

BEAT THE BANK

1. How to Enter the Contest:

- a. The **Beat the Bank** contest will begin on July 6, 2010 and will end on or around Sept 5, 2010.
- b. To participate in the contest, WDVD will conduct the “Beat the Bank” Sweepstakes promotion, hereinafter referred to as “The Promotion” weekdays at 9 a.m. and 3 p.m.
- c. Beginning July 6, 2010 at 9:00 am and continuing through the length of “The Promotion”, WDVD will inform listener’s maximum amount that can be won at the designated time. WDVD will solicit and select caller number ninety-six (96) to call the WDVD studio hotline at (313) 298-9630. Caller solicitations will only occur between the hours of 9 a.m. and 3 p.m., Monday - Friday during “The Promotion”. The contestant will be selected immediately after the on air announcement occurs to begin playing “The Promotion”. The contestant will also be informed that as the timer begins to run, increasing or decreasing dollar amounts will be announced by “The Banker”. The contestant will need to announce “Beat the Bank” to continue playing “The Promotion” or “Stop” to stop to lock in the last amount announced. Once the contestant “stops” the game they will be awarded the final allotted cash amount announced on air. If the “server crashing” sounder activates they will not win a cash amount or alternative prize. WDVD is not responsible for inability to call for any reason including but not limited to busy phone lines, misdirected calls, equipment breakdowns, or disconnections. Calls may be made only to the designated phone number. Once a contestant plays “The Promotion”, he/she will not be eligible for subsequent contesting during “The Promotion”, if any.
- d. Entrants must be 18 or older and a U.S. resident.
- e. Station is not responsible for any lost, disconnected, dropped, misdirected or incomplete telephone calls. Entrants may be disqualified at the sole discretion of the station.

2. Eligibility Restrictions:

- a. The contest is open to all WDRQ listeners who are legal United States citizens **18** years of age or older and who reside in **Metro Detroit** listening area. Employees of **WDVD**, its licensee, Citadel Broadcasting Corporation, their subsidiaries, affiliated entities, affiliated advertising agencies, participating sponsors/promotional partners, other radio stations in the Detroit area and the

members of their immediate families are ineligible to participate or win. Immediate family shall include spouse, parents, children, siblings, grandparents, grandchildren and any other person residing within the same household.

- b. Listeners are eligible to win a **WDVD** contest only once every thirty days. Only one winner per household is permitted in any contest.
- c. Participants in the contest must possess valid government issued photo identification.

3. Prizes:

- a. Cash Prize: Winners of the contest will receive a check payable to them for the amount of cash won.
- b. After station forms are completed a check will be mailed directly to prize winner's homes. Forms must be filled out within thirty (30) days of winning or the prize will automatically be forfeited by the winner. **WDVD** is not responsible for the safe arrival of a prize.
- d. Contest prizes are not transferable.
- e. Prize winners will receive 1099 IRS Tax form for the value of the prize as stated in these contest rules.
- f. Prizes are limited solely to those items explicitly set forth herein and shall not include any and all other expenses, incidentals or taxes that may arise out of the winner's receipt of this prize.

4. Conditions:

- a. Photo identification and social security number of the winners may also be required in order to collect the prize. Payment of all federal, state and local taxes are the sole responsibility of the winner. Winners will be required to sign an IRS Form W-9 or the equivalent. Winner will receive a 1099 for the value of the prize as stated in these contest rules.
- b. Winner is required to sign a release in order receive their prize. Failure or refusal to execute the release will result in winner forfeiting the prize. Pursuant to the liability release, the winners will agree to hold **WDVD**, its licensee, Citadel Broadcasting Corporation, their subsidiaries, affiliated companies and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against

any and all claims or liability arising directly or indirectly from the prize or participation in the contest.

- c. By participating in the contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and to sign a publicity release prior to acceptance of the prize.
- d. The Station reserves the right in its sole discretion to modify the contest rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this contest, you agree to be bound by these contest rules, any modifications thereof, and by all other rules imposed by Station management. If due to circumstances beyond the control of Station, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Station reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.
- f. No purchase is necessary. The contest is void where prohibited.
- g. Failure to comply with the contest rules may result in a contestant's disqualification, at the sole discretion of WDVD.
- h. WDVD is not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.
- i. Copies of the written contest rules and a list of all winners are available during regular business hours at the main studio of WDVD, 3011 W. Grand Blvd., Suite 800, Detroit, MI 48202 or by sending a self-addressed stamped envelope to WDVD.
- j. Station reserves the right to substitute a prize of greater or equal value at its sole discretion.