

CONTEST NAME: "Free Plug Friday" (Benchmark Contest)

SPECIFIC CONTEST RULES

Effective Date: September 22, 2020 to December 31, 2020

Participating Radio Station(s)/Studio Address(s)/Phone #'s/Website Address(s):

WALY (814) 944-1104

WFGY (814) 941-9898

WWOT (814) 944-1115

WRKY (814) 946-5050

WFBG-AM 1290 & 104.5 FM (814) 944-1290

WTNA-AM 1430 & 99.7 FM (814) 940-1340

One Forever Drive

Hollidaysburg, PA 16648

814-941-9800

www.foreveraltoona.com

Declared Value of Prize(s): Randomly selected live on-air or pre-recorded mentions ("Live Mention(s)") each Live Mention to be determined and each at Standard card rate not to exceed approximately one hundred dollars ("100.00") in value based on the Live Mention placement on a Participating Radio Station(s). ("Prize(s)")

Forever Media, Inc. and its affiliates through their Participating Radio Station(s), in conjunction with various sponsor(s) and/or prize provider(s) (collectively, "Forever") is conducting a contest named as set forth above ("Contest"). Forever may air contest(s) from time to time which are conducted by Forever's advertisers and other organizations that are not, sponsored or endorsed by, and/or for which, neither Forever, nor its radio stations, participate ("Non-Forever Contest(s)"). For any Non-Forever Contest(s) please refer to the contest rules of the Non-Forever Contest Sponsor. Forever assumes no liability or responsibility in whole or in part for any Non-Forever Contest(s).

1) No purchase or payment necessary. Odds of winning will vary based on Contest(s) participation. Void where prohibited or restricted by law. Unless otherwise specifically provided, Contest participants ("Participant(s) or singularly Participant") may only play, register or win one time during a Contest. For on-air Contests, there is no limit as to the number of call-ins or texts a Participant(s) may attempt, however that Participant(s) may only play, register or win once. Participant(s) are limited to one prize or prizes ("Prize(s)") per household every 30 days. For Prize(s) valued at over \$150, only one Prize(s) per household every 90 days. For any Prize(s) over \$600, only one Prize(s) per household every 180 days. Participant(s) must be 18 years of age or older to enter, however the Participating Radio Station(s) reserves the right in its sole discretion to restrict the age of participation for any Prize(s) due to the nature of the Prize to then be awarded, which will be announced on the earlier of the start of the Contest in its specific rules, or, prior to the drawing of a Prize(s) in the event of a live drawing. Unless provided in a specific Contest's rules, any duplicate registration entries will disqualify ALL entries by that Participant(s).

2) At random to be announced times over the Effective Date, Forever's Participating Radio Station(s), will give Participant(s) area businesses a chance to register to win the above described Prize(s). **By registering or otherwise participating in this contest, Participant(s) hereby affirm that they have read and agree to the contest rules, Including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website.**

- Participant(s) will be directed to the Participating Radio Station(s) Website to register to win the Prize(s) during the Effective Date.
- One registration per business.

- Up to nine (9) Prize(s) winner(s) will be chosen in a Random Drawing by Forever at its discretion from all eligible registrations on each non holiday Monday and announced on air on the Participating Radio Station(s) on each non holiday Friday during the dayparts of 6 AM and 10 AM, 10AM and 3PM, and 3PM and 7PM.
- Registrations will remain in the pool of entries until they are drawn by Forever and/ or the promotion ends.
- Participant(s) businesses representative entrants must be 18 years of age or older to enter and must have a valid State issued Driver's License or State issued Identification Card. Participants must own or operate a local business establishment in the general listening area of our radio stations.
- Winning Participant(s) businesses will be announced on the Participating Radio Station(s), on-air, on their Websites and on their social media sites and/or will be notified by the preferred phone number or email provided by the Participant(s) at registration.
- Winners are responsible for completing all required paperwork concerning the delivery of their Prize(s). Including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website. Prize(s) winners are responsible for any additional expenses beyond the specifics detailed such as transportation to and from the event and parking fees to the venue.
- Prize(s) may be time sensitive. Unless otherwise notified by the Participating Radio Station(s), winner(s) must pick up their Prize(s) on the earlier of: (i) noon two (2) business days prior to the date of a time specific contest, concert, or event, or (ii) thirty (30) days from the Prize(s) award. Proper photo ID will be required to pick up a Prize(s) at the Participating Radio Station(s) or, in the event that a specific Prize(s) must be picked up at a venue will call window, proper Photo ID for that Winner will be required.
- If any concert or event is cancelled, no other Prize(s) will be substituted.
- Winners are responsible for completing all required paperwork concerning the delivery of their Prize(s). Any Forever Contest(s) winner who during the course of a calendar year wins more than \$600 in prizes in the aggregate from Forever and/or a participating Vendor or Sponsor for those Contest(s) will receive an IRS Form 1099 from Forever, or as otherwise specifically provided in the rules for that Contest.
- Prize(s) may not be assigned, exchanged or resold by the Grand Prize(s) Winner and have no cash value.

3) Any questions or comments regarding the operation of the Contest must be made in writing to Participating Radio Station(s) Operations Director at the Studio Address.

4) All Contest Rules are subject to change at the sole discretion of the Participating Radio Station(s) at their sole discretion. Forever retains the right to cancel this Contest for any reason at any time.

5) A copy of the official rules governing this Contest as well as Forever's General Contest Rules are available at the Participating Studio Address and on the Participating Radio Station(s) website address(s). Copies of the rules can be requested by sending a self-addressed stamped envelope to the Studio Address.

The above Specific Contest Rules are to be applied in conjunction with the General Contest Rules in effect by Forever at the time of a Specific Contest and may be amended, supplemented, modified in all or part for a specific radio station or station(s) Events/Contests/Activities from time to time by Forever in its sole discretion. Forever at all times reserves the right to amend/supplement and/or modify these Specific Contest Rules with specific rules which shall be made available by the Forever radio station as appropriate and in the Forever radio station(s) sole discretion. Listeners' and potential contest Participant(s) are urged to acquaint themselves with these Specific Contest rules in advance of their participation. Where Specific Contest Rules are in place for a particular event, those Specific Contest Rules shall control over, where different, from the General Contest Rules.

Forever Media Inc. its affiliates and their Radio Station(s) do not and shall not discriminate, in anyway on the basis of race or gender, respecting their employment or advertising practices.