

\$100,000 Hi-Lo Game

Withers Broadcasting Companies and Focus Bank

Official Game Rules

Contest Dates:

This contest will take place on the following event date(s): 6/6/08. This promotion is subject to all federal, state, and local laws, and is void where prohibited by law, and subject to rules outlined in the Withers Broadcasting Companies Contest Rules, which are a part of this document.

How to Play:

There is no purchase necessary to enter or participate in the contest. Contest may only be entered by becoming a B97.9 Finalist as part of the \$100,000 Hi-Lo Contest being aired on KBXB. A B97.9 Finalist is defined as one of the winners of a Hi-Lo Jackpot during the contest being conducted between May 5, 2008 and June 3, 2008. Contestants may enter only once. Up to 8 finalists will be selected for the chance to participate in the contest. Finalist(s) must be present to win. If a selected finalist is not present on the contest date, an alternate finalist will not be selected or allowed. Difficulties with getting to locations to enter the contest are not the responsibility of Withers Broadcasting Companies or *Focus Bank*. Up to 8 finalist(s) will each be given the opportunity to attempt the contest by recording a (4) digit random number code onto the official sign-in form, and entering that code into the digital lock on the prize vault. The order of participation will be determined by random drawing prior to the beginning of the contest. If at anytime during the contest the vault is legitimately opened, the contest is over and a winner is declared, subject to the provisions spelled out in this document. In order to be a valid attempt, each eligible contestant must:

1. Print and sign their full name, along with their (4) digit number code on the first unoccupied line of the provided official contest sign-in registration form.
2. After completing this information, the contestant may then enter their (4) digit number code into the digital lock on the prize vault, followed by the * key on the key pad.

In order to claim the Grand Prize:

1. In order for the grand prize to be awarded, the code recorded by the contestant on the official sign-in form and entered by the contestant into the digital lock must exactly match the predetermined winning code selected for this contest by the insurance provider that is contained in the sealed security envelope. **The act of opening the door to the prize vault does not constitute a winning attempt.** In order to be considered a winning attempt:
 - a. An eligible contestant must record the winning (4) digit code on the sign-in registration form;
 - b. Trigger the locking mechanism and open the prize vault only by means of entering that winning (4) digit code into the locking mechanism; **AND**
 - c. The contestant's code must exactly match the predetermined winning code selected by the insurance provider that is contained in the sealed security envelope, and that was preprogrammed by the insurance provider into the electronic digital lock.
2. The grand prize **will not** be awarded as a result of any of the following reasons including, but not limited to:
 - a. Any code recorded by the contestant on the sign-in form and entered into the digital lock that does not match the predetermined winning code contained in the sealed security envelope, and programmed into the lock by the insurance provider.
 - b. Any contestant who is able to open the prize vault door using a non-winning code for any reason including physically forcing entry, equipment damage, or malfunction.
 - c. Any tampering with the prize vault or locking mechanism that results in the prize vault door being opened.
 - d. Any malfunction of the locking mechanism, electronic digital lock or prize vault that results in the prize vault being opened with a non-winning code.
 - e. A contestant that records a winning code on the official sign-in form, but fails to properly enter that code into the digital locking mechanism, and thereby triggering the locking mechanism.
3. In the event of a winner, the winner will be required to sign an eligibility affidavit and liability release waiver before the prize will be awarded. The winner must come to Focus Bank at a mutually agreed date and time at least 2 weeks prior to delivery of the grand prize. The winning contestant will also be required to submit a copy of valid identification (driver's license), and a copy of their social security card.
4. Winner acknowledges that Grand Prize Promotions, Withers Broadcasting Companies and Focus Bank have the right to publicize your name, character likeness, photograph, voice and the fact that you are a grand prize winner without further authorization or financial remuneration.
5. Prizes awarded are non-transferable. Failure to collect the prize constitutes forfeiture of the prize. If forfeited, prize will remain property of Withers Broadcasting Companies and Focus Bank. Another winner will not be selected.
6. If the winner is found to be in violation of these rules, he/she may be required to forfeit his/her prize.

Prizes:

The grand prize for this contest is \$100,000.00 Cash. A maximum of (1) \$100,000.00 Cash grand prize(s) will be awarded in the event that the official contest finalist meets all contest requirements described above, and the terms and conditions of the sponsor's contract. Prizes are non-transferable and are not redeemable for cash or alternative prize substitution. All taxes and associated fees are the responsibility of the grand prize winner. If no finalist successfully matches the predetermined (4) digit number code in exact order according to the contest rules and contract terms and conditions, no grand prize will be awarded. Total prize value is approximately \$100,000.00 Cash. Withers Broadcasting Companies and Focus Bank are not responsible for and will provide no warranties regarding

the use of the grand prize. For a winner list, please send a self-addressed stamped envelope to Withers Broadcasting Companies, P.O. Box 907, Sikeston, MO 63801.

Restrictions:

Withers Broadcasting Companies and Focus Bank reserve the right to make rule or contest changes without notice at any time and reserve the right to change the aforementioned contest date(s) without notice. The decision of Withers Broadcasting Companies and Focus Bank management in the interpretation of these rules is final. Withers Broadcasting Companies, Focus Bank, their representatives, agencies and employees are not responsible for any liabilities arising directly or indirectly from the award or use of this prize. Withers Broadcasting Companies, Focus Bank, their representatives, agencies and employees are not responsible for any changes or difficulties in travel or prize delivery. The decision of Withers Broadcasting Companies and Focus Bank management in the interpretation of these rules is final. By participating, persons agree to be bound by the decisions of the judges and the official contest rules.

Odds:

The odds of being selected as an official finalist are dependent upon the number of entries. The odds of winning the contest once selected as an official finalist are 1:10,000.

WITHERS BROADCASTING COMPANIES GENERAL CONTEST RULES

Wherever the words Withers Broadcasting Companies, KBXB-FM, KBHI-FM, or KRHW-AM appear in these rules, they include the business entity to which the station is licensed, and any member companies, parent corporations, and affiliates. Withers Broadcasting Companies means Withers Broadcasting of Southeast Missouri, LLC which owns KBXB-FM, KBHI-FM and KRHW-AM.

- 1) No purchase is necessary to enter any KBXB-FM, KBHI-FM or KRHW-AM contest.
- 2) All contestants must be permanent residents of Missouri, Illinois, Kentucky, Tennessee, or Arkansas and must provide KBXB-FM, KBHI-FM or KRHW-AM with a valid form of identification and Social Security number satisfactory to KBXB-FM, KBHI-FM or KRHW-AM management.
- 3) Subject to rule (4) below, all contestants must be at least 18 years old to be eligible to participate in contests that include hotel/motel accommodations, motor vehicles, boats, and/or air travel as prizes.
- 4) All contestants must be at least 21 years old to be eligible for all contests affiliated with an alcoholic beverage manufacturer or distributor.
- 5) One entry per household will be permitted to participate in a contest. A "household" is defined as any individuals residing at the same address. After winning a contest on KBXB-FM, KBHI-FM or KRHW-AM, the individual/household is ineligible to win any other contests on KBXB-FM, KBHI-FM or KRHW-AM for a period of thirty (30) days. All individuals/households receiving a prize valued at \$500.00 or more on KBXB-FM, KBHI-FM or KRHW-AM may be issued a 1099 Federal Income Tax Form by KBXB-FM, KBHI-FM or KRHW-AM, and are ineligible to win a prize valued at \$500.00 or more for a period of one calendar year from the date of winning. If it is determined that a selected contestant is ineligible as a result of one or both of these restrictions, another contestant will be selected. This selection procedure will continue until these restrictions are satisfied.
- 6) Anytime the KBXB-FM, KBHI-FM or KRHW-AM on-air studio is called, it is assumed by the caller that the phone call is being recorded and may be broadcast. The caller grants permission to KBXB-FM, KBHI-FM or KRHW-AM to broadcast the call or record the call for later broadcast.
- 6a) For telephone contests, listeners may enter by calling (573) 332-1979 for KBXB, (573) 471-8107 for KBHI, or (573) 471-1520 for KRHW. If any problems are discovered by KBXB-FM, KBHI-FM or KRHW-AM, different call-in numbers or addresses may be substituted and utilized after those numbers and addresses are broadcast on KBXB-FM, KBHI-FM or KRHW-AM. In the event a caller is disconnected during a contest before his/her name and phone number is recorded, then the prize will be awarded to the next caller whose name and phone number are recorded. The person operating the telephone at KBXB-FM, KBHI-FM or KRHW-AM has the final decision as to who is the winning caller.
- 7) For contests requiring written entry forms, they may be faxed to (573) 471-8525, or mailed/delivered to KBXB-FM, KBHI-FM or KRHW-AM – 125 S. Kingshighway, Sikeston, MO 63801. All entries become property of KBXB-FM, KBHI-FM or KRHW-AM and will not be returned. KBXB-FM, KBHI-FM or KRHW-AM reserves the right to retain any or all contest materials for any reason that KBXB-FM, KBHI-FM or KRHW-AM deems necessary to the completion of the contest, or reasons relating to publicity and/or advertising. KBXB-FM, KBHI-FM or KRHW-AM shall have no responsibility for a contestant's failure to win or claim any prize based on difficulties with telephone, facsimile, email, or internet difficulties, or any circumstances in any contest.
- 8) Any specific rules and/or restrictions pertaining to individual contests (entry dates, a limit on number or words on an entry, etc.) will be disclosed in on-air announcements.
- 9) Prizes must be picked up by the winners at the KBXB-FM, KBHI-FM or KRHW-AM business office or other pre-arranged or pre-announced location within thirty (30) days of notification to the winner, unless there is a deadline date by which the prizes must be picked up, in which case, that date will be specifically stated. Otherwise, failure to pick up the prizes by the deadline will result in the forfeiture of the prize, which shall remain the property of KBXB-FM, KBHI-FM or KRHW-AM. KBXB-FM, KBHI-FM or KRHW-

AM assumes no liability for the delivery of prizes.

10) In the event the winner is subject to, or the subject of, any order or legal process issued by any governmental agency having jurisdiction over the affairs of the winner (i.e. garnishment, child support order, judgment, lien, and the like), KBXB-FM, KBHI-FM or KRHW-AM's delivery of the prize to the official representative of the governmental entity claiming a right to the prize shall be thus deemed as KBXB-FM, KBHI-FM or KRHW-AM awarding the prize to the winner. KBXB-FM, KBHI-FM or KRHW-AM shall be entitled to rely in good faith, upon any documents presented by the representative seeking to collect the prize in lieu of the winner. KBXB-FM, KBHI-FM or KRHW-AM shall not be liable for any claim by any winner for damages incidental thereto.

11) As a condition of entering a contest, contestants must agree that upon winning, they will consent to the use of their name, likeness, and all verbal and written communications with KBXB-FM, KBHI-FM or KRHW-AM for publicity purposes.

12) Employees of KBXB-FM, KBHI-FM or KRHW-AM, Withers Broadcasting Companies, their advertising agencies, affiliates, contest sponsors, employees and immediate families of each, and employees of all media of mass communication within a one hundred mile radius of the KBXB-FM, KBHI-FM or KRHW-AM main studio are not eligible to win any contest. Immediate family includes the spouse, great-grandparents, grandparents, parents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This also includes individuals for whom the employee is current legal guardian.

13) All prizes are non-transferable and are not redeemable for cash. KBXB-FM, KBHI-FM or KRHW-AM reserves the right to substitute a prize of similar value. KBXB-FM, KBHI-FM or KRHW-AM cannot be held responsible for unforeseen cancellations or delays of concerts/events or transportation caused by weather, promoter or performer.

14) Winners are solely responsible for all applicable local, state and federal taxes. Winner may be issued a 1099 MISC federal tax form if in one calendar year the prize value of all prizes won in contests from KBXB-FM, KBHI-FM or KRHW-AM and/or participating co-sponsors exceeds \$600.00.

15) KBXB-FM, KBHI-FM or KRHW-AM, Withers Broadcasting Companies, assumes no liability for liability, damages, situations, repairs, or incidents arising from any aspect of any prize awarded in any contest. KBXB-FM, KBHI-FM or KRHW-AM, Withers Broadcasting Companies, all participating co-sponsor companies and their advertising and promotional agencies, affiliates thereof, employees, and immediate families of each absolve themselves and shall be held harmless from any action or liability arising from any contest or prize awarded in any contest. As a condition of entering a contest, participants may be required, upon winning, to sign a release form and affidavit of eligibility to claim their prize. Failure to do so will result in forfeiture of the contestant's right to claim or receive the prize.

16) The following are specifically related to E-contests and E-Mail Club promotions on www.b979.net (KBXB);

a) All appropriate information in required fields must be filled out or contestants will be disqualified.

b) To be eligible to win a prize, a contestant must reside within the listening area of KBXB-FM, as defined within the exclusive discretion of KBXB-FM management.

c) Any problems with the internet or email are not KBXB-FM's responsibility.

d) Contestants who attempt to register to participate on KBXB-FM's website may be required to produce a printed copy of proof of registration before being allowed to participate in the contest.

17) All giveaways and contests are void where prohibited by law. All local, state and federal regulations apply. As a licensee of the FCC and a trustee of the public airwaves, KBXB-FM, KBHI-FM or KRHW-AM reserves the right to interrupt and/or discontinue any contest or promotion (and not award the offered prize) at the discretion of KBXB-FM, KBHI-FM or KRHW-AM management if world events, the national mood, or public safety so warrant. KBXB-FM, KBHI-FM or KRHW-AM reserves the right to disqualify any winner if the contest rules have been violated in any way. KBXB-FM, KBHI-FM or KRHW-AM reserves the right to amend the rules to any contest at any time. All decisions of KBXB-FM, KBHI-FM or KRHW-AM are final.

18) Although KBXB-FM, KBHI-FM or KRHW-AM will make reasonable efforts to conduct its contests substantially as announced or advertised, KBXB-FM, KBHI-FM or KRHW-AM reserves the right in extraordinary situations to change or modify the rules of its contests as exigent circumstances may require. In such cases, KBXB-FM, KBHI-FM or KRHW-AM will amend the rules for that contest and broadcast the amended rules as promptly as possible. In such case, the contest will be conducted in accordance with the amended rules.

19) A copy of these rules are available during business hours at the KBXB-FM, KBHI-FM or KRHW-AM studios, 125 S. Kingshighway, Sikeston, MO 63801.