

HI-LO GAME CONTEST RULES

Five times every weekday (Flight dates) just after 8am, 1pm, 2pm, 4pm, and 5pm, 96.9 The New Pulse FM will invite listeners to call the studio line to attempt to be the correct caller to guess the randomly-assigned jackpot amount. The disc jockey will answer the phone lines and ask the caller for a guess as to the exact jackpot amount, to the penny. The DJ will then tell the caller if he/she is "high" or "low". All calls will be broadcast on-air so all other listeners may play along in the contest. Once the exact jackpot amount is guessed by a contestant, the contest is then closed to the rest of The New Pulse FM's listeners.

When participating in The New Pulse FM Hi-Lo Jackpot contest, winning contestants will be required to identify themselves by stating their first and last name as well as their mailing address and daytime phone number. Personal information other than information deemed pertinent will not be aired. Note: if the amount won is more than \$600 the winner will also need to fill out a W-9 form at the radio station, as required by Federal law. Social security numbers are used for identification & tax purposes only. Before releasing the prize to the contestant, The New Pulse FM will require additional proof of identity, such as a driver's license, state identification card, passport or military identification.

In order for a contest prize to be awarded, a person must legitimately win the contest by complying with all rules and regulations set forth by WPLW/96.9 The New Pulse FM. To be confirmed as the winner, he/she will be required to sign a declaration and release form that confirms compliance with the contest rules and acceptance of the decisions of judges, which shall be final; confirms acceptance of the prize awarded; releases 96.9 The New Pulse FM and others from any liability; and consents to the use of his/her name, voice and/or photograph or likeness by The New Pulse FM, without further compensation, for purposes of advertising and promotion. If the winner is a minor, a parent or guardian must claim the prize on his/her behalf, so that the winner may be advised of all rules, and to provide legal signature for the contest release form. In order for 96.9 The New Pulse FM to comply with federal tax laws, each winner will be required to provide his/her Social Security number as a condition of receiving the prize. Winners acknowledge that if they enter this contest under a false, fictitious, or fraudulent name and/or Social Security number, they will be automatically disqualified from this contest and any future contests on 96.9 The New Pulse FM.

By accepting a prize, each winner releases 96.9 The New Pulse FM, its corporate licensee, Curtis Media Group, and all of their parents, subsidiaries, affiliates, related companies, agents, employees, officers, shareholders, suppliers and retailers and their advertising, contest and production companies and agencies from any and all liability for any loss, harm, damages, cost or expense, including without limitation property damage, personal injury and/or death, arising out of playing the The New Pulse FM Hi-Lo Jackpot contest or the acceptance, ownership or use of prizes. Winners will be responsible for any taxes, restrictions or rules set forth by state or federal law relative to prizes or their use.

Any prize not claimed within 30 days from the date won will be deemed forfeited and will remain the property of 96.9 The New Pulse FM.

The New Pulse FM reserves the right to change or discontinue the contest at any time and to extend the end date. If the contest is changed or discontinued, The New Pulse FM assumes no liability of any kind to any player who has partially solved the contest. Any changes to the contest rules will be announced on The New Pulse FM within a reasonable time prior to their taking effect.

96.9 The New Pulse FM reserves the right to halt and/or restart the contest at any time, to change all solutions to the contest if in its sole opinion tampering of any kind has occurred, and to discontinue the contest in the event of failure of capacity or any other event relating to ability of the telephone system to respond to activity generated by the contest, or if technical difficulties compromise the integrity of the contest. Such causes of suspension of the contest may include, but are not limited to, tampering, unauthorized intervention, fraud, technical failures, or other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest. The New Pulse FM reserves the right, at its sole discretion, to disqualify any individual who tampers with the contest in any way, whether to cause damage or to gain unfair advantage, and to cancel, suspend, terminate or modify the contest. **Any attempt to deliberately undermine the legitimate operation of the contest is a violation of criminal and civil laws, and should such an attempt be made, 96.9 The New Pulse FM reserves the right to seek redress to the fullest extent permitted by law, including but not limited to criminal prosecution, civil injunctive relief, and monetary damages.**

96.9 The New Pulse FM assumes no responsibility for any malfunction of any equipment whatsoever, including telephone equipment owned by contestants, the telephone company, or the computers which manage the contest, or for any effect such malfunction may have on a contestant's

ability to participate in the contest. The New Pulse FM assumes no responsibility whatsoever for contestants unable to participate in the contest due to busy signals or any failure of the computer which controls the contest. In the event of cross-connected telephone lines, calls by multiple parties may be joined together as if on a single line. In this event, multiple contestants may input or receive data to/from the computer system which may not be entered on their computer file. This condition occurs infrequently, and is due to overload of telephone company facilities during periods of heavy calling activity. While such condition exists, The New Pulse FM shall not be liable for transactions made between contestants and the computer.