

2025 BLACK-OWNED BUSINESS GIVEBACK

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.

101.7 The Truth and Associated Bank are giving away black-owned businesses will receive a recurring feature of their businesses at the end of every quarter. Fans may enter by must register to win by filling out the form below between Monday, January 27, 2025, and Wednesday, December 31, 2025. There will be a total of sixteen (16) qualifying prizes in the contest. The total ARV of the prize(s) is/are \$5,600.

1. HOW TO ENTER

- a. These rules govern the 2025 Black-Owned Business Giveback promotion (the "Promotion") being conducted by 101.7 The Truth, 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203 ("GKB") beginning on Monday, January 27, 2025, at 8:00 AM, and ending on Wednesday, December 31, 2025.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. To participate in the Promotion, you may log onto goodkarmabrands.com/101-7-the-truth-contests/black-business-promotion/ and follow the links and instructions to enter the Promotion and submit your business industry, first and last name, position title, business name, complete address of the business, city, state, zip code, business telephone number, date of birth, business website URL, business social media URL, and a valid email address in the online entry form. Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed to be made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by GKB. GKB's computer is the official time keeping device for the Promotion. GKB is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems.

ii. Promotion Deadline Dates Per Quarter

| Quarter Commercials will air: | Deadline date for Entry During the Previous Quarter: | New Entry dates for the following quarter: |
|--|---|---|
| Q1 2025 | Monday, March 31 | Tuesday, April 1 |
| Q2 2025 | Monday, June 30 | Tuesday, July 1 |
| Q3 2025 | Tuesday, September 30 | Wednesday, October 1 |
| Q4 2025 | Wednesday, December 31 | End of contest |

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years or older and whose business meets the following criteria: in business a minimum of 1 year and black-owned business in the Greater Milwaukee Area. 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 seven (7) days and only once every thirty (30) days 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. Up to twenty (16) prizes will be awarded during this Promotion dates to black owned business that meets the eligibility requirements outlined in these contest rules. There may be up to a maximum of five (5) winners per quarter selected during this promotion. The business owner must provide 101.7 The Truth with commercial copy points for production. GKB will write and produce one spot per partner. Each prize consists of the following:
 - The \$5,600, three (3) month advertising campaign includes: (150) :30 commercials to air for 12 weeks Monday-Sunday 7A-12 PM,

logo included in social media posts on The Truth platforms, in-studio tour and talent meet & greet, Truth to help with copy and voicing the commercial, and the opportunity to be featured during the Black Business Shoutouts on MKE in the Morning every Friday.

- b. Each selected winner is required to complete both an Accepting Prize Form and a W9 to be eligible to win. Each selected winner will provide GKB with copy points. GKB will then produce a final commercial spot. In order to claim this prize, each winner must complete the Accepting prize form and W9 and return them to GKB. The winner will forfeit any prize if not claimed within (10) days of winning.
- c. 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. The applicants selected based upon influence and impact on the community will be selected as winners. The odd of winning a prize depends on the number and order of entries received in a calendar quarter with respect to the deadline dates and times + eligibility. If five (5) eligible entries are not received in a calendar quarter, GKB will reward the number received for that quarter and start over collecting new entries for the following quarter. If a business that registers in the top 10 is not eligible, the next eligible business will be selected in its place
- c. Entries will close on the last Friday of every quarter at 5:00 PM/CST. Monday, July 1, 2025, at 7:00 AM/CST- Friday, September 27, 2025, at 5:00 PM/CST will count as one quarter with the first advertisers receiving their campaign beginning Q2 of 2025. Entries received during the Promotion dates will receive their advertising campaign in the upcoming quarter. Entries will not be carried over between promotional periods. All final winners will be determined by Wednesday, December 31, 2025, at 5:00 PM/CST.
- d. The odds of winning a Qualifying Prize depend upon the number and order of calls received.
- e. Qualifiers must listen to 101.7 The Truth to win. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited,

and an alternate winner may 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 Wednesday, December 31, 2025, to “2025 Black-Owned Business Giveback – Official Rules,” Attn: Promotions, GKB 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203. For the names of the prize winners send a self-addressed stamped envelope for receipt by Sunday, March 1, 2025, to the above address marked “2025 Black-Owned Business Giveback – 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 and may be posted online at goodkarmabrands.com/101-7-the-truth-contests/black-business-promotion/.

6. PRIVACY

- a. By use of GKB’s website or by entering the Promotion through GKB’s website, you agree to the website’s Terms of Use Agreement located at <https://goodkarmabrands.com/terms-of-use/> and to the use of your personal information as described in the Privacy Policy located at <https://goodkarmabrands.com/privacy-policy/>.

Administrator: GKB 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsor: Associated Bank, 330 E Kilbourn Avenue Suite 225, Milwaukee, Wisconsin 53202