

Guess the Seats

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. CONTEST OVERVIEW:

ESPN Milwaukee will execute a contest to give away one (1) pair of two (2) tickets to the Milwaukee Bucks Playoff game against the Detroit Pistons on Sunday, April 14, 2019. One winner will win a pair of tickets via a cue to call during Homer & Gabe by correctly guessing the section, row, and seat numbers of the tickets. If the caller gets it wrong, the next caller on the line will have a chance to guess. This will continue through the show until we have a correct answer. There will be (1) winner during the promotion on Friday, April 12, 2019 between 3:00 PM CST and 6:00 PM CST.

2. HOW TO ENTER

- a. These rules govern the Guess the Seats ticket giveaway (the "Promotion") being conducted by 94.5 ESPN FM, WKTI, and 540 ESPN Milwaukee, WAUK, 720 E Capitol Dr, Milwaukee, WI 53212 ("GKB") beginning on Friday, April 12, 2019 at 3 PM CST and ending on Friday, April 12, 2019 at 6 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming. Promotion will only be run on Homer & Gabe from 3p-6p CST.
 - i. To participate in the Promotion, you must listen to WKTI, WAUK, or WTLX beginning on Friday, April 12, 2019 and ending on Friday, April 12, 2019 between the hours of 3 PM CST and 6 PM CST during the promotion dates listed above for the announcement of the cue to call. Upon hearing the cue to call, the first caller will get through to the GKB contest line at 800.990.3776 and will have the chance to win the grand prize. To win the grand prize, the caller must correctly guess the section, row, and seat numbers of the tickets. If the caller guesses incorrectly, the caller on the next line will have the opportunity to guess. This will continue until we have a correct answer or the show ends at 6 PM CST, whichever happens first. The first person to guess correctly will win a pair of tickets for the Milwaukee Bucks versus Detroit Pistons game on Sunday, April 14, 2019. If there is no listener who guesses correctly, a winner will be randomly selected from all the callers during the show. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on

the call-in line and completes their call will have the chance to be a winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may only be entered for the potential random selection once. There will be a total of 1 winner selected on-air during the Promotion dates. GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests.

- ii. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such situations occur.

3. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or above and who reside in the Greater Milwaukee or Madison Areas. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in the Milwaukee metropolitan area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. One (1) Grand Prize will be awarded in this Promotion. The grand prize consists of two (2) tickets for the Milwaukee Bucks versus Detroit Pistons Playoff game on Sunday, April 14, 2019.

The Approximate Retail Value (“ARV”) of the prize is \$106 total for the grand prize. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize. The tickets will be subject to the terms and conditions as set forth by the issuer of the tickets.

- b. All prizes or prize certificates must be picked up at the WTMJ Mobile Studio on the Deer District plaza on Sunday, April 14, 2019 between 4 PM CST and 6 PM CST. The winner will forfeit any prize not claimed before Sunday, April 14, 2019 before 6 PM CST.

There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. Final winners will be known Friday, April 12, 2019 by 6:30 PM CST. A grand prize winner must pick their tickets up at the WTMJ Mobile Studio on the Deer District plaza on Sunday, April 14, 2019 between 4 PM CST and 6 PM CST. The winner will forfeit any prize not claimed before Sunday, April 14, 2019 before 6 PM CST.
 - i. The WTM Mobile Studio will be located near the corner of 4th and Highland in the plaza area of the Deer District; near Punch Bowl Social and Drink Wisconsin Pub.
- c. Odds of winning a Grand Prize are dependent on the number and order of calls received and the caller’s ability to guess the correct section, row, and seat numbers of the tickets.
- d. Qualifiers must listen to WKTJ 94.5 ESPN FM or WAUK 540 ESPN Milwaukee to win. Grand Prize winner need not be present to win but must pick the prize up before the specified date of the event and during the hours specified above.
- e. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release before the specified date of the concert or the prize will be forfeited and an alternate winner will not be selected. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time-period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Friday, April 12, 2019 to “Guess the Seats – Official Rules,” Attn: Promotions, GKB 720 E Capitol Drive, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, July 12, 2019 to the above address marked “Guess the Seats – Winner List.” The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB.

Administrator: Good Karma Brands Milwaukee, 720 E Capitol Drive, Milwaukee, WI 53212

Sponsor: Milwaukee Bucks, 1111 Vel R. Phillips Avenue, Milwaukee, WI 53202