

100.3 JACK FM/KJJK
“March Mutt Madness” Contest
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

A. HOW TO ENTER THE CONTEST

- a. The 100.3 JACK FM/ KJJK “March Mutt Madness” (“Contest”) will begin on or around 3/20/08 at 7AM and will end on 4/11/08 at 12PM. (“Contest Dates”)
- b. To participate in the Contest, during the contest dates, you must enter via the following method: individuals must go to www.jackontheweb.com click on the mutt madness contest link and upload a photo of themselves; the individual in the picture can be either a man or woman and does not necessarily have to have a real pet to be eligible to participate in the contest. You must include your first name and last name, complete address, city, state, zip code, home telephone number and a valid email address in the online entry form. Entries must be received by 3/19/08 at 5PM. On 3/20/08 the station staff will review all eligible entries received and select twenty (20) entrants based on who they believe has the best “pet look alike” and will post the twenty (20) entries in a “bracket” by 3/20/08, which will be posted on the station’s website. In the event of a tie in ANY round, the station makes the final decision. Beginning at 12:01AM on 3/20/08 and ending at 11:59PM on 3/24/08 listeners will be encouraged to vote on-line by selecting the individual they think looks most their pet from the twenty (20) entries selected by the station. The top ten (10) individuals with the most number of votes, selected by the listeners, will advance to the next round. The remaining ten (10) will then be placed in a bracket by 3/27/08 and posted on the stations website. Beginning at 12:01AM on 3/27/08 and ending at 11:59PM on 3/31/08 listeners will be encouraged to vote on-line by selecting the individual they believe looks most like their pet, from the ten (10) entries. The top four (4) individuals with the most number of votes, selected by the listeners, will advance to the next round (The “Final Round of 4”). The Final Round of 4 individuals will then be placed in a bracket by 4/03/08 and posted on the station’s website. Beginning at 12:01AM on 4/03/08 and ending at 11:59PM on 4/07/08 listeners will be encouraged to vote on-line by selecting the individual they believe looks most like their pet, from the 4 entries. The Finalist receiving the most votes will be the contest winner. 100.3 Jack FM will reveal the winner on-line, Tuesday, April 8, 2008.
- c. Only one internet entry per computer is permitted. All entries submitted become the sole property of the Station and will not be acknowledged or

returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the sweepstakes. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches.

- d. Only one (1) vote per computer, per each pair of contestants in a bracket, for each designated round.
- e. Each Photograph Entry must be the original creative photographic work and/or property of the Contestant and must not contain copyrighted materials, which may be restricted, prohibited, or outlawed by Federal, state or local laws. All Photographic Entries and their content become the property of KJKK and will not be returned. KJKK, at its sole discretion, reserves the right to disqualify and/or destroy any Photograph Entry if such Photographic Entry contains nudity or partial nudity; illegal, indecent, pornographic, sexually explicit content, or otherwise offensive material such as aberrational behavior, graphic violence or drug abuse, or if such Photographic Entry contains material whose content is deemed at the sole discretion of KJKK to be unsuitable for the public viewing or posting via the Internet. By participating in the contest, participants agree to continue to comply with the Official Rules of the Contest and any rules or guidelines established by KJKK or its representatives regarding entry, participation or the prize of this Contest. Participants that fail to comply with the rules or guidelines established by KJKK, representatives of KJKK, in their sole discretion, may disqualify the contestant from participating in the Contest and will waive any chance the contestant may have had of winning the Contest.

B. ELIGIBILITY RESTRICTIONS

- a. The contest is open to all persons who are 18 years of age or older and who reside in the greater Dallas Fort Worth area w/ a valid drivers license. CBS Radio Inc., KJKK (the "Station"), its licensee, and each of their corporate parents, subsidiaries, and affiliates, their advertising agencies, participating sponsors/promotional partners, other radio stations in the Dallas Fort Worth metropolitan area and the members of their immediate families and or households are ineligible to participate or win. CBS Radio Inc., and the Station shall be collectively referred to as the "Contest Entities")
- b. Only one winner per household is permitted in any Contest administered by the Station.

- c. Contestants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements, and the Station will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

C. PRIZES:

- a. One (1) trip for Two (4) vacation packages to Florida **. Each package to include round trip air transportation for two(2) and three (3) nights' hotel accommodations. Valid for one year from the end of the promotion and blackout dates may apply. Redemption instructions will accompany all certificates. Liability is limited to the cash value of the package. Winner will also receive a pet portrait from Natalie Erwin, Wood Panel Painting. Approximate Retail Value ("ARV") of the grand prize = \$5,000
- b. Secondary prizes for listeners who vote:
 - i. Two night package at the W Hotel with complimentary overnight valet parking, complimentary in-room continental breakfast dining for two. Approximate Retail Value ("ARV") - \$1000
 - ii. Pair of tickets to the Police at Superpages.com on Wednesday May 21 and a pair of tickets to Tom Petty and the Heartbreakers on Wednesday, August 27. Approximate Retail Value ("ARV") - \$200.
- c. There is no substitution, transfer, or cash equivalent for prizes. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.
- d. 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. KJKK is not responsible for the safe arrival of a prize or prize certificate.

D. SELECTION OF WINNERS

- a. Decisions of Contest Entities management with respect to the Contest are final.
- b. The winner(s) will be selected as described above in Aa of these official rules.
- c. Odds of winning based upon the number of votes received.
- d. WINNER NEED NOT LISTEN TO WIN
- e. On or about after 10AM on 4/8/08, winner will be announced at the Final Event. Winner must execute and return any required Affidavit of Eligibility

and/or Release of Liability Prize Acceptance Form within three (3) business days of notification attempt or prize will be forfeited and an alternate winner may be chosen by randomly selecting from remainder of entrants.

E. CONDITIONS

- a. Payment of all federal, state and local taxes is solely the responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the Contest, the winner or winners 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, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize or prize certificate, the Station in its sole discretion may require Contest winner(s) to sign a liability release, agreeing to hold CBS Radio Inc., the Station, its corporate licensees, and each of their parent, subsidiary and affiliated corporations, 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.
- d. The Contest Entities reserve the right to make changes in the rules of the Contest, including, but not limited to the substitution of a prize, equivalent value or location of prize giveaway, which will become effective upon announcement.
- e. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of the Contest Entities.
- f. The Contest Entities 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.
- g. Copies of the written Contest rules and a list of winners (when complete) are available during regular business hours at the main studio of KJKK – 7901 John Carpenter Freeway, Dallas, TX 75247
- h. **Contest Entities:** CBS Radio: 515 Broadway, 46th Floor, New York, NY 10036.

F. INTERNET SWEEPSTAKES PRIVACY POLICY

- a. By use of this website and by entering the Contest, you agree to the Station's Web Site Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: "www.jackontheweb.com".