

K-Frog \$100,000 Bingo Bonanza

Official Promotion 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 K-Frog \$100,000 Bingo Bonanza Promotion (the "Promotion") being conducted by KFRG K-Frog (the "Station") beginning on March 8, 2010 at 7:00am Pacific Time ("PT") and ending on April 18, 2010, at approximately 4:00pm PT.
- b. To participate in the Promotion, you must obtain an official "K-Frog \$100,000 Bingo Bonanza" game piece online at <http://www.kfrog.com> and to play, you must listen to K-Frog weekdays from 7:00am PT until 5:00pm PT starting on March 8, 2010 and ending on April 2, 2010.
- c. Contestants may also obtain one (1) free bingo square by stopping by participating Baker's Drive Thru's in the Inland Empire listening area, and asking for a free "Bonus Book". Each Bonus Book contains a random serial number, which may be entered at <http://www.kfrog.com> , good for one (1) free bingo square during a future specified game. Only (1) free bingo square may be used per game.
- d. No purchase necessary to obtain game pieces. There is no limit to the number of game pieces a Contestant can acquire online.

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all K-Frog listeners who are **21** years of age or older and who reside in California. Employees of the 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 Riverside 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. 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.
- c. Listeners are eligible to win a prize in a Promotion conducted by the Station only once every thirty (30) days 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.

3. PRIZES

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

- a. Up to eighty (80) Qualifying Prizes will be awarded. Each on-air Bingo Game prize is a \$150 Visa Gift Card and one (1) invitation for two (2) people (the winner and guest over 21 years of age) to the “K-Frog \$100,000 Bingo Bonanza Main Event” Grand Finale which will be held at Soboba Casino located at 23333 Soboba Rd San Jacinto, CA 92583, on April 18th, 2010 from 1:00pm – 4:00pm PT. The Approximate Retail Value (“ARV”) of each Qualifying Prize is \$150.00. There is no expiration date on the Visa Gift Cards.
- b. Six (6) Finalist Prizes may be awarded. Each Finalist Prize includes the following:
 1. Game #1: One (1) 6 person, 8 ft Spa – Model EIII864L Rock Cabinet IPOD Docking Station with 2 Speakers, LED lights and 2 6HP Pumps from Cal Spas, ARV: \$4,995.00 – does not include delivery, winner responsible for pick up and installation
 2. Game #2: One (1) prize certificate valid for \$5,000 in Shoppes at Chino Hills Gift Cards – no expiration date, ARV: \$5,000.00.
 3. Game #3: One (1) prize certificate valid for a 7-foot Islander Island from Islander Backyard, Inc. with: porcelain tile, stainless steel grill, GE Fridge and lined and pre-wired interior. Prize does NOT include delivery and installation. Winner is responsible for pick up and installation. ARV: \$4995.00
 4. Game #4: One (1) prize certificate valid for an 8' Imperial Pool Table and Billiard Accessory Collection Starter Kit from Patio Plus. Prize does NOT include delivery and installation. Winner is responsible for pick up and installation. ARV - \$4995.00.
 5. **Game #5: WINNERS CHOICE OF one (1) of the following vehicles:**
 - a. 2010 Toyota Yaris 3-Door Hatch Back – VIN #: JTDJT4K32A5288568 – MSRP \$15,623.00
 - b. 2009 Hyundai Accent – Last 6 of VIN #:137995 – MSRP \$14,970.00
 - c. 2010 Ford Focus S Sedan – Last 6 of VIN #: 156205 – MSRP \$17,505.00
 - d. On any of the above mentioned vehicles, tax, license and registration is the sole responsibility of the winner. The Station accepts no responsibility for repairing any real or supposed damage to any prize. The winner will be solely responsible for all car title, tax, tags, proof of insurance and license and registration fees, emissions inspection, freight, delivery, dealer prep, additional equipment, all federal, state and local taxes, insurance, gasoline, vehicle maintenance, all other fees and expenses not specified herein associated with the receipt and use of this prize vehicle. Winner must provide proof of insurance and a

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

valid driver's license. All obligations must be met before contestant takes possession of the car. The winner will accept the chosen prize vehicle "as is." Station accepts no responsibility for repairing any real or supposed damage to the prize car from this Promotion. If the prize vehicle is not available at sweepstakes end including vehicle color, a substitution of equal or greater value will be made at the Station's choice. Neither the Station nor the other sponsors have made or are responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the prize vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the vehicle. Any additional car options (including the interior and exterior color of the prize) not specified herein are subject to availability and any costs associated with such options will be the responsibility of the winner.

- c. Game #6: One (1) Grand Prize will be awarded. The Grand Prize is \$25,000.00, to be paid by Soboba Casino in cash to winner on day of Finale.
- d. All (80) Qualifying Prizes may be picked up at the office of the Station at the address below. The Grand Prize as well as the Finalist Prize certificates from the Main Event may be picked up on-site at the conclusion of the Event at Soboba Casino on April 18th, 2010. The Qualifying Prize winners will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. 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.
- e. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, at its sole discretion, substitute prizes of comparable value or cash. 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.
- f. The winners 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. The gift cards will be subject to the terms and conditions as set forth by the issuer of the gift cards.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. "K-Frog's \$100,000 Bingo Bonanza" numbers will be announced four (4) times per weekday starting on March 8th, 2010 at various times during the Promotion. During each Promotion hour, Bingo numbers will be called approximately every

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

10 minutes until a winner is found. The first contestant who gets a Bingo (five consecutive numbers - horizontal, vertical or diagonal or Four Corners) and calls the KFRG official Bingo line at 888-431-FROG (3764) and yells "BINGO", will receive a \$150 dollar Visa Gift Card, upon confirmation of eligibility. Contestants will also qualify for a seat in the "K-Frog \$100,000 Bingo Bonanza Main Event" at Soboba Casino on April 18th, 2010. There will be a total of up to eighty (80) on-air Bingo Games played and up to eighty (80) on-air Bingo winners. Contest phone number is (888) 431-FROG (3764). The first person to call and claim bingo with the correct numbers will be deemed the winner, pending verification of eligibility. KFRG is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her telephone call.

- c. Odds of winning depend upon the number of calls received with a correct Bingo card.
- d. Qualifying Prize winners must listen to the Station to win, but do not need to be present to win. Finalist Prize winners and the Grand Prize winner must be present to win, but do not need to listen to the Station to win.
- e. Qualifying Prize winners will be notified on-air after each game, but must present Official Game Piece, and "Bonus Book" free square coupon (if utilized) for verification at the studios of K-Frog at 900 E. Washington Street, Suite 315, Colton, CA 92324, within five (5) business days of winning. Upon confirmation of eligibility, winner will receive their prize immediately. Winners must execute and return any required Affidavit of Eligibility/Release of Liability Prize Acceptance Form within five (5) days of notification attempt or prize will be forfeited and an alternate winner will not be chosen.
- f. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once.

5. GRAND FINALE EVENT

- a. The "K-Frog \$100,000 Bingo Bonanza Main Event" Grand Finale will be held at Soboba Casino located at 23333 Soboba Rd San Jacinto, CA 92583, on April 18th, 2010, from 1:00pm PT to 4:00pm PT. Tickets to participate in the Grand Finale will be awarded to all eighty (80) on-air Bingo winners. There may be up to an additional 8000 invitations handed out for the Finale at various K-Frog "Second Chance Bingo" live remotes, as well as at sponsor locations, which will be posted in advance at www.kfrog.com and announced on air. During these "Second Chance Bingo" remotes, K-Frog staff will hand out free invitations to the first 100 people, who are 21 or older, who come to the "Second Chance Bingo" remote during the times of the remote and while supplies last. There will be a maximum of 8,000 invitations awarded, for a possible total of 8,160 participants

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

("Finalists") in the Grand Finale. Finalists and guests must be 21 to enter the casino.

- b. All Finalists must arrive at the Soboba Casino located at 23333 Soboba Rd San Jacinto, CA 92583, on April 18th, 2010 between 10:00am PT and 1:00pm PT and check in with K-Frog staff by 1:00pm PT. The Bingo Finale will start at 2pm PT. All Finalists must be present themselves, no stand-ins or proxies will be allowed. At the time they check in, each Finalist will receive five (5) Bingo cards.
- c. There will be a total of six (6) Bingo Games played during the Grand Finale Event. The first four (4) games will be prizes from Games 1-4 in the Finalist Prize list above in Section 3(b) of these Official Promotion Rules. K-Frog will announce each set of prizes before each game begins. Games #1, #2, #3 and #4 will be played as: five consecutive numbers - horizontal, vertical or diagonal or Four Corners. The first Finalist to have the Bingo for each game will win the prize announced for that game.
- d. The 5th and 6th games will be for the car (Game #5) and the Grand Prize of \$25,000 (Game #6), to be paid by Soboba Casino. Games #5 and #6 will both be a "black out" or "cover all" bingo game. In each game, the first Finalist to cover all spaces on his or her Game piece will win that prize.
- e. In the event of multiple winners during a game, each tied contestant will pull one card from a deck of cards with the person who pulls the highest card winning the prize. All claims of BINGO will be verified by KFRG officials before the game is discontinued and the winner is awarded. All winners are subject to verification of eligibility.
- f. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, at its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed on the attached and do not include taxes, gratuities or any other expenses. Other restrictions may apply. All winners of certificates will be subject to the terms as set forth by the provider of the certificate.
- g. In the case where a Finale Contestant wins a prize during Games #1 through #3, he or she will remain eligible to play and win during Game #4 and Game #5.

6. 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

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

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 reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.
- 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.

K-Frog \$100,000 Bingo Bonanza Official Promotion Rules

- 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 April 18, 2010 to “K-Frog \$100,000 Bingo Bonanza – Official Rules,” Attn: Promotions, KFRG – 900 E. Washington Street, Suite 315, Colton, CA 92324. For the names of the prize winners send a self-addressed stamped envelope for receipt by June 18, 2010 to the above address marked “K-Frog \$100,000 Bingo Bonanza – 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 may be posted online at <http://www.kfrog.com>.

Sponsors:

Visterra Credit Union - 23540 Cactus Avenue Moreno Valley , CA 92553

KFRG – 900 E. Washington Street, Suite 315, Colton, CA 92324