

RUSSELL'S WESTERN WEAR CMA TRIP #1646
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 2009 CMA Trip promotion (the "Promotion") being conducted by WQYK-FM (the "Station") beginning on 10/27/2009 at 10:00 am ET and ending on 10/31/2009 6:59 pm ET.
- b. To participate in the Promotion, you may go to Russell's Western Wear located at 8740 North Mobley Road in Odessa Florida or the Russell's Western Wear located at 6027 North Dale Mabry Highway, Tampa, FL 33614 on 10/27/2009 at 10:00 am ET and ending on 10/31/2009 6:59 pm ET during regular business hours and complete an official entry form (while supplies last) including first name and last name, complete address, city, state, zip code, home telephone number and date of birth, and put the entry form in the registration box. All entries must be received by 10/31/2009 at 6:59 pm ET. The Station is not responsible for lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 21 years of age or older and who reside in the Tampa Bay Metro Area. Employees of Station, its licensee, the licensee's parent, subsidiary and affiliated entities, Station's advertising and promotional agencies, its participating sponsors, other radio stations in the Tampa metropolitan area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by the Station only once per contest and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any Station promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete social security number, first, middle initial and last name, mailing address, date of birth and phone number to claim a prize.
- d. 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.

3. PRIZES

- a. One (1) prize package will be awarded in this Promotion. The prize package is a 3-day/2-night 2009 CMA Awards Trip for two (2) persons from 11/10/2009 to 11/12/2009, that will include the following: Round-trip coach airfare for two (2) (winner and guest) from Tampa, FL to Nashville, TN, 2-night luxury hotel double occupancy accommodations for two persons (one (1) room) at Renaissance Hotels; two (2) upper level tickets for the 2009 CMA Awards broadcasted live from Nashville on ABC TV on 11/11/2009, a tour through the Sound Kitchen Recording Studio in Franklin, TN, admission for two (2) for Songwriting Stars & Guitars prior to the awards and admission for two (2) for the Ring Of Fire After-Awards Celebration at Wildhorse Saloon. The Approximate Retail Value ("ARV") of the prize is \$2,250.00. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. The Station accepts no responsibility for repairing any real or supposed damage to any prize. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Contest Entities. If winner cannot travel on dates specified by the Station, winner may be disqualified and an alternate winner randomly selected from all remaining eligible entries. Prize subject to availability and the Contest Entities reserve the right, at their sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. All other costs not specifically stated herein, including, but not limited to, taxes, meals, tips and ground transportation, are the responsibility of the winner. Taxes are solely the responsibility of the winner. Winner and travel companions must travel on the same itinerary and are responsible for obtaining all required travel documents. Winner will be required to present a valid credit card upon check in at the hotel to cover any incidental expenses. Travel companion of winner must be 21 years old or over. Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) where applicable, at their option, and hereby acknowledge that the Contest Entities have not and will not obtain or provide travel insurance or any other form of insurance. Winner and travel companion must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Station, the Station's sole responsibility to a Winner will be to award the remaining available portion of the prize and no substitution will be provided for unawarded portion of prize. Tickets are subject to terms and conditions as specified by issuer. Seat locations to be determined by the Station. the Station reserve the right remove or to deny entry to Winner and/or guest if he/she engages in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at events

- a. All prizes or prize certificates may be picked up at the office of the Station at the address below. If the winner is present at the time the winner is pulled then they may receive the prize on location. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning or by 11/10/2009. 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 loss. The Station is not responsible for the safe arrival of a prize or prize certificate.
- 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) winner will be randomly selected from all eligible entries at approximately 10:00 am ET on 11/2/2009.
- c. Odds of winning depend on the number of qualified entries received.
- d. Winner need not be present to win.
- e. Winner will be notified by phone within approximately one (1) hour of drawing on 10/22/2009. If winner cannot be contacted within one (1) business day of the drawing, he or she forfeits the prize and an alternate winner will be randomly selected from among all remaining eligible entries. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within two (2) days of winning or prize will be forfeited and an alternate winner may be selected by a random drawing of all remaining qualified entries. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

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 CBS Radio station in Station's market) 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 Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion 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 Promotion 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 Promotion.
- d. If for any reason this Promotion 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 Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate or modify the Promotion. If the Promotion 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 Promotion 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 Promotion, the Station reserves the right to disqualify that entrant from entering and/or winning future Promotions 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 Promotion, 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 Promotion 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. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by 10/31/2009 to "RUSSELL'S WESTERN WEAR CMA TRIP #1646 – Official Rules," Attn: Promotions, WQYK-FM, 9721 Executive Center Drive, North, Suite 200, St. Petersburg, FL 33702. For the names of the prize winners send a self-addressed stamped envelope for receipt by 12/31/2009 to the above address marked "RUSSELL'S WESTERN WEAR CMA TRIP #1646– Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Station and shall be posted online at www.wqyk.com.

Sponsor: WQYK-FM, 9721 Executive Center Drive, North, Suite 200, St. Petersburg, FL 33702