

## OVER/UNDER

### 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.***

ESPN Wisconsin gives away prizes each Thursday, excluding holidays, during Kyle, Brust, and Nortman (KBN). During each show beginning Thursday, January 8, 2026, at 5 PM/CST, through Thursday, December 31, 2026, at 5 PM/CST, fans will hear a cue to call for a chance to play “Over/Under. Two (2) callers may enter by cue to call during KBN between Thursday, January 8, 2026, at 2 PM/CST and Thursday, December 31, 2026, at 5 PM/CST. Two (2) callers will be selected via a cue to participate in the segment. The producer will select any category and the line he thinks the host will guess correctly. From there, the two (2) callers selected will pick either the “over” (more than the line set) or the “under” (less than the line). Whichever caller chooses correctly will win the prize. The prize will be an ESPN Milwaukee Prize pack for both Milwaukee and Madison. The ARV for each Prize(s) is \$25.

#### 1. HOW TO ENTER

- a. These rules govern the “Over/Under” promotion (the “Promotion”) being conducted by WKTI 94.5 ESPN Milwaukee, 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203, and WTLX 100.5 ESPN Madison, 821 E Washington Ave, Suite 500, Madison, Wisconsin 53703 (“GKB”) beginning Thursday, January 8, 2026, at 5 PM/CST, through Thursday, December 31, 2026, at 5 PM/CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - i. To participate in the Promotion, you must listen to Kyle, Brust, and Nortman (KBN) on WTLX 100.5 ESPN Madison or WKTI 94.5 ESPN Milwaukee FM each day beginning on Thursday, January 8, 2026, through Thursday, December 31, 2026, between the hours of 2:00 to 5:00 PM/CST each day Thursday, excludes holidays, during the promotion dates for the announcement of the cue to call. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB Milwaukee contest line at (800)-990-3776 for WKTI. If the contest is run out of Madison, fans can call (844)-770-3776 for WTLX. There will be two (2) callers to get through the contest line to participate in the segment. The show producer will determine the “line” of how many correct answers the hosts can answer. From there, the two (2) callers selected will pick either the “over” (more correct guesses than the set line), or the “under” (less correct guesses than the set line). Both participants cannot choose the same option. 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 to be eligible to win. If 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 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 be a winner only once. There may be up to a total of (2) winners 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. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right not to notify fans and to not update contest rules or the webpage when such conditions occur.

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## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years or older and who reside in Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the Madison and 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. One (1) prize may be awarded in this Promotion. Each prize is an ESPN Milwaukee Prize Pack, which may include but not limited to: ESPN T-Shirt, sunglasses, lip balm, koozie, and hand sanitizer.
- b. The Approximate Retail Value ("ARV") for the prize is \$25. 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.

- c. All prizes or prize certificates may be picked up at the office of GKB at the address below. The winner will forfeit any prize or certificate not claimed within thirty (30) days of winning. If a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, the winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate.
- d. 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. Winners are selected on the same days as the Promotion runs.
- c. Odds of winning a prize depend upon the number and order of calls received and your ability to correctly guess the “over” or the “under”.
- d. Qualifiers must listen to Kyle, Brust, & Nortman (KBN) on WTLX 100.5 ESPN Madison or WKTI 94.5 ESPN Milwaukee to win. Prize winners need not be present to win.
- e. Winners will be notified by an employee of GKB by the phone number or email they provided to the show producer within 72 hours of being selected as the winner. 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. 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 were 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 from 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 fully prosecute and seek damage 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 Thursday, December 31, 2026, to "Over/Under- 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 Monday, March 1, 2026, to the above address marked "Over/Under- 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/wisconsincontests/](http://goodkarmabrands.com/wisconsincontests/).

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