

**94.9 WOLX “JINGLE BINGO CONTEST”  
OFFICIAL RULES - NO PURCHASE NECESSARY**

**THE CONTEST**

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1. Entercom Madison, LLC d/b/a 94.9 WOLX (the “**Station**”) will conduct a contest (the “**Contest**”) for the chance to win a \$50 gift certificate to Hann’s Christmas Farm, a \$25 Gift Certificate to Wisconsin Cheeseman, and a Bucky Book (together, a “**Prize**”). Certificates are valid through December 24, 2008 unless otherwise printed on the certificate and may only be redeemed at Hann’s Christmas Farm, and Wisconsin Cheeseman, respectively.
2. No Purchase Necessary to enter or win the Contest. The Contest is void where prohibited. All federal, state and local laws and restrictions apply.
3. Contest will begin on November 24, 2008 and end on December 19, 2008.
4. Odds of winning a Prize depend on the total number of calls placed at the time the final Game Song (see below) is aired each day.

**WHO CAN ENTER:**

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5. This Contest is open to all persons who are U.S. Citizens, Wisconsin residents and 18 years of age or older as of November 24th, 2008.
6. Employees of the Station, Contest sponsors (including Stop N Go, WI Cheeseman, and Hanns Christmas Tree) and any other Madison area radio stations, and their respective parent entities, subsidiaries, affiliated companies and advertising and promotion agencies at any time during the applicable contesting period and the immediate family and other household members (i.e., spouses, parents, grandparents, children, grandchildren, roommates, housemates, significant others, partners and siblings) of each of the above are NOT eligible to enter and/or win the Contest
7. Persons who have won another contest or promotion of any kind from the Station within the immediately preceding thirty (30) days are NOT eligible to enter and/or win the Contest.

**HOW TO PLAY:**

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8. Each Monday beginning November 24, 2008 during the Contest, listeners will be encouraged to go to wolx.com and download and/or print out the official “Jingle Bingo” game card for that week’s games or go to the 15 participating Stop N Go locations to pick up their cards. The card will contain a five by five grid containing song titles (each, a “**Game Song**”) and the game start times for each day of the upcoming week. Each card will be valid for the specified week only and will be valid for all games during that week.
9. Each weekday (Monday through Friday) from November 24, 2008 through December 19, 2008, beginning at the daily start time (as announced and 94.9 WOLX and posted on [www.wolx.com](http://www.wolx.com)) as designated on the official “Jingle Bingo” card for the associated week, listeners must cross off Game Song titles on the card as those songs are played on Station that day. The object of the game is to get “Bingo” by marking off an entire row of song titles vertically, horizontally or diagonally. The first person to get Bingo in the foregoing manner and to call the studio on the special Contest Number 1-877-388-9659 or 608-281-1949 and say “Bingo” will be declared that day’s winner, subject to card and “Bingo” verification (each a “**Winner**”). Only the first person to get through on the Contest Number and say “Bingo” each day wins. Daily Contest ends upon the declaration of the daily Winner and will commence again the next weekday. Contest will be played Monday through Friday only. Games will NOT continue into the next game day.
10. Only calls received to the special Contest Phone Number(s) 1-877-388-9659 or 608-281-1949 are eligible to win. Calls to the main radio station phone number or any other phone number are not acceptable.
11. In order to qualify as a “play” for the purposes of the Contest, Game Songs must be played through in their entirety. Should any Game Song play only partially because of technical or equipment failures, it will not be considered a valid play unless otherwise determined by the Station. From time to time, the Station and/or its advertisers may use portions of any Game Songs in an advertisement or promotional announcement. Use of any Game Song in such manner will not constitute a winning play for purposes of the Contest and no Prize will be awarded. No “Bingo” calls will be accepted until the Game Song which completes the winning row for that day’s game has begun broadcasting over the air so long as it is then played in its entirety.

12. **Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Contest participants should not rely on streamed broadcasts.**

### **PRIZES**

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13. There will be a total of twenty (20) Prizes and each Prize consists of: \$50 gift certificate to Hann's Christmas Farm and a \$25 Gift Certificate to Wisconsin Cheeseman, and a Bucky Book (together, a "**Prize**"). Certificates are valid through December 24, 2008 unless otherwise printed on the certificate and may only be redeemed at Hann's Christmas Farm, and Wisconsin Cheeseman.

14. Certificates are valid through December 24, 2008 unless otherwise printed on the certificate. The Certificates are non transferable or assignable and cannot be redeemed for cash. Station reserves the right to substitute a prize of equal or greater value (including a cash payment). Only one Winner per household throughout the Contest.

15. Prizes will be available for pick up by Winners within 4 weeks of the end of the Contest. Prizes must be picked up at Station studios at 7601 Ganser Way, Madison, WI during regular business hours (Monday- Friday 8am-5pm, excluding holidays.)

16. Prizes will be released to Winners only. Winners are required to present a valid state photo ID and social security number in order to pick up any Prize. Station reserves the right to examine identification and may reasonably choose to accept or deny awarding the Prize based on the information presented. All Winners are required to sign a Release relieving the Station, its parents, subsidiaries, officers, directors, members, managers, employees, agents and Contest sponsors from any and all liability with respect to the contestant's participation in the Contest and the receipt and/or use of the Prize. Any person who refuses to sign the Release and/or provide a social security number will forfeit the Prize.

17. Winners are solely responsible for all applicable local, county, state and federal taxes on prizes based on the estimated retail value of the Prize, as set forth in the Contest rules. Winners may receive an IRS 1099 form from the Station for applicable calendar year for the value of the Prize as stated in these rules.

18. If a Prize is forfeited under these rules, then it will remain the property of the Station and a new winner of such Prize will not be selected.

### **MISCELLANEOUS:**

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19. In the event of the failure of the delivery mechanism for the bingo card (including but not limited to internet connection failure, www.wolx.com website failure, etc.), Station may, at its sole discretion, suspend the Contest until such technical issues are resolved or make card available via an alternate method.

20. Station is not responsible for any technical difficulties that may prevent an individual from accessing or downloading a game card. Station is not responsible for any printing errors. Station assumes no responsibility for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website, telephone or other connections, availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, garbled, corrupted, scrambled, delayed, or misdirected transmissions, or computer hardware or software or telephone malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Station assumes no responsibility for any incorrect or inaccurate information, whether caused by website users, or by any equipment or programming associated with or utilized in this Contest; any error, omission, interruption, deletion, defect or delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with or hacking of the website. Station is not responsible for injury or damage to entrants' or any other person's computer related to or resulting from participating in this Contest or downloading or copying materials from or use of website.

21. Station Management shall be the sole arbiters in all matters relating to the Contest and in the interpretation of Contest rules, including but not limited to the order in which calls are received. Their decisions shall be final. Entry into the Contest constitutes agreement by contestants to abide by these rules, as well as any other rules established by Station.

22. By participating in Contest, entrants hereby agree that Station has no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession and/or use of a Prize or an entrant's participation in any such Contest.

23. By participating in a Station Contest, entrants hereby consent to the Station and Contest sponsors' usage of any one or more of the following in all media for advertising and promotional purposes without payment of additional consideration: contestant's name; voice; his/her participation in the Contest; and the substance of all Contest related telephone calls.

24. By participating in the Contest, each Winner consents to the Station and its affiliates, employees, agents and all other related sponsors using for advertising and/or other promotional purposes, without additional compensation, such Winner's, image, voice and/or biographical information on radio or TV broadcasts, newspaper advertisements and/or any other medium in connection with such Winner's participation in the Contest. Each Winner agrees that no additional compensation will be paid for such usage.

25. Each Winner must sign a waiver of responsibility releasing: (i) Station, (ii) the parent entities, subsidiaries, affiliated companies of each of the foregoing, and (iii) and the shareholders, directors, members, managers, officers, agents and employees of each of the foregoing; from any and all claims, demands, or cause of action from participating in any aspect of the Contest, such Winner's participation in the Contest, and from receipt of and or use of any Prize. In the event that the Winner refuses to sign the required release form, then such person will be disqualified and will not win the Prize.

26. Complete Contest rules are available WOLX-FM Studios, located at 7601 Ganser Way Grange in Madison WI 53718 during regular business hours (Monday-Friday 8am-5pm (excluding holidays) or online at [www.wolx.com](http://www.wolx.com).

27. Station is not responsible for any technical difficulties experienced due to overload, busy signals, loss of phone service, electronic problems or any other factor that may prevent an individual from completing a phone call or for any technical malfunction related to any telephone connection, servers, routers, or any other technical problem that may impact entry or Prize claim including, without limitation, any internet telephone call connections.

28. Station reserves the right to: (i) terminate or declare any Contest null and void and rescind any Prize, if in its sole judgment, the rules or the integrity of the Contest have been violated or compromised in any way, intentionally or unintentionally by any person whether or not a participant in the Contest; (ii) alter or amend these Contest rules at any time; and (iii) stop or conclude the Contest at any time without prior notice. Material changes to the Contest rules will be broadcast on-air, when practical.

29. Winner's List: For a list of Winners mail a self-addressed stamped envelope to the Station address 7601 Ganser Way in Madison, WI 53718 c/o "2008 Jingle Bingo Winners List" after 12/25/07. Requests for Winners List must be mailed and received by the Station prior to 4 months after the contest has been concluded.

30. The Station's General Contest Rules apply. To the extent that any specific contest rule differs from the general contest rules, the specific contest rule will govern and control.