

**DETAILED CONTEST RULES
FOR CITADEL RADIO STATIONS**

1. How to Enter the Contest:

- a. The **Food City Big Orange Pep Rally** contest will take place between 3:00pm and 6:00pm on September 4, September 11, September 25, October 2, October 9, October 30, and November 6, 2009.
- b. To participate in the contest, listeners must completely fill out the registration form (including their name, address, phone number and date of birth) at a Food City Big Orange Pep Rally and submit their completed registration form into the registration box provided on-site. The Food City Big Orange Pep Rallies will take place as follows: September 4, 2009 3pm-6pm Food City – 284 Morrell Road, September 11, 2009 3pm-6pm Food City – 4805 North Broadway, September 25, 2009 3pm-6pm Food City – 7323 Chapman Highway, October 2, 2009 3pm-6pm Food City – 1950 Western Avenue, October 9, 2009 3pm-6pm Food City – 8905 Kingston Pike, October 30, 2009 3pm-6pm Food City – 11501 Hardin Valley Road and November 6, 2009 3pm-6pm Food City – 5078 Clinton Highway. Entry forms can be obtained at the Food City Big Orange Pep Rallies or in the Knoxville News Sentinel, but must be submitted at a Food City Big Orange Pep Rally in order to be eligible. Entry forms must be received by 5:45pm at the designated Food City Big Orange Pep Rally in order to be eligible. Food City and sponsors (Mayfield Dairy, WVLT-TV, Knoxville News Sentinel, Coca Cola and Vol Network) are not responsible for lost, stolen, mutilated, destroyed, misdelivered, postage due, illegible, incomplete or untimely entries. Food City and sponsors are not responsible for entries not received due to difficulty accessing the internet, service outages or delays, computer difficulties or other technological glitches. Food City and sponsors are not responsible for any lost, disconnected, dropped, misdirected or incomplete telephone calls. Entrants may be disqualified at the sole discretion of Food City and sponsors.
- c. **Only one (1) entry per person per Food City Big Orange Pep Rally will be permitted in this contest.**

2. Eligibility Restrictions:

- a. The contest is open to all **WIVK** listeners who are legal United States citizens **18** years of age or older and who reside in **the Knoxville, TN** listening area. Employees of **WIVK**, its licensee, Citadel Broadcasting Corporation, their subsidiaries, affiliated entities, affiliated advertising agencies, participating sponsors/promotional partners, Food City, Mayfield Dairy Farms, WVLT-TV, Knoxville News Sentinel, Coca Cola, Vol Network, other radio stations in the Knoxville 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 **WIVK** contest only once every thirty (30) days. Only one (1) winner per household is permitted in any contest. Only one (1) winner per Food City Big Orange Pep Rally is permitted.

- c. Participants in the contest must possess valid government issued photo identification.
- d. Winners will be required to sign a Contest Winner Release and a W-9 Tax Form as a condition of receiving a prize in this contest.

3. Prizes:

- a. **A total of four (4) prizes will be awarded at each of the Food City Big Orange Pep Rallies, for a total of twenty-eight (28) total prizes to be awarded. At each event, three (3) winners will each win one (1) pair of University of Tennessee home game football tickets; and one (1) winner will receive one (1) prize pack which includes one (1) a pair of University of Tennessee home game football tickets, one (1) parking pass, one (1) Mayfield Prize Pack and one (1) \$100 Food City Gift Card. The approximate retail value of one (1) pair (2 tickets) of tickets to a University of Tennessee home football game is \$100. The approximate retail value of one (1) prize pack is \$300.**
- b. Prizes are provided courtesy of Food City, Mayfield Dairy Farms, WVLT-TV, Knoxville News Sentinel, Coca-Cola and Vol Network.
- c. All prizes or prize certificates will be awarded on-site at each Food City Big Orange Pep Rally. Any prize or prize certificate not claimed by the end of that particular Food City Big Orange Pep Rally will be automatically forfeited by the winner. 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 arrival. Food City and sponsors are not responsible for the safe arrival of a prize or prize certificate.
- d. Contest prizes are not transferable. Prizes may not be substituted for or redeemed for cash.
- e. Grand Prize winner will receive 1099 IRS Tax form for the value of the grand 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.
- g. Prizes will be awarded as is, with no written or express warranty.

4. Selection of Winners:

- a. Decisions of Food City and sponsors with respect to the contest are final.
- b. **Prizes will be awarded at each Food City Big Orange Pep Rally as follows: at 4:00pm, one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game. At 4:30pm, one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange**

Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game. At 5:00pm, one winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets University of Tennessee football home game. At 5:30pm, one (1) winner will be selected at random from all eligible entries received at that Food City Big Orange Pep Rally to win one (1) pair (2 tickets) of tickets to a University of Tennessee football home game, one (1) parking pass, one (1) Mayfield prize pack and one (1) \$100 Food City gift card. THE UNIVERSTY OF TENNESSEE HOME GAME TICKETS THAT ARE AWARDED AT EACH BIG ORANGE PEP RALLY WILL BE BASED ON UPCOMING HOME GAMES AND WILL BE DECIDED BY FOOD CITY AND SPONSORS. Seat locations are at Food City and sponsors discretion. Food City and sponsors are not responsible if game is postponed or cancelled.

- c. Winners must be present to win. If winner is not present, another entry will be randomly selected via the method described above.
- d. The odds of winning depend on the number of eligible entries received.

5. Conditions:

- a. Photo identification and social security number of the Grand Prize winner 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 **WIVK**, its licensee, Citadel Broadcasting Corporation, their subsidiaries, affiliated companies and the officers, shareholders, directors, employees, agents, Food City, Mayfield Dairy Farms, WVLT-TV, Knoxville News Sentinel, Coca Cola, Vol Network 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 (and their guest or traveling companion, if applicable) 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. Food City and sponsors, in its sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the **WIVK** Web Site or who is otherwise in violation of the rules. Food City and sponsors further reserve the right to cancel, terminate or modify the contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

- e. Food City and sponsors reserve 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 Food City and sponsors management. If due to circumstances beyond the control of Food City and sponsors, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Food City 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 **Food City and sponsors.**
- h. **Food City and sponsors** are 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 **WIVK, 4711 Old Kingston Pike** or by sending a self-addressed stamped envelope to **WIVK, P.O. Box 11167 Knoxville, TN 37939.**
- j. Station reserves the right to substitute a prize of greater or equal value at its sole discretion.
- k. For a complete copy of these contest rules, please go to www.wivk.com or send a self addressed stamped envelope to: WIVK, P.O Box 11167 Knoxville, TN 37939.