

KUPL SHARI'S PIE CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the "Shari's Pie contest" (the "Contest") being conducted by KUPL (the "Station") beginning on March 12, 2011 at 12am Pacific Time ("PT") and ending on December 22, 2011 at 11:59pm PT (the "Contest Period").
- b. To participate in the Promotion, you may text **PIE** to "59566" beginning on March 12, 2011 at 12am Pacific Time ("PT") and ending on December 22, 2011 at 11:59pm PT. The Station is not responsible for telephone service outages, delays, equipment malfunctions and any other technological difficulties that may prevent an individual from sending a text message. Standard text messaging fees may apply, and the Station is not responsible for any fees incurred by an entrant for this method of entry. All texts must be received no later than 11:59pm PT on December 22, 2011.
- c. Or go to <http://www.kupl.com/kupl-nation/wireless-nation/> and follow the links to complete the online entry form with your full name, complete address, including city, state and zip code, home phone number, date of birth and a valid email address. Only entries with complete information will be deemed eligible. Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible by assigning email addresses or the domain name associated with the submitted email address. For purposes of these Official Rules, "receipt" of an online entry will be solely determined when the www.KUPL.com web server records the entry information. Any automated computer receipt (such as one confirming delivery of email) does not constitute actual receipt of an entry form for purposes of these Official Rules. KUPL-FM's computer is the official time keeping device for this contest. Use of any device to automate entry is prohibited. All entries must be received no later than 11:59pm PT on December 22, 2011.

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all persons who are eighteen (18) years of age or older and reside in Oregon and SW Washington. Employees of the Station, Alpha Broadcasting, LLC and/or each of their corporate parents, subsidiaries, and

affiliates, their advertising agencies, participating sponsors/promotional partners, other radio stations in the Portland metropolitan area and the members of their immediate families or households are ineligible to participate or win. The Contest is subject to all applicable federal, state and local laws and regulations.

- b. Listeners are eligible to win a Station prize valued at \$600 or more only once every six (6) months.
- c. Only one prize winner per household is permitted in any Contest conducted by the Station.
- d. All winners will be required to sign any and all releases associated with the receipt of the prize.
- e. Entrants 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. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. PRIZES

- a. One (1) prize consisting of one (1) certificate for a pie at participating Shari's Restaurants. All rules and restrictions on certificate apply. Approximate Retail Value ("ARV") = \$10.
- b. There is no substitution, transfer or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. One (1) texting Winner will be selected in a random drawing of all eligible entries each week at 1pm PT on Wednesday through December 21, 2011. One (1) online Winner will be selected in a random drawing of eligible entries on December 22, 2011 at 11:59pm PT.
- c. Odds of winning depend of the number of entries received.
- d. Winners need not listen/or be present to win. Texting winners will be notified via text and online winner will be notified via email and may pick up their prize at the KUPL Studios located at 1211 SW 5th Ave., 6th Floor, Portland OR 97204

between the hours of 8:30am and 5:30pm PT Monday through Friday. Prize must be picked up within thirty (30) days of winning.

- e. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of notification or prize will be forfeited and an alternate winner may be chosen by random selection. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize and an alternate winner will be selected in a random drawing of the remaining eligible entries received.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by the Station (or any other station owned by the corporate entity that owns the Station) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Contest, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the 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 (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee's parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Contest.
- d. If for any reason this Contest cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Station that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate or modify the Contest. If the Contest is terminated before the original end date, the Station will select the winners by random

drawing from among all eligible non-suspect entries received as of the termination time/date.

- e. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station's website. Failure to comply with the rules of the Contest may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Contest, the Station reserves the right to disqualify that entrant from entering and/or winning future Contests and to prosecute and seek damages to the fullest extent permitted by law.
- f. The Station reserves the right to make changes in the rules of the Contest, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the Contest and shall not be required to award a substitute prize.
- g. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. Copies of the written Contest rules and a list of winners (when complete) are available during regular business hours at the main studio of KUPL-FM, 1211 SW 5th Ave., 6th Floor, Portland OR 97204.

6. PRIVACY

By use of the Station's website or by entering the Promotion through the Station's website, you agree to the website's Terms of Use Agreement located at KUPL.com and to the use of your personal information as described in the Privacy Policy located at <http://www.kupl.com/privacy-policy/>