sixty days**, and whose immediate family members or household members have not won a prize from the Station in the last **thirty days** or a prize valued at \$500 or more in the last sixty days. **Void where prohibited by law.** Employees of Cumulus Radio, LLC, its parent company, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Station's DMA, and the immediate family members and household members of all such employees are not eligible to participate. The term öimmediate family membersö includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term öhousehold membersö refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Station's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. **Contest Period.** The Contest will begin on Monday, July 8, 2019 at 8:15am and end on Friday, August 2, 2019 at 9:00 a.m. The Station's computer is the official time keeping device for this Contest.

3. **How to Enter.** To enter:

Beginning on July 8, 2019 through August 2, 2019 listeners should watch WICU 12 NEWS at 12:30p.m, 5:30p.m. and/or 11:00 p.m. for the Auto Express Resale Center's Superstore High Low winning price; they must also listen to Classy 100 weekdays Monday through Friday at 8:15am during the Contest Period. When the Station plays the öcue-to-callö sounder, listeners should call the Station at (814)868-9100. Caller ten (10) with the winning Auto Express Resale Center's Superstore High Low price to the Station, as determined by the Station in its sole discretion, will win. **Time Delay Between Over-the-Air Analog Signal and Internet Broadcast:** Due to the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station online may hear the cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener winning this Contest may be diminished.

4. **Winner Selection.** The tenth (10<sup>th</sup>) caller with the winning Superstore High Low price, as described above, may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules). Caller will be notified at the time of his/her call. Station's decisions as to the administration and operation of the Contest and the selection of the potential winner are final and binding in all matters related to the Contest

5. **Verification of Potential Winner.** THE ELIGIBILITY OF ALL POTENTIAL CONTEST WINNERS IS SUBJECT TO VERIFICATION BY STATION WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all

requirements. The potential winner may be notified by email and/or telephone call after the date of random drawing and/or winner determination. The potential winner will be required to sign and return to Station, within three (3) days of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) in order to claim his/her prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release will be deemed to have accepted the contest prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.

6. **Prizes.** The Station will award up to twenty (20) prizes during the Contest Period. Each Winner will receive a one hundred dollar (\$100) visa gift card. **ARV is one hundred dollars (\$100).** Winner is responsible for all taxes associated with prize receipt and/or use. Odds of winning the prize depend on a number of factors including the number of eligible entries received during the Contest Period and listeners participating at any given time.

There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion and to the extent permitted by law, 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. Any tickets and/or gift certificates/cards awarded as part of a prize will be subject to the terms and conditions set forth by the issuer and are valid only on the date(s) printed on the tickets or gift certificates/cards. Other restrictions may apply.

7. **Entry Conditions and Release.** By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Station, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Station, Cumulus Radio LLC, and its subsidiaries, related and affiliated companies, participating sponsors, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Contest and/or entrant's acceptance, use, non-use or misuse of the prize.
8. **Publicity.** Except where prohibited, participation in the Contest constitutes winner's consent to use by the Station and its agent of winner's name, likeness, photograph, voice, opinions and/or biographical information (including hometown and state) for promotional purposes in any media, worldwide, without further payment or consideration, unless otherwise prohibited by law.
9. **Taxes.** All State, Local, Federal and/or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in any given year will be issued an IRS Form 1099 to report their winnings.

10. **General Conditions.** Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or acting in an

11. **Contest Sponsors:**

**WICU TV- 3514 State Street, Erie, PA 16508**

**Auto Express Superstore - 9070 Peach Street, Waterford, PA 16441**

**Cumulus Radio LLC, WXKC, 471 Robison Road Erie PA 16509**