

"50,000 REASONS " CONTEST RULES PRIZE VAULT - RADIO:

1. How to Enter the Contest:

- a. The "50,000 Reasons" contest will begin on March 24th 10am and end on March 25th 3pm.
- b. To participate in the contest, register for a chance to win at the NM Home Remodeling and Pet Expo, Santa Ana Star Center Rio Rancho NM. To register for a chance to participate, fill out the simple answers to two questions at the \$50,000 Prize Vault located at the front of the Event. Contestants will receive one - six digit code which each Contestant will enter their individual code into the Prize Vault "code entry" location on the Prize Vault itself. (See below for further explanation)
- c. Limit one (1) entry per person. Entrants may be disqualified at the sole discretion of Event Management and Cumulus Media.

2. Eligibility Restrictions:

- a. The contest is open to people who are 18 years of age or older or who reside in service area of Cumulus Media. Employees, officers, and directors of Client, Sponsors and Odds On Promotions, their respective affiliated companies, subsidiaries, distributors, dealers, retailers, printers, advertising, and promotion agencies, any and all other companies associated with this contest, and the members of the immediate families or households of any of the above are not eligible. Immediate family shall include spouse, parents, children, siblings, grandparents, grandchildren and any other person residing within the same household.
- b. Listeners are eligible to win a Cumulus Media contest only once every thirty days. Only one (1) winner per household is permitted in any contest.

3. Prizes:

- a. Grand Prize: USD: \$50,000. A maximum of one (1) grand prize will be awarded. If the one (1) available Grand Prize is won in accordance with these Rules, the contest will officially end at the time the Grand Prize is won.
- b. Grand prize is provided courtesy of Odds On Promotions.
- c. All prizes or prize certificates may be picked up at the office of Cumulus Media or High Desert Broadcast Communications in Albuquerque, NM. Any prize or prize certificate not claimed within forty-five days of winning will be forfeited by the winner. 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 arrival. Cumulus is not responsible for the safe arrival of a prize or prize certificate.
- d. Contest prizes are not transferable. Prizes may not be substituted for or redeemed for cash.
- e. Grand Prize winner will receive 1099 IRS Tax form for the value of the grand prize as stated in these contest rules.
- f. Prizes are limited solely to those items explicitly set forth herein and shall not include any and all other expenses, incidentals or taxes that may arise out of the winner's receipt of this prize.

4. Selection and Notification of Winners:

- a. Decisions of Event management with respect to the contest are final.
- b. After completing the registration information, the contestant may then enter their six digit number code into the keypad on the prize vault.

- c. In order for a Grand Prize to be awarded, the code entered by the contestant into the keypad must exactly match the predetermined winning code selected for this contest by Odds On Promotions that is contained in the sealed security master envelope.
 - d. The act of displaying the grand prize winning message to the prize vault does not constitute a winning attempt. In order to be considered a winning attempt:
 - i. Triggering the grand prize winning message only by means of entering that six digit code into the locking mechanism; AND
 - ii. The contestant's code must exactly match the predetermined winning code selected by the insurance provider that is contained in the sealed master security envelope, and that was preprogrammed by Odds On Promotions into the electronic keypad.
 - e. The grand prize will NOT be awarded as a result of any of the following reasons including, but not limited to:
 - i. Any code entered into the keypad that does not match the predetermined winning code contained in the sealed security master envelope, and programmed by Odds On Promotions.
 - f. The odds of being selected as an official contestant(s) are dependent upon the number of entries received. The odds of winning the contest once selected as an official contestant are: 1:X.
5. Conditions:
- a. Payment of all federal, state and local taxes are the sole responsibility of the winner. Winners will be required to sign an IRS Form W-9 or the equivalent. Failure or refusal to execute the release will result in winner forfeiting the prize. Photo identification and social security number of the Grand Prize winner may also be required in order to collect the prize
 - b. By participating in the contest, the winner or winners (and their guest or traveling companion, if any) agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and to sign a publicity release prior to acceptance of the prize.
 - c. A maximum (1) grand prize(s) will be awarded. Grand prize winner must accept delivery of prize from sponsor, or as otherwise instructed by sponsor. All other costs related to prize delivery and acceptance is the responsibility of winner including but not limited to all federal state and local taxes. All properly claimed prizes will be awarded. Prizes are non-transferable and no cash redemption or prize substitution allowed, except at sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable.
 - d. Grand prize winner(s) will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all income taxes on prize(s). Pursuant to the liability release, the winners will agree to hold Odds On Promotions, Cumulus Media, its licensee, their affiliated companies and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.
 - e. Event management and Cumulus Media reserve the right in its sole discretion to modify the contest rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this contest, you agree to be bound by these contest rules, any modifications thereof, and by all other rules imposed by Cumulus Media and Event management.

- f. No purchase is necessary. Purchase does not increase chances of winning. The contest is void where prohibited.
- g. Failure to comply with the contest rules may result in a contestant's disqualification, at the sole discretion of Event management or Cumulus Media.
- h. Event management or Cumulus Media are not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.
- i. Copies of the written contest rules and a list of winner is available during regular business hours at the website of NMHomeandPetExpo.com or by sending a self-addressed stamped envelope to same.