

DETAILED CONTEST RULES CUSTOM SCRATCH & WIN CARDS - GENERIC:

1. How to Enter the Contest:

- a. The "94-Days of Summer" contest will begin on May 29th, 2010 and end on September 6th, 2010.
- b. To participate in the contest, register for a chance to win at Various On-Site Locations. To register for a chance to win participants must scratch cards while at on-site locations during station events. Non-winning cards will be collected for various prize drawings following conclusion of contest dates. Those cards must be filled out on the back and returned to station to be eligible to win second chance drawing.
- c. Limit one (1) entry per person per event. Entrants may be disqualified at the sole discretion of Neuhoff Media.

2. Eligibility Restrictions:

- a. The contest is open to all customers who are 18 years of age or older. Employees, officers, and directors of Neuhoff Communications, Red Wing Shoes-Danville 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. 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 Neuhoff Media radio stations, 1501 North Washington Ave, Danville Illinois . 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. Neuhoff Media 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 Neuhoff Media with respect to the contest are final.
- b. Two (2) contest administrators must supervise the event and are responsible for the contestants understanding of the terms and conditions of this promotion.
- c. Only scratch cards labeled "94-Days of Summer" containing unique and valid serial numbers will be eligible for prize reimbursement.
- d. The location and orientation of the winning and non-winning symbols within the scratch off areas may rotate.
- e. In order to qualify for prize reimbursement, an eligible contestant must scratch Six (6) and only Six (6) surfaces revealing identical "Matching" symbols (in any rotation) under each and every scratched surface.
- 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: 1:593,775.

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, Neuhoff 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. Neuhoff Media reserves 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 Neuhoff Media management.
- f. No purchase is necessary. Purchase does not increase chances of winning. The contest is void where prohibited.