

Contest Name: **3WV / ESPN Miller Light Countdown To Greatness Party**

Station(s): WWWW and WVAX

Station(s): 1140 Rose Hill Drive, Charlottesville, VA 22903

Charlottesville Radio Group Inc. and its 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:

ALL 97-5 3WV and 1450 ESPN WVAX GENERAL CONTEST RULES APPLY.

The Company may conduct the Contest concurrently and simultaneously on several participating radio stations owned by the Company, and 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.

1. Predict the winning teams for a chance to win a Miller Lite Countdown To Greatness Party for ten (10) with party supplies provided by Miller Lite, Belmont BBQ and Better Living Furniture. Grand Prize winner will be required to complete forms for tax purposes.

A. Dates of Contest: The Contest will begin on or about January 9, 2012 and end on or about January 30, 2012.

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. Odds of winning depend upon the number of participants. **You must be at least 21 years old to be eligible for all prizes.** Contestants are not eligible for any prizes within this contest if they are:

- a. Employed by an alcoholic beverage distributor
- b. Employed by an establishment that sells alcohol of any kind

B. How to Enter: Beginning on or about January 9, 2012 listeners enter on-line and predict the winners of each game leading up to the Big Game on February 5, 2012. There will be two (2) rounds: 1 for the four (4) games of the Divisional round and the two (2) games that are the Conference round. Deadline for registration on each round will be on each 12 p.m. noon Saturday, January 14, 2012 and 12 p.m. noon Sunday, January 22, 2012. Valid contest entries must contain all information requested. Entries do not carry over from week to week during the promotional period. Incomplete entries will be disqualified. You may enter online at www.3WV.com or www.WVAX.com.

C. How to Play: From all of the 97-5 3WV entries beginning on or about January 16, 2012 and on or about January 23, 2012 where the correct winning teams were chosen, five (5) qualifiers will be randomly selected to equal a total of ten (10) entries which will be the qualifiers of the contest and receive the qualifier's prize pack. From all of the WVAX ESPN entries beginning on or about January 16, 2012 and on or about January 23, 2012 where the correct winning teams were chosen three (3) qualifiers will be randomly selected from week one (1) and two (2) from week two (2) to equal a total of five (5) entries which will be the qualifiers of the contest and receive the qualifier's prize pack. Then all fifteen (15) qualifying submissions will be entered into a random drawing where one winner will be chosen. One (1) grand prize winner will be randomly drawn and will be awarded the Grand Prize. Winners will be contacted from the information they provide. If the Station is unable to contact the winner with the information provided, the Station reserves the right to select another winner at its sole discretion.

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

Qualifying Prizes: Fifteen (15) qualifiers will receive a prize pack. Total Estimated ARV: \$50.00

Grand Prize: One (1) winner receives a \$100 gift card provided by Miller Lite, a gift card for Belmont BBQ to receive enough food for 10 and a Lane Alpine Leather Recliner from Better Living Furniture. **Grand Prize winner**

will be required to complete tax forms. If a winner cannot accept the prize as stated by sponsor the prize will be forfeited and an alternate winner selected. Total Approximate Retail Value of all prizes: \$849.00

Prizes must be picked up by the winners at the 97-5 3WV / 1450 ESPN WVAX business office or other pre-arranged or pre-announced location. 97-5 3WV / 1450 ESPN WVAX and/or participating sponsors assume no liability for prizes or their delivery.

The prize(s) that may be awarded to the eligible winner(s) are not transferable, redeemable for cash or exchangeable for any other prize. Winner(s) must present state authorized identification prior to being awarded the prize. All prizes or prize vouchers must be redeemed from the Station within 60 days of the contest end date unless stated otherwise in these official rules. If a winner cannot be contacted or is disqualified for any reason, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. Eligibility and Limitations. Participants and winner(s) must be U.S. **(except CA)** residents, at least 21-years old, as determined by the Company and have a legal driver's license. Only one (1) prize per household for the Contest for any thirty (30) day period. Employees of the Company, the Contest's participating sponsors and their advertising agencies, employees of other 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. Persons in any of the following categories are not eligible to participate or win a prize: persons who since January 1, 2011 were employees or agents of MillerCoors, Charlottesville Radio Group their respective parent companies, distributors, affiliates of any of the following organizations: (a) individuals engaged in the development of the production or distribution of materials for, or the implementation of, this sweepstakes; and (b) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the proceeding categories.

4. Telephone and Delivery Disclaimer. The Company disclaims all liability for the inability of a participant to complete or continue a text call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Company's control, or otherwise. For all contests the Company disclaims all liability for any delays, miss-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, , traffic congestion on telephone lines, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Contest.

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 personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

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. By participating and accepting a prize, winner releases and agrees to hold harmless MillerCoors, Charlottesville Radio Group, their respective parent companies, distributors, affiliates and subsidiaries; the service agencies and independent contractors of any of the above organizations; and their respective directors, officers, employees, and agents, including advertising and promotional agencies, from any and all liability for any injuries including but not limited to, personal injury, bodily injury (including, without limitation, wrongful death), property damage, or loss of damage of any kind arising in whole or in part, directly or indirectly, from delivery/non-delivery, acceptance, possession, use, or misuse of the prize or from participation in this sweepstakes-related activity.

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 prizes which are 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 the Company 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 an entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Company reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

9. Miscellaneous. Void where prohibited. Odds of winning depend upon the number of participants. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute 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, or where required by law, a list of winners, visit the business office of the Station during normal business hours or visit the Station's website.

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.

Rules revised 1/18/12.