

**NOW CASH CALL PROMOTION
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. VOID WHERE PROHIBITED.

1. HOW TO ENTER

- a. These rules govern the NOW Cash Call (the "Promotion") being conducted by KZZO (the "Station") beginning on January 29, 2013 at approximately 7:00am Pacific Time ("PT") and ending on February 22, 2013 at approximately 11:59pm PT or when KZZO has awarded a total of \$6,000.00 in prizes, whichever comes first (the "Promotion Period").
- b. To participate in the Promotion you may enter via the following method: First, log onto the www.now100fm.com website beginning at 7:00am PT on Tuesday, January 29, 2013 and click on the "NOW CASH CALL" icon. In the online entry form, enter your first name and last name, complete address, city, state, zip code, home telephone number, date of birth and a valid email address. Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the Promotion. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems. All entries must be received by 11:59pm PT on February 21, 2013.
- c. Once you have submitted an entry form online, listen to the Station each weekday between Monday, February 4, 2013 and Friday, February 22, 2013 at the following times: 10:00am PT, 11:00am PT, 12:00pm PT, 1:00pm PT, 2:00pm PT, 3:00pm PT, 4:00pm PT, and 5:00pm PT. Listen for your name to be announced on-air. Once an entrant's name is announced on-air, the selected entrant will have ten (10) minutes to call the KZZO contest line at 916.766.1005. If the selected entrant calls within the required time, the contestant will win the prize, subject to confirmation of eligibility. If the selected entrant does not call within the required time, the contestant will not win the prize and no prize will be awarded for that round of the Promotion, but the contestant's name will remain in

the pool of entries that may be selected during a subsequent drawing in this Promotion.

- d. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. There will be up to a total of sixty (60) winners selected on-air during the Promotion dates. The Station 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. Due to delays in the KZZO online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in the State of 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 Sacramento 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. Only one winner per household is permitted in any promotion administered by the Station.
- c. 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. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. PRIZES:

- a. A maximum of sixty (60) prizes will be awarded. Each prize will consist of a check made payable to the winner in the amount of \$100.00.
- b. All prizes may be picked up at the office of the Station at the address below. Winners will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. Prizes will be awarded in the form of a check issued by CBS Radio which will be mailed to the winner. No checks will be awarded, processed or mailed until the winner has claimed the prize at the Station, presented all required documentation, and signed all required releases and tax forms. Checks will then

be mailed within approximately three (3) months. Station is not responsible for the safe arrival of prize check. Winner assumes all risk of loss.

- c. There is no substitution, transfer, or cash equivalent for prizes, except that Station 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.

4. SELECTION OF WINNERS

- a. Decisions of Station management with respect to the Promotion are final.
- b. A maximum of sixty (60) winners will be selected as described above in Section 1 of these Official Rules.
- c. Winners must listen to the Station to win but need not be present to win.
- d. Odds of winning depend in part on the number of entries received.
- e. Winners must execute and return any required Affidavit of Eligibility/Release of Liability Prize Acceptance Form within thirty (30) days of winning or prize will be forfeited and an alternate winner will not be selected. If a potential winner fails to provide proper documentation, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize is returned as undeliverable, potential winner forfeits 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 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.
- 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 February 22, 2013 to "Now Cash Call – Official Rules," Attn: Promotions, KZZO-FM 280 COMMERCE CIRCLE SACRAMENTO CA 95815. For the names of the prize winners send a self-addressed stamped envelope for receipt by April 22, 2013 to the above address marked "NOW Cash Call – 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 www.now100fm.com

6. PRIVACY

By use of the Station's website or by entering the Contest through the Station's website, you agree to the website's Terms of Use Agreement located at www.ksfm.com and to the use of your personal information as described in the Privacy Policy located at www.ksfm.com.

Sponsor: KZZO, 280 Commerce Circle Sacramento CA 95815.