

KBUL BULLCRUISER 2023 OFFICIAL RULES

A complete copy of these rules can be obtained at the offices of KBUL-FM ("Station"), owned and operated by Cumulus Radio Corporation Inc. or one of its subsidiary companies, 595 E. Plumb Lane Reno NV 89502, during normal business hours Monday- Friday or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the KBUL **BULLCRUISER 2023** Contest (the "Contest") substantially as described in these rules, and by participating, each participant agrees as follows:

1. **NO PURCHASE IS NECESSARY. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.**
2. **Eligibility.** This Contest is open only to legal U.S. residents, , age eighteen (18) years or older at the time of entry with a valid Social Security number and who reside in the Station's Designated Market Area ("DMA") as defined by Nielsen Audio, who have not won a prize from the Station in the last 14 days or a prize valued at \$500 or more in the last 14 days, and whose immediate family members or household members have not won a prize from the Station in the last 14 days or a prize valued at \$500 or more in the last 14 days. **Void where prohibited by law.** Employees of Cumulus Media, its parent company, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Station's DMA, and the immediate family members and household members of all such employees are not eligible to participate. The term "immediate family members" includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term "household members" refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Station's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.
3. **Contest Period.** The Contest will begin at **12:01am ET on June 24, 2023** and will run through **August 26, 2023** (the "Contest Period"). The Station's computer is the official time keeping device for this Contest.
4. **How to Enter.** You will automatically be entered into the Contest once you complete one of the following and are selected as a BULLCRUISER Key Qualifier: **ONLY ONE LISTENER PER HOUSEHOLD MAY QUALIFY.**
 - (i) **On-Air:** Listen to the Station weekdays from June 24, 2023 through August 23, 2023 When the Station plays the "cue-to-call" sounder, listeners should call the Station at 775-793-1098. The caller # the DJ asks for to the Station contest line may change with each DJ, as determined by the Station in its sole discretion, the correct caller when the DJ plays the "cue-to-call" will be entered as a BULLCRUISER KEY QUALIFIER. ***Time Delay between Over-the-Air Analog Signal and Internet Broadcast:*** Due to the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station online may hear the cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener entering this Contest on-air may be diminished.
 - (ii) **Remote Broadcast:** Attend a remote broadcast conducted by that Station at any Dick Campagni location and complete an entry form. **Limit one (1) entry per person per remote broadcast.** All entries must be received by the deadline stated at the remote broadcast. A select number of entries will be drawn and contacted as BULLCRUISER Key Qualifiers. Listeners do not have to be present to qualify.
 - (iii) **Last Chance Entry:** On Saturday August 26 2023, from approximately 9a-10:00am a.m. K-BULL 98.1 listeners (MUST BE AT LEAST 18 YEARS OF AGE) can complete an official entry form at Carson City Toyota 2590 S. Carson Street, Carson City, NV at the KBUL enter to win table (entry form must include: first and last name, address, zip code, day and evening phone #, and birth date proving you are over 18 years of age), for a special LAST CHANCE REGISTRATION. NOTE: You can ONLY qualify once for BULLCRUISER. This is ONLY for K-BULL 98.1 listeners that are not a qualifier. Only one entry per person (assuming they meet all registration guidelines...in order to register for this LAST CHANCE REGISTRATION, you must have both your valid ID, and proof of your social security number with you). At approximately 9:00 a.m., approximately 10-15 more qualifiers (or more) will be randomly drawn from the LAST CHANCE REGISTRATION entries. Those qualifiers MUST be present when their name is called, they will have: 15 seconds to acknowledge they are present to a KBUL-FM representative, and meet all registration qualifications, they will win an entry to BULLCRUISER. KBUL staff will then get them registered for BULLCRUISER at that time.
 - (iiii) Use of any automated system to participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, inappropriate or misdirected registrations, all of which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the participant. The "authorized account holder" is the natural person assigned the telephone number by the wireless carrier or an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. Station reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion. No mail-in entries will be accepted.
5. **FINAL GIVEAWAY:** CHECK IN TIME IS: 9:00a.m. – 10:00a.m. Listeners that qualify as a BULLCRUISER key qualifier must be present and checked in at the BULLCRUISER giveaway at Carson City Toyota 2590 S. Carson Street, Carson City, NV no later than 10:00 a.m. on Saturday, August 26, 2023. Anyone not checked in AND/OR in line to check in by 10:00 a.m. on Saturday, August 26, 2023 WILL BE DISQUALIFIED FROM THE CONTEST. There are NO substitutions-the person who qualified MUST be the person present, and the person who attempts to start BULLCRUISER. NOTE-listeners cannot be present BEFORE 9 a.m. to check in on Saturday, August 26, 2023. To check in, qualifiers will give a K-BULL 98.1 representative their name, and show either their VALID NEVADA OR CALIFORNIA DRIVER'S LICENSE or ID card and written proof of their social security number any qualifier not having a valid Nevada or California driver's license

or ID card and written proof of their social security number will be disqualified. After the K-BULL 98.1 representative has verified the qualifier's identity, the qualifier will receive an official ticket with a number on it. They must hold onto their official ticket to be eligible for the contest. At approximately 10:00am on Saturday, August 26, 2023 or when all qualifiers that arrived on time have checked in a KBUL contest official will have all the qualifiers line up around the display of BULLCRUISER cars. Once all the qualifiers are ready to go and all KBUL contest officials are ready the BULLCRUISER giveaway will begin. A KBUL contest official will then begin calling out numbers from #1-to #98 or however many present and valid qualifiers are present. We will randomly choose the numbers based on how many qualifiers are present from a bucket that will have each number in it-starting with #1, and continuing to the # equal to how many qualifiers are present and checked in. When we call each number out, we will then find the corresponding person with that number take that person's official ticket (i.e., ticket #1) and dismiss that person from the BULLCRUISER giveaway. We will then call out numbers and dismiss qualifiers one-by-one-until we get down to the final twenty-five (25) qualifiers. A KBUL contest official will take the key that starts the Official Contest Car and turn the key over for final 25 qualifiers to see (NOTE-THE CAR MAY NOT START WITH THE COPIED KEY WE HAVE-HOWEVER, THE POWER WILL TURN ON, THE WIPER BLADES WILL MOVE, AND THE STEREO WILL COME ON-ONLY ONE KEY WILL MAKE THIS HAPPEN). A KBUL contest official will then put the BULLCRUISER Key that starts the Official Contest Car into a separate drawing box with 24 keys that DO NOT start the Official Contest Car. After all the keys are in the final drawing box, A KBUL contest official will randomly draw the final 25 numbers out one by one. The first one we randomly draw will be the first person to attempt to start the Official Contest Car. As we randomly draw those numbers starting with the first one we draw, those final 25 qualifiers will one-by-one choose a key from the final drawing bucket and one at a time, get into the official Contest Car and attempt to start it. If the key starts the official Contest Car, they win. However, if it does NOT start the car, we will randomly draw another number and so on until we have an official BULLCRUISER winner. After each 'failed' key start by the BULLCRUISER key qualifiers A KBUL contest official will put a number on the qualifiers failed key corresponding to the qualifiers raffle ticket. The reasoning for this is so that if all the BULLCRUISER key qualifiers attempt to start the official Contest Car fail there will be an accounting of which qualifier used which key. In the event ALL the qualifiers fail to start the official Contest Car we will RE-DISPERSE the keys to the proper qualifiers according to their raffle ticket numbers, and repeat the key-starting process. This will continue until one of the qualifiers successfully starts the official Contest Car. Once a qualifier successfully starts the official Contest Car with their key, the contest is over and they will get their choice of a 2023 Toyota Corolla, valued at approximately \$25,000) OR \$15,000 in Cash

6. **NOTE:** ALL LISTENERS PRESENT AT THE BULLCRUISER CAR GIVEAWAY CAN ALSO ENTER TO WIN ON SITE (BY 10:00 A.M.) FOR THIS FINAL PRIZE. Again-only one (1) entry per person for this prize. At the conclusion of the BULLCRUISER giveaway (i.e.-after someone has won BULLCRUISER), all entrants will be eligible to win the misc. prizes and tickets. In order to win these tickets, you MUST be present to win. KBUL will randomly draw one name from all eligible qualifiers, and read that name aloud. That person MUST be present to win. They will have: 30 seconds to acknowledge to KBUL personnel that they are present. If they do within: 30 seconds, and assuming they meet all registration guidelines, they will be deemed the winner and will win. If they do NOT acknowledge they are present within: 30 seconds (or meet all registration guidelines), another qualifier will be immediately chosen/announced. This process will continue until a valid winner is present.
7. **Verification of Potential Winner.** POTENTIAL CONTEST WINNER IS SUBJECT TO VERIFICATION BY STATION WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner will be notified by email and/or telephone call after the date of random drawing and/or winner determination. The potential winner will be required to sign and return to Station, within three (3) days of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) in order to claim his/her prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release will be deemed to have accepted the Contest Prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.
8. **Grand Prize.** One (1) Grand Prize will be awarded in this Contest. The Grand Prize the choice of one of: 2023 Toyota Corolla, valued at approximately \$25,000 OR \$15,000 in Cash Winner is responsible for all taxes associated with prize receipt and/or use. Odds of winning the Grand Prize is 98 to 1. Station reserves the right to substitute any listed prize for one of equal or greater value for any reason.
9. **Entry Conditions and Release.** By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Station, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Station, Cumulus Media Inc., and its subsidiaries, related and affiliated companies, participating sponsors, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the "Released Parties") from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the

broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Contest and/or entrant's acceptance, use, non-use or misuse of the prize.

10. **Publicity.** Except where prohibited, participation in the Contest constitutes winner's consent to Station's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration, unless otherwise prohibited by law.
11. **Taxes.** All State, Local, Federal and or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in any given year will be issued an IRS Form 1099 to report their winnings.
12. **General Conditions.** Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Station reserves the right to seek damages from any such person to the fullest extent permitted by law. Station's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
13. **Limitations of Liability.** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use, non-use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, provided that if it is not possible to award another entry due to discontinuance or completion of the Contest, or any part of it, for any reason, Station, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, programming or any other reason causes more than stated number of prizes as set forth in these Official Rules to be available or claimed, Station reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.
14. **Disputes.** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, other than those concerning the administration of the Contest or the determination of the winner, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate state court located in the Station's listening area; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the state in which the Station is located, without giving effect to any choice of law or conflict of law rules (whether of the state in which the Station is located or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state in which the Station is located.
15. **Entrant's Personal Information.** Information collected from entrants is subject to Station's Privacy Policy, which is available on the Station's website under the "Privacy Policy" link. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained on or within, shall become the sole property of Station to be used, disposed of or destroyed in its sole discretion. Station is not responsible for any incorrect or inaccurate information entered by website users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to Station's website.

CONTEST SPONSOR: CUMULUS MEDIA HOLDINGS, INC., KBUL-FM 595 E. Plumb Lane Reno NV 89502 & Dick Campagni Auto Group.

