

KBXX - FM
97.9 THE BOX CASH AND THE KEYS CONTEST
OFFICIAL PROMOTION RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE A PARTICIPANT'S CHANCES OF WINNING.

PROMOTION DESCRIPTION:

The KBXX-FM, "Cash and Keys" ("Promotion") will begin on Tuesday, January 21, 2014 at 5:00 A.M. Central Standard Time ("CST") and end on Friday, February 14, 2014 at 11:59 P.M. CST ("Promotion Period"). One (1) grand prize winner will be awarded one (1) 2014 Jeep Wrangler Unlimited Sahara 4X4, and Five Thousand Dollars (\$5,000.00) in the form of a check.

HOW TO ENTER:

Listeners of KBXX-FM ("Station") who are legal residents of the United States residing within the Houston/Galveston, Texas metropolitan area and are eighteen (18) years of age and older at the time of entry will be able to take part in this Promotion. There are two ways to participate in the Promotion; participants must do one of the following:

On-air Registration

1. Eligible participants must listen to KBXX-FM 97.9 The Box during the Promotion Period, Monday through Friday (during the Promotion Period) between the hours of 5:00 A.M. CST and 11:59 P.M. CST for the on-air solicitation for callers.
2. When prompted by the on-air contest announcement, participants must call in and be the ninth (9th) caller on the KBXX-FM request lines at 713-390-5979.
3. WARNING: Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Promotion participants should not rely on streamed broadcasts to participate in the Promotion.
4. Upon becoming the designated caller and meeting all contest eligibility requirements, the participant will be deemed a qualifying winner. At the time of the call, the qualifying winner will be asked to provide their contact information (name, address, age, phone number, and email address). Each on-air qualifier will be awarded the designated qualifying prize of One Hundred Dollars (\$100.00), in the form of a check and invited to attend the grand prize giveaway event on Saturday, February 22, 2014 where they will be given the opportunity to select a key that could start the engine of the grand prize vehicle, and win Five Thousand Dollars (\$5,000.00) in the form of a check.

Retail Registration:

1. Eligible participants may register by providing their name, address, and other requested information on an official registration form available during KBXX-FM appearances at Gulfgate Dodge Chrysler Jeep Ram dealership located at 7250 Gulfgate Freeway, Houston, Texas 77017 on the following dates and times:

Sunday, January 26, 2014 between 12:00PM -2:00PM CST

Sunday, February 2, 2014 between 12:00PM -2:00PM CST

Sunday, February 9, 2014 between 12:00PM -2:00PM CST

Sunday, February 16, 2014 between 12:00PM -2:00PM CST

2. Entry Forms must be completed in their entirety and placed into the official entry form receptacle available on-site during each appearance. Participants may only submit one official registration form during the Promotion Period.
3. The deadline for entry form submission is 1:50PM CST during each appearance.
4. A KBXX-FM staffer will select five (5) entries at random from all submitted entries. Upon verification of eligibility, each selected entrant will be deemed a qualifier. Each retail qualifier will be invited to attend the grand prize giveaway event on Saturday, February 22, 2014 when they will be given the opportunity to select a key that could start the engine of the grand prize vehicle, and win Five Thousand Dollars (\$5,000.00) in the form of a check.

ELIGIBILITY RESTRICTIONS:

The Promotion is open to listeners of KBXX-FM who are eighteen (18) years of age or older at the time of entry, and are legal residents of the United States residing within the Houston/Galveston, Texas metropolitan area.

1. Employees of KBXX-FM, Radio One of Texas II, LLC, (the "Company"), Gulfgate Dodge Chrysler Jeep Ram, their respective subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners, other radio stations in the Houston/Galveston, Texas metropolitan area, and members of the immediate families or those living in the same households (whether related or not) of any of the above are NOT eligible to participate or win in this Promotion. For purposes of this Promotion, immediate family members means: spouses, parents, grandparents, children, siblings and their respective spouses.
2. Once an individual wins a prize in this Promotion, they are not eligible to win another prize in this Promotion except as specified within these rules.
3. Persons who have won a prize in another Promotion or Contest of any kind from KBXX-FM within the thirty (30) day period immediately preceding the start date of this Promotion are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from KBXX-FM during any thirty (30) day period.

4. Participants agree to abide with any applicable federal, state, local laws and regulations.

PRIZES:

1. If a winner is unable to accept the prize, the prize will be forfeited in its entirety.
2. Two hundred (200) on-air qualifiers will each be awarded One Hundred Dollars (\$100.00) in the form of a check.
3. There will be one (1) grand prize winner for this Promotion, and the awarded prize will include the following:
 - One (1) 2014 Jeep Wrangler Unlimited Sahara 4X4, plus custom wheels and a lift pack, and Five Thousand Dollars (\$5,000.00) in the form of a check.
 - Grand Prize Estimated Value: Forty Five Thousand Dollars (\$45,000). If the actual value of the prize is less than the stated approximate retail value, the difference will not be awarded in cash. Winner must provide all requested documents, tax information, and insurance requirements as requested by the dealership before the vehicle will be released to the winner.
 - Winner will be responsible for any and all additional fees associated with winning, possessing, and using the prize vehicle, including but not limited to license, registration, titling, any applicable taxes, insurance and maintenance.
 - Gulfgate Dodge Chrysler Jeep Ram (also "Dealership") will produce and procure all paperwork associated with the winner taking possession of the Grand Prize vehicle. The Grand Prize Winner will take possession of the vehicle directly from Dealership.
 - Winner agrees to look solely to the Dealership with respect to any warranties or claims arising from the vehicle.
4. Transportation to and from any event venue, meals, beverages, souvenirs, and incidentals are the responsibility of the winner.
5. To the extent that prize elements are provided by third-party providers, winner agrees to look solely to applicable prize providers with respect to any claims losses, or disputes in connection therewith.
6. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by station management and/or the sponsor in its sole discretion.
7. Prizes will be awarded only upon winner verification and final approval by the Station.
8. All Promotion winners must sign and date official station release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.
9. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim the Prize. Identification documents must match information previously provided to the Station.

10. If for any reason a winner decides not to accept an awarded prize, the winner will be required to sign a release form acknowledging forfeiture of the prize. It will be at the discretion of the Promotion sponsor and/or Promotion administrator if another entrant is to be selected as the winner if time permits.
11. If Promotion winner does not claim their prize by 8pm CST on Saturday, March 22, 2014, from the Dealership the prize will be forfeited.
12. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by KBXX-FM in its sole discretion to be ineligible, he/she may be required to forfeit the prize or to reimburse the Station and/or any sponsor for the stated value of the prize if such a violation is found after the prize has been used by winner.

EXECUTION:

During the Promotion Period, eligible listeners will be encouraged to participate in the Promotion one of two methods: (1) On-air Registration or (2) Retail Registration.

On-air Registration

- a. Eligible participants must listen to KBXX-FM 97.9 The Box during the Promotion Period, Monday through Friday (during the Promotion Period) between the hours of 5:00 A.M. CST and 11:59 P.M. CST for the on-air solicitation for callers.
- b. When prompted by the on-air announcement, participants must call in and be the ninth (9th) caller on the KBXX-FM request lines at 713-390-5979.
- c. Upon becoming the designated caller and meeting all contest eligibility requirements, the participant will be deemed a contest qualifier and awarded the designated qualifying prize of One Hundred Dollars (\$100.00), in the form of a check. Each on-air qualifier will be invited to attend the grand prize giveaway event.

Retail Registration:

- a. Eligible participants can register by providing their name, address, and other requested information on an official registration form available during KBXX-FM appearances at Gulfgate Dodge Chrysler Jeep Ram located at 7250 Gulfgate Freeway, Houston, Texas 77017 on one of the following dates and times.

Sunday, January 26, 2014 between 12:00PM -2:00PM CST
Sunday, February 2, 2014 between 12:00PM -2:00PM CST
Sunday, February 9, 2014 between 12:00PM -2:00PM CST
Sunday, February 16, 2014 between 12:00PM -2:00PM CST
- b. Entry Forms must be completed in their entirety and placed into the official entry form receptacle available on-site during each appearance. Participants may only submit one official registration form during the Promotion Period.
- c. Entry deadline is 1:50PM CST during each appearance.

- d. On each of the above-listed retail appearance dates, a KBXX-FM staffer will select five (5) entries at random from all eligible entries received. Selected retail entrants will be deemed qualifiers and, along with the on-air qualifiers, invited to attend the grand prize giveaway event. Retail qualifiers will be notified by phone and email using the information provided during their initial promotion registration. Retail qualifiers will not be awarded a qualifying cash prize.
1. There will be two hundred (200) on-air qualifiers and twenty (20) retail qualifiers. The grand prize event will take place on Saturday, February 22, 2014 between 12:00 P. M. – 2:00 P. M. at Gulfgate Dodge Chrysler Jeep Ram dealership located at 7250 Gulfgate Freeway, Houston, Texas 77017.
2. Each qualifier must check-in at the KBXX contest registration table before 12:00 P.M. CST on Saturday, February 22, 2014 at the Dealership. At check-in, each qualifier must provide valid identification, and each will be given a numbered wrist band that will determine the order in which each qualifier may try their key in the grand prize vehicle. Identification documents must match information previously provided to the Station. All qualifiers must be present at the grand prize event for a chance to win the grand prize. Late check-ins will not be allowed.
3. Starting at 12:01 P.M., each qualifier will be given the opportunity to select a key that could start the vehicle. All qualifiers will be instructed to line-up (in accordance with the number on their wrist band) and each will be allowed one opportunity to sit in the driver's seat of the vehicle and try their key in the ignition of the vehicle. The holder of the key that starts the car will be awarded the prize vehicle and cash prize.
4. The grand prize winner will be provided with instructions for claiming their prize.
5. All decisions made by the Station and Company management regarding any aspect of this Promotion are final.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the prize.
2. Any person winning over \$600.00 in prizes will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.
3. Any information collected by registering to enter the Promotion shall be used only in a manner consistent with these Official Rules.
4. No purchase necessary. Promotion is void where prohibited. Promotion is subject to all applicable federal, state and local laws and regulations.
5. Odds of winning depend upon the number of eligible entrants participating during the Promotion Period.

6. By participating in the Promotion, the winner or winners agree to have their name, voice, video image, or likeness used in any advertising or broadcasting material relating to this Promotion, in any media now known or hereafter devised for advertising or promotional purposes without additional compensation, and must sign a publicity release prior to acceptance of the prize. By entering this Promotion, each participant agrees to comply with the Official Rules and the decisions of the Promotion sponsor which shall be final and binding in all aspects relating to the Promotion.
7. All Promotion winners will be required to sign a liability release prior to acceptance of any prize. Pursuant to the liability release, the winner or winners will agree to hold KBXX-FM, Radio One of Texas II, LLC; Gulfgate Dodge Chrysler Jeep Ram, any other Promotion parties and each of their respective affiliates, subsidiaries, agencies, officers, shareholders, directors, employees, agents and representatives of each of the foregoing, harmless against any and all claims or liability, directly or indirectly related to or arising from or in connection with Promotion participation or the acceptance, possession or use / misuse of awarded prize or any portion thereof, or participation in prize-related activities, including but not limited to any related travel.
8. The Station retains the right to disqualify any participant if all Promotion rules are not followed. Promotion void if prohibited by law.
9. So long as no participant is materially adversely affected, the station reserves the right to make changes in the Promotion rules, which will become effective upon being announced on the air and / or posted online.
10. KBXX-FM, Radio One of Texas II, LLC; Gulfgate Dodge Chrysler Jeep Ram, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any participant to complete or continue a telephone call, facsimile transmission or internet registration due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries. In addition, KBXX-FM, Radio One of Texas II, LLC; participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for lost, misdirected, mutilated, illegible or incomplete Promotion entries. Once submitted, entries become the property of the station and will not be returned.
11. By accepting the prize, the winner acknowledges that KBXX-FM and Radio One of Texas II, LLC; have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
12. KBXX-FM, Radio One of Texas II, LLC; its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the Promotion, including; cancellation of the Promotion as a result of the occurrence of events not within the control of KBXX-FM, Radio One of Texas II, LLC; its subsidiaries, affiliates, participating sponsors, promotional partners and other radio stations, such as acts of God, strikes, terrorists acts or criminal acts of third parties. In the event, such an act should occur; KBXX-FM may in its sole discretion,

offer the winner comparable prize(s) currently being offered by the station in lieu of the prize originally awarded.

13. If for any reason, the Promotion is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Promotion is compromised by virus, bugs, worms or unauthorized human intervention, fraud, an insufficient number of qualified Promotion entries, or any other causes beyond KBXX-FM and Radio One of Texas II, LLC's control which, in KBXX-FM and Radio One of Texas II, LLC's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Promotion, KBXX-FM and Radio One of Texas II, LLC reserve the right to cancel, terminate, modify or suspend the Promotion at their sole discretion.
14. Any attempt by an entrant to deliberately undermine the legitimate operation of the Promotion may be in violation of criminal and civil laws and should such an attempt be made, KBXX-FM and Radio One of Texas II, LLC reserve the right to seek remedies and damages (including attorney's fees) from any such entrant to the fullest extent of the law, including criminal prosecution.
15. Copies of complete Promotion rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m., in the offices of KBXX-FM located at 24 Greenway Plaza, Suite 900, Houston, Texas 77046 or on the station's website at <http://www.theboxhouston.com>.