

## OFFICIAL RULES

**Battle Creek Roofing, and News Talk 95.3 WBCK's "Bullet Proof Your Roof"** (the "Contest") 95.3FM WBCK, (the "Station").

Cumulus Broadcasting, Inc. and local retail sponsors, their subsidiaries and affiliated companies (together the "Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

The Company may conduct the Contest concurrently and simultaneously on several participating radio stations owned or not owned by the Company. The Company may add or remove participating stations or change call letters of any participating station at any time during the Contest as announced on the affected station. Participating stations in this market are as follows: 95.3FM WBCK (the "Station(s)"). The Contest, as defined above, will be promoted by this Station as Bullet Proof Your Roof ...the WBCK Gutter Armor Giveaway .

### 1. Description of Contest/Participation.

A. Dates of Contest: The Contest will begin on or about 04/05/2010 until 05/03/2010. Dates of events, including final drawing, are subject to change for any reason, including but not limited to weather, at sole discretion of the station.

B. How to Enter: Participating Station will announce sponsor locations where listeners may obtain official entry forms during designated hours. Listeners should visit participating sponsors, and complete and submit an official entry form. Listeners may also register by listening to 95.3 FM WBCK's streaming internet broadcast (from their website [www.wbckfm.com](http://www.wbckfm.com)) where they can register multiple times per day by clicking on the top of the media player when asked to register, which brings them to an online registration form. Listeners may also register once per day during regular business hours at the WBCK studios at 390 Golden Avenue in Battle Creek during regular business hours (Mon-Fri 8am-5pm). Registration entries for the Bullet Proof Your Roof , both in person and online, will cease at 11:59pm on Wednesday, April 28, 2010.

C. How to Play: After the final registrations have been received as of April 28, 2010 at 11:59pm, 95.3FM WBCK will conduct a random drawing to choose at least, but not limited to, 30 semi-finalists who will advanced to the Grand Prize drawing on WBCK's morning Show on Monday, May 3, 2010 During the 8 o'clock hour. Illegible or incomplete entry forms will be redrawn. Contact information and birthday month and year must be included on entry form. Semi-finalists will be drawn and announced on air and they will be informed of their name being drawn via phone. All semi-finalists must be listening and call back to claim their prize. Winner will then need to come into WBCK's business office with photo ID and proof of social security number.

### 2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:

Grand Prize(s): For valuable consideration as described in the Promotional Agreement, Battle Creek Roofing (Tichenor) will award to and install in the home of the winner, the following elements, subject to limitations as described herein: a roof cleaning by Roof Medic, new gutters including installation, complete with gutter armor with a total retail value, including installation, not to exceed \$4,100. Old gutters will be removed and disposed of by Tichenor as part of the package. Prize will be installed in the winner's home within a 50 mile radius of the Battle Creek location of Battle Creek Roofing. Winner may, at their option, contract with Battle Creek Roofing for increases or upgrades at their own cost. No cash back, no cash alternate prize option. Prize does not include any needed structural repair. Such work, if necessary, will be the obligation of the winner/homeowner. Winner must accept delivery and installation within 90 days of date prize is awarded or forfeit prize. Winner is solely responsible for all applicable taxes on the Roofing package

Total Grand Prize value of Roofing package is \$4,100. Contest winner is solely responsible for all applicable taxes from the Total Grand Prize

3. Eligibility and Limitations. Participants and winner(s) must be legal U.S. residents at least 18-years old as determined by the Company. Only one (1) Grand prize per household for the Contest. Only one (1) prize of \$100.00 value or greater per household from any of the Station(s) or Company's stations within the thirty (30) day period preceding the Grand Prize drawing. Employees of the Company, the Station(s), the Contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Entry Forms. Entry forms may be obtained at participating sponsor locations during announced or regular business hours only. One entry per person age 18 or older per day by live in-person registration. Online entries for persons age 18 or older can be made as often as the online registration solicitation is heard through the online streaming broadcasts on 95.3 FM WBCK

See limitations for entrant restrictions below.

5. Publicity; Use of Personal Information. By participating, where allowed by law, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose name and other information obtained from participants in the Contest to third parties and use such information for marketing and other purposes, unless contestant has checked the box on the entry form to opt out.

6. Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by the Company.

7. Taxes. Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize which is not specifically provided for in the official rules. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from a station 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.

8. Conduct and Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. Miscellaneous. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. No purchase necessary to participate or win. Purchase does not increase chance of winning. Void where prohibited. Odds of winning depend upon the number of participants. The Company may substitute or amend prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, visit the business office of the Station during normal business hours or by mail upon written request with a stamped, self-addressed return envelope to: WBXX, 390 Golden Avenue, Battle Creek, MI 49015. All entries become the property of the Company and will not be returned. To be removed from our direct mail, email or fax lists, visit the main office of the Station during regular business hours.

10. Compliance with Law. The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by local and state law.