

Lite 96.9 CONTEST RULES

Official Promotion Rules

(updated 6/01/2010)

A complete copy of these rules can be obtained at the offices of WRSA-FM Lite 96.9, 8402 Memorial Parkway South, Huntsville, AL 35802 during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to Lite 96.9, 8402 Memorial Parkway South, Huntsville, AL 35802.

1. All contests are open to the general public except for employees, agents, subsidiaries and affiliates of NCA, Inc., participating sponsors, their immediate families, and household members.
2. As a licensee of the FCC and a trustee of the public airwaves, Lite 96.9 reserve the right to interrupt and/or discontinue a contest or promotion at any time without any advanced notice to the public.
3. Stations reserve the right to limit the number of times an individual may enter a contest or drawing.
4. An individual may win an on-going contest only once per thirty (30) day period unless otherwise specifically stated. An individual may win other seasonal or one-time contests only one for the duration of the contest.
5. An individual may win only one (1) promotion which includes airfare (flyaways) and/or overnight accommodations per calendar year.
6. Contestants and winners for all out of town (i.e. "flyaways") or prizes which include hotel accommodations must be 21 years of age or older.
7. Any overnight accommodations (unless otherwise specified) are non-transferable, and must be used on the date specified in the contest.
8. Stations may, at its discretion, set age limits on entry into any contest or other restrictions as deemed necessary.
9. 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 of that prize.
10. All prizes are awarded "as is".
11. No purchase necessary to participate or win. Void where prohibited by law.
12. Gifts are non-transferable and cannot be exchanged.
13. All entry blanks, forms, devices and materials, as well as all the information (contained on or within) that is gathered during the course of entry shall become the sole property of the station to be used, disposed of or destroyed at the discretion of the station.
14. All entrants and winners agree that NCA, Inc. (dba WRSA-FM Lite 96.9) may broadcast or publish their name, city of residence, photo, video tape, film or any other likeness, including their voice, recorded or live, for any reason they deem necessary without compensation and further agrees to hold NCA, Inc. and its stations blameless and without liability for such publication, broadcast or use.
15. All entrants and winners agree that NCA, Inc. (dba WRSA-FM Lite 96.9), and their affiliates, shall have no liability and shall be held blameless for any injury, misfortune, or damage to either persons or property insured by entering, participating in, winning, or losing any contest by use or non-use of any prize received.

16. All participants agree to provide Lite 96.9 their name, address, phone number and social security number (for prizes valued at \$600 or greater). Failure to supply the required information makes the contestant ineligible. This will ONLY be used for processing necessary information as it pertains to prizes.
17. Prize winners agree to waive any claim of royalty, right of further compensation for any such promotional use and agree not to appear on, or on behalf of, any other radio or television station for a period of six (6) months after acceptance of prize. This includes, but not limited to, participating in any other radio or television station contests for the stated period.
18. The stations reserve the right to issue particular rules pertaining to a particular contest and they shall be considered part and parcel of these Official Promotion Rules*.
19. In the event of a tie, the winner of any contest shall be determined by random drawing or another means deemed appropriate by the station.
20. The announcer on the air or the person conducting the drawing or contest will determine all winners, and their decision shall be final.
21. All prizes must be claimed in person at the station studios between the hours of 8:00am and 4:00pm and within thirty (30) days of winning, excluding holidays. After such time, ownership of said prize(s) reverts back to the station to be disposed of at the sole discretion of the station with the winner losing all claims and rights to said prize. Proper identification must be presented to claim prizes and winners will be asked sign a disclaimer – stating the winner has picked up their prize and understand that they are eligible to win after thirty (30) days from the date won, and only one person per household can win every thirty (30) days, unless otherwise specified.
22. All station winners must claim their prize within the allotted time unless prior arrangements have been made with the receptionist.
23. Prizes such as t-shirts, CD and other items too large or heavy to be send it a standard sized envelope using a single postage stamp will not be mailed unless the winner provides (in advance) adequate postage. Items such as tickets, gift cards, etc. may be mailed to the winner at the discretion of the Lite 96.9 staff. Winners must understand that Lite 96.9 is not responsible for the United States Postal Service's failure to deliver mail.
24. All prizes won will be available for pick up the following day after noon. Winners of cash prizes will be notified when available.
25. All checks and prizes will be held for thirty (30) days for pick up.
26. If prizes are not picked up with thirty (30) days of the date won, the person is still considered a contest winner and must adhere to the rules of eligibility.
27. Members of the Lite 96.9 Listener Club may have the "Unfair Internet Advantage" emailed to them at random times during the stated contest period. To have a chance at receiving the "Unfair Internet Advantage", sign up to be a member of the Lite 96.9 Listener Club by visiting our website at www.lite969.com and clicking on "Register" in the listener Club window. Additionally, Lite 96.9 reserves the right to, at its discretion; announce on-air clues when necessary.
28. The station shall not be responsible for the failure of participating sponsors to deliver prizes as promised.
29. Violations of any of these rules or attempts to win any contest by fraud, deception, or cheating shall be grounds for the station to disqualify that individual from participating in all current and future contests and events at the sole discretion of the station as well as forfeiture of any prize(s) won by fraudulent means.

30. A W-9 will be issued for any prize won on WRSA-FM Lite 96.9. In the event that prizes awarded are equal to or greater than \$600, a 1099 will be issued and taxes claimed on the total or individual prize(s) will be the winner's responsibility.
31. These rules are in addition to those set forth by the state of Alabama.
32. Only one (1) winner per household (per address).
33. If the station winner is under the age of 18 years old, a parent or guardian must accompany the winner.
34. Anyone who wins one thousand (\$1,000) dollars or more in cash, prizes or a combination of both, is not eligible to win again for a period of one (1) year.
35. All calls on the contest line are recorded for possible playback use.
36. NCA, Inc. assumes no responsibility for the listeners/winners inability to get through on the contest line(s) due to failure of equipment, power failure or access www.lite969.com.
37. NCA, Inc. does not assume responsibility for events canceled and/or re-scheduled, and is not responsible for replacing tickets/prizes already won to the events canceled, nor is NCA, Inc. responsible for lost or stolen prizes.
38. NCA, Inc. reserves the right to change these and any contest rules at any time without prior notice.

* * * * *

*** OTHER CONTEST RULES:**

TRIVIA (Name Game, Lunchtime, Flashback): It is at the discretion of the on-air personality which number caller is declared the winner (i.e. the 10th caller). This number can change without notice. However, the official number will be given by the on-air personality in advance of the contest. If the contest is determined by the first correct caller, the winner is determined by the on-air personality and their decision is final. The winner is eligible to win only one (1) contest per thirty (30) day period. They are not eligible to win other on-air contests that the station is executing. Winner must pick up prize(s) within thirty (30) days. These daily contests are on going – Monday through Friday.

REGISTER TO WIN: These rules apply to ALL "Register to Win" promotions. Entries will be submitted either online and/or at a designated location, as specified by the contest. Winning entries are drawn at random, and are announced on the air as determined by the specifics of the contest. Entrants do not have to be present to win, unless otherwise specified. The winning entry will be announced on the air at a time specified by the requested personality. The winner is eligible to win other contests Lite 96.9 is executing. Winners have thirty (30) days to pick up their prize(s) from Lite 96.9. These contests are carried out a various times during the year.

RELEASE AND INDEMNIFICATION

In exchange for the right to participate in contests executed by NCA, Inc. (dba WRSA, Lite 96.9), each participant agrees to release and indemnify the Station, and its officers, directors, agents, parent companies, subsidiaries and employees (the "Released Parties", from any and all claims, demands and/or causes of action of any nature or kind whatsoever, whether presently known or unknown, foreseen or unforeseen, that arise out of the participant's participation in the Contest(s).