

Are You Smarter Than Ben Brust?

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.

Updated as of February 17, 2021

Contest Description

Do you think you're smarter than former Wisconsin Badger star Ben Brust? PROVE IT! One caller will go head to head with Ben Brust each Tuesday to see who can get the most basic trivia questions correct in 90 seconds. If you can prove you're smarter, you'll win a gift card to Buck and Honey's (Madison area) or Golden Mast (Milwaukee area).

1. HOW TO ENTER

- a. These rules govern the Are You Smarter Than Ben Brust promotion (the "Promotion") being conducted by WTLX 100.5 ESPN 15 N Pinckney St. Suite 100, Madison, WI 53703 ("GKB") beginning on Tuesday, December 15, 2020, at 4PM CST and ending on Tuesday, February 23, 2021 at 6PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming
 - i. To participate in the Promotion, you must listen to Scalzo and Brust on WTLX 100.5 ESPN and WKTJ 94.5 ESPN FM beginning on Tuesday, December 15, 2020 at 4 PM in the Central Standard Time Zone and ending on Tuesday, February 23, 2021 at 6 PM during the Promotion dates for the announcement of the cue to call. Upon hearing the cue to call, be the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at (844) 770-3776 for WTLX. Occasionally the show may operate out of Milwaukee – 94.5 WKTJ and on those days you would call 800-990-3776 as announced and provided by the hosts. Callers will be asked 15 trivia questions ranging in topics and if they get more answers correct than Ben Brust, they receive one (1) fifty-dollar gift card, upon confirmation of eligibility. If Ben Brust and the caller tie, the tie will go to the caller. 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, date of birth, and email address 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

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 will be up to a total of one (1) winner per week 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.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are the age of 18 years and above. 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 areas 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 if the prize is valued under \$600, 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 (Street, City, Zip Code), email address, and 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 per week will be awarded in this Promotion. Each prize consists of the following:
 - One (1) fifty-dollar gift card to Buck and Honey's (Madison area) or One (1) fifty-dollar gift card to Golden Mast (Milwaukee area).

The Approximate Retail Value (“ARV”) of the gift cards is \$50.00 USD. 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 gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- b. All prizes or prize certificates may be picked up at the office of GKB at the address below or will be mailed to winner by GKB staff. The winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. GKB is not responsible for the safe arrival of a prize or prize certificate.
- 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. Winners are selected the same days the Promotion runs. Prize is determined based on if you are the correct caller number (as announced by the on-air personalities) and if you answer more trivia questions correctly than Ben Brust. The gift card you receive is based on your home address or determined by the producer.
- c. Odds of winning a prize depends on if you are the correct caller number as specified by the on-air personalities and if you answer more trivia questions correctly than Ben Brust.
- d. Qualifiers must listen to Scalzo and Brust on WTLX 100.5 ESPN or 94.5 ESPN to win. Prize winner 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. They will be informed within 72 hours of being selected the winner. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within thirty (30) days of winning or prize will be forfeited and an alternate winner may be selected by running the promotion again on a different day. 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 Tuesday, February 23, 2021, to “Are You Smarter Than Ben Brust – Official Rules,” Attn: Promotions, 15 N Pinckney St. Suite 100, Madison, WI 53703. For the names of the prize winners send a self-addressed stamped envelope for receipt by Tuesday, March 23, 2021, to the above address marked “Are You Smarter Than Ben Brust – Winner List.” The Official Rules shall also be available during regular business hours at the main offices of ESPN Madison and ESPN Milwaukee and may be posted online at <http://espnwisconsincontests.com/>

Administrator: Good Karma Brands/ESPN Madison – 15 N Pinckney St. Suite 100, Madison, WI 53703