

Win Bowl Tickets

OFFICIAL RULES

1. Dates:

- a.** Contest entry begins Monday, December 13, 2010 5:00am MST
- b.** Contest entry ends Friday, January 7, 2011 at 5:00pm MST.

2. Eligibility:

- a.** You must be a legal resident residing in Arizona (proof of residency required).
- b.** You must be 18 years of age or older at time of entry.
- c.** No purchase necessary to participate or win. Purchase will not improve chances of winning.
- d.** You may not participate if you are an employee or agent of Sports 620 KTAR, News 92.3 KTAR, Bonneville International, or any entity associated with the sponsorship or conduct of the contest, or if you are an immediate family member of any such employee or agent so situated (immediate family members include spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws”, or by current or past marriage, remarriage, adoption, co-habitation or other familial extension, and any other persons residing at the same household location, whether or not related).
- e.** You may not participate if you have won any prize in any contests conducted by Sports 620 KTAR or News 92.3 KTAR during the 30-day period immediately prior to the start of the contest.
- f.** Prizes will not be awarded, even if announced, if you are not eligible in accordance with these rules.

3. How to Enter and Win:

- a.** Entries will be accepted via the “text to win” method. You must visit Peoria KIA, located at 17431 North 91st Avenue, Peoria, AZ 85382 during normal business hours. Look for the Poster containing the correct “keyword”. Then, text that key word to 620620 via your mobile phone devise.

OR

b. VIA ONLINE WITHOUT TEXT MESSAGING:

Entry is available online for free without sending a text message during the Promotion Period. During the Promotion Period, log onto <http://vibescm.com/amoe/show/4208> and enter the required information.

Online entrants may subscribe to the Messaging Service by checking the box and entering their cellular telephone numbers online in the Online Entry form at <http://vibescm.com/amoe/show/4208>. Subscription to the Messaging Service is not required when entering the sweepstakes online. By submitting your Mobile Telephone Number (“MTN”), all entrants grant permission to be contacted by **Peoria KIA** via text message regarding information and offers (“opt-in”). Entrants will be given the opportunity to “opt out” (or unsubscribe) from the Messaging Service each time they receive a text message by sending “**stop**” to short code **620620**.

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- Limit one entry per person during the Promotion Period regardless of method of entry.** All eligible entries must be received no later than Friday, January 7, 2011 at 5:00pm MST. All entries become the sole property of Sponsor, **Bonneville Media** and Vibes Media, LLC (collectively "Sweepstakes Entities") and will not be acknowledged or returned. Incomplete entries are void. Any individual who attempts or otherwise encourages, directly or indirectly, the entry of multiple or false contact information under multiple identities, by cellular phone, or uses any robotic, automatic, mechanical or programmed device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Sweepstakes Entities, will be disqualified. If you send your entry via text message, the prize will be awarded to the name corresponding to the Mobile Telephone Number (MTN) indicated on your entry. If you send your entry online, prize will be awarded to the name on the online entry form. In the event of a dispute as to the identity of an entrant, entry will be declared made by the authorized account holder submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a mobile telephone number/email address by a telephone company, wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning email addresses, telephone numbers or wireless phone numbers for the telephone exchange associated with the submitted telephone number/email address or the domain associated with the submitted telephone, as applicable. In the event of a dispute as to the identity of an entrant, the potential winner may need to present a bill to confirm his/her status as the authorized account holder of the account used to submit the winning entry. Sweepstakes Entities and their respective parents, subsidiaries and affiliates are not responsible for late, lost, delayed, unclear, unintelligible, incomplete, misdirected, stolen, ineligible or damaged entries which will be disqualified or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in the Sweepstakes which may limit the ability to play or participate, or by any human error that may occur in the processing of the entries in the Sweepstakes. If for any reason, (including infection by computer virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond reasonable control of Sweepstakes Entities and their respective parents, subsidiaries and affiliates, that corrupts or affects the administration, security, fairness, integrity, or proper conduct of the Sweepstakes), and the Sweepstakes is not capable of being conducted as described in these Official Rules, Sweepstakes Entities shall have the right, at their sole discretion, to cancel, terminate, modify or suspend this Sweepstakes, and to select the prize winners in a random drawing from eligible entries received prior to action taken, or as otherwise deemed fair and appropriate by Sweepstakes Entities. Sponsor shall have no further obligation to any participant in connection with the Sweepstakes. Sweepstakes Entities reserve the right to prosecute any fraudulent entries to the fullest extent of the law.
4. **Random Drawing(s)/Notification:** Three random drawings will be conducted as follows: One winner will be randomly selected on or about Monday, December 27, 2010, one winner will be randomly selected on or about Thursday, December 30, 2010 and one winner will be randomly selected on or about Wednesday, January 7, 2011 from all eligible entries received for the Sweepstakes. Prize drawing(s) will be conducted by Sports 620 KTAR ("Administrator"), whose decisions shall be final and binding, as the administrator of the Sweepstakes. The winners will be notified by telephone, email or text message, depending on

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the method of entry. Winners must be available on the first attempt at notification or an alternate winner may be selected from the remaining eligible entries. Upon prize forfeiture, no compensation will be given. The prize winners may be required to complete, sign and return a notarized Affidavit of Eligibility/Liability and Publicity Release (where permitted by law) as well as any other documents which may be required by Sponsor or prize provider, all of which must be received fully-executed before the prize is awarded or the prize may be forfeited and awarded to an alternate.

5. **Prizes: One winner will receive a pair of Tickets to the Tostitos Fiesta Bowl Game on January 1, 2011 (ARV: \$400) One winner will receive a pair of tickets to the Insight Bowl on December 28, 2010 (ARV: \$200) and one winner will receive a pair of tickets to the BCS National Championship Game on January 10, 2011 (ARV: \$600), Total ARV of all prizes \$1200.** Odds of winning a Prize depends on the number of eligible entries received. Terms and conditions of the gift card will apply. Winners are solely responsible for all applicable federal, state and local taxes and any other expenses and costs not expressly listed above. Prizes will be accepted “as is” and are non-transferable and non-assignable. Sweepstakes Entities, in their discretion, may substitute a prize (or prize component) of equal or greater value for any reason. At the Sweepstakes Entities’ sole discretion, Sweepstakes entrants may be disqualified at any time for any reason permitted by these rules.
6. **General:** By entering, all entrants agree to be bound by these Official Rules and by the decisions of the Sweepstakes Entities, which shall be final and binding. Sweepstakes Entities may prohibit any entrant or potential entrant from participating in the Sweepstakes, if at the sole discretion of Sweepstakes Entities, such person shows a disregard for these Official Rules, or acts (1) with an intent to annoy, abuse, threaten, or harass any other entrant, Sweepstakes Entities, or their agents or representative; or (2) in any other disruptive manner.

By participating in the Sweepstakes by text message entries all entrants will allow Vibes Media, LLC to communicate with them on behalf of Sponsor. By accepting prize, the winner grants to Sweepstakes Entities the right to use winner's name, likeness, image, voice, hometown, and biographical information in any advertising, trade or promotion, including on the Internet or via wireless application protocol, without further notice, compensation or permission, except where prohibited by law. If the winner is a minor under the law of his/her jurisdiction of residence, his or her respective parent or guardian will be required to execute an Affidavit acknowledging, confirming and consenting to the Liability Release and Publicity Consent.

Any personal information supplied by any entrant to Sweepstakes Entities will be subject to Sponsor privacy policy posted at **KTAR.COM**. Entrants who do not comply with these Official Rules or attempt to interfere with this Sweepstakes in any way shall be disqualified. The use of automated entry devices or any other conduct that impedes the integrity of the Sweepstakes is prohibited. Sponsors’ decisions as to all matters related to the administration of the Sweepstakes and selection of the prize winners are final.

7. **Indemnification:** By entering entrant agrees to release, defend, hold harmless and indemnify Sponsor, **Bonneville Media, Sports 620 KTAR, News Talk 92.3**, Administrator and their respective parents, subsidiaries, affiliates, contractors, directors, officers, governors, employees, shareholders and agents against any and all liability, damages or causes of action (however named or described), with respect to or arising out of either (i) any damage to entrant's cellular

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telephone or computer relating to or resulting from entering or downloading materials or software in connection with entering this Sweepstakes; or (ii) any injuries, losses, or damages of any kind caused by the acceptance, possession, use or misuse of a prize awarded in the Sweepstakes, including but not limited to any claims for damage to property, personal injury, death or claims based on defamation, rights of privacy, rights of publicity or merchandise delivery. False or deceptive entries or acts will render the entrant ineligible. **WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** Sweepstakes Entities are not responsible for any printing or typographical errors in these Official Rules or any other materials associated with the Sweepstakes. Entrants enter at their own risk and Sweepstakes Entities' are not responsible for and shall not be liable for any condition caused by events beyond their control that may cause the Sweepstakes to be disrupted or corrupted.

8. Arbitration and Choice of Law: This promotion is intended for participation in the United States only and shall be construed only according to United States Law. Except where prohibited by law, as a condition of participating in this Sweepstakes, entrant and Sponsor agree that (1) any and all disputes and causes of action arising out of or connected with this sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration under the rules of the American Arbitration Association and held at the AAA regional office nearest the contestant; (2) the Federal Arbitration Act shall govern the interpretation, enforcement and all proceedings at such arbitration; and (3) judgment upon such arbitration award may be entered in any court having jurisdiction. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with entering this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of contestants and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Arizona.

9. Winner's Name and Official Rules: You may request official rules or winner's name by sending a self-addressed, stamped envelope by **January 15, 2011** to: **Win Bowl Tickets** Winners List or Official Rules Request (*specify which you are requesting*) 7740 N. 16th Street, Suite 200, Phoenix, AZ 85020. You can also access the rules (available during the Promotion Period) online at **winbowltickets.com**.

10. Sponsor: Peoria KIA
Administrator: Vibes Media, 205 W. Wacker Drive, Suite 2300, Chicago, IL 60606.

11. How to Claim Prize(s):

- a. You have thirty (30) days from the date your name is first announced on the air, or by other disclosed mode of public dissemination, to claim and pick up their prize. Failure to

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- claim and pick up prize within this time for any reason will result in forfeiture of the prize.
- b. You agree to appear at Sports 620 KTAR studios to claim the prize, unless alternate arrangements are acceptable to the Sports 620 KTAR's promotions department.
 - c. Pick up your prizes at:
 - News 92.3 KTAR
 - 7740 N. 16th Street, Suite, 200 Phoenix, AZ 85020
 - d. Prizes may only be claimed between the hours of 8 a.m. and 5:30 p.m. Monday-Friday (excluding holidays) unless otherwise directed by station. Station may close for other reasons. To make sure your prize may be picked-up, call 602.274.6200 before making your trip.
 - e. In the event that a prize is mailed to you, pursuant to your prior written consent, you assume the risk of the prize's safe arrival.
 - f. Before any prize(s) will be awarded, you must provide:
 - i. Proof of age
 - ii. Photo identification (the only accepted types of photo identification are government issued photo identifications, including a valid driver's license or United States passport).
 - iii. A valid taxpayer identification number or social security number.
 - g. Sports 620 KTAR & News 92.3 KTAR reserves the right to deny awarding the prize if you fail to provide satisfactory identification, as determined in Sports 620 KTAR & News 92.3 KTAR's discretion.
 - h. All federal, state and local taxes (including any sales taxes) are your sole responsibility.
 - i. Prior to the delivery of any prize, Sports 620 KTAR & News 92.3 KTAR or their agent reserves the right to collect any taxes it deems appropriate from you.
 - j. If you win over \$600 in prizes during any one year period you will receive an IRS form 1099 at the end of the calendar year, and a copy of such form will be filed with the IRS.
 - k. Any additional costs relating to the prizes, and incurred as a result of accepting the prizes, is your sole responsibility as the winner (gratuities, etc.).
 - l. You agree to execute an affidavit of eligibility and publicity release before any prize is awarded.
 - m. Failure to execute any of these documents or comply with any of the terms will result in forfeiture of the prize.
 - n. Signing for the prize(s) indicates you have received the prize(s), abide by these rules, and the publicity disclaimer. Prize is forfeited upon refusal to sign or provide required information.
 - o. Your designated representative will be allowed to claim prize(s) only if Sports 620 KTAR & News 92.3 KTAR is presented in writing with a note signed by you that such a representative is to pickup the prize(s) and that (s)he presents a photocopy of your driver's license.
 - p. Sports 620 KTAR & News 92.3 KTAR reserves the right, in their sole discretion, to award unclaimed prizes to alternate contestants or not to award the unclaimed prizes.
 - q. Prizes are non-transferable.
 - r. Sports 620 KTAR & News 92.3 KTAR reserves the right to substitute a prize of equal or greater value if the awarded prize is unavailable for any reason.

12. Restrictions:

- a. One entry per person.
- b. One winner per household.

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- c. Void where prohibited by law.
- d. All federal, state, and local laws and regulations apply.

13. Conditions:

- a. News 92.3 KTAR, our sponsors and agents are not responsible for any:
 - i. Internet, e-mail, technical, hardware, software, or transmission failures of any kind.
 - ii. Entries that are lost, mutilated, illegible, inaccurate, incomplete, garbled, delayed.
 - iii. Telephone calls or faxes that fail to be completed due to either equipment malfunction, busy lines, dropped lines, tied lines, or dialing the wrong number (if in doubt, contact your local telephone service provider prior to participating in the contest).
 - iv. Equipment malfunctions or human error in the process of processing submissions for promotions, games, or contests which may limit your ability to participate.

In any of these cases, another entrant will qualify whether caused by News 92.3 KTAR, you, or third parties.
- b. News 92.3 KTAR reserves the right, in its sole discretion, to cancel, modify, or suspend a promotion, game, or contest if it is not capable of completion as planned for any reason including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any kind. News 92.3 KTAR, in its sole discretion, may award prizes to entries received by alternate means.
- c. If you use fraudulent means to participate and/or win the contest, you will be disqualified.
- d. The decision of the News 92.3 KTAR management is final.
- e. News 92.3 KTAR is not liable for any injury or loss incurred in pursuit or use of prize(s).
- f. Publicity Release: Unless prohibited by law, your participation constitutes permission for News 92.3 KTAR, Bonneville International and contest sponsors, without any further obligation to you, to use your name, voice, biographical data and likeness for promotional purposes.
- g. Calling News 92.3 KTAR to participate in the contest constitutes permission for News 92.3 KTAR to record your voice and use it on-air. All telephone calls during the contest may be recorded without permission from you.
- h. Your contest entry becomes the property of News 92.3 KTAR, and News 92.3 KTAR may use any of your entry for any purpose whatsoever, without further compensation to you.

14. Disqualification and Penalties:

- a. News 92.3 KTAR, in its sole discretion, further reserves the right to disqualify you for:
 - i. Violating any of these rules.
 - ii. Tampering with the entry process or the operation of 620ktar.com.
 - iii. Gaining an unfair advantage in participating in the contest.
 - iv. Obtaining winner status using fraudulent means.
 - v. Engaging in otherwise unsportsmanlike, disruptive, annoying, harassing, or threatening behavior.
- b. Furthermore, any resale or auction or attempt to resell or auction of News 92.3 KTAR complimentary prizes, if any, will result in disqualification for all future News 92.3 KTAR contests.
- c. ANY ATTEMPT BY YOU OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR 620KTAR.COM, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A

Your participation in this promotion, acknowledges your acceptance of these OFFICIAL RULES.

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VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, NEWS 92.3 KTAR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.