

GKB Cover5 Madness

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. HOW TO ENTER

a. These rules govern the GKB Cover5 Madness promotion (the "Promotion") being conducted by WBEV/95X, 100 Bill McCollum Way, Beaver Dam, WI 53916, by ESPN Chicago, 190 N State St, Chicago, IL 60601, by 850 ESPN Cleveland, 1301 E. 9th St, Suite 252, Cleveland, OH 44114, by 100.5 ESPN Madison, 821 E Washington Ave, Suite 500, Madison, WI 53703, by GKB Milwaukee (Newradio 620 WTMJ, 94.5 ESPN Milwaukee, 101.7 The Truth), 720 E Capitol Dr, Milwaukee, WI 53212, by ESPN West Palm and Deportes Radio 760, 777 S Flagler Dr, Suite 106, West Palm Beach, FL 33401, by ESPN New York, 880 3rd Ave, 9th Floor, New York, New York, and by 710 ESPN Los Angeles, 800 W. Olympic Blvd, Los Angeles, CA ("GKB") beginning on Monday, March 14th, 2022, at 12 AM EST and ending on Monday, March 21st, 2022, at 2 AM EST.

b. To participate in the Promotion, you may enter via the following method(s):

i. To participate in the Promotion, you may log onto www.Cover5.com or download and log onto the Cover5 app on iOS or Android and follow the links and instructions to enter the Promotion and register a Cover5 account by submitting your first and last name, username, password, city, state, country, zip code, date of birth, gender, 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 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. Each entrant must agree to GKB's online submission release in order to submit his or her entry.

- ii. Upon completion of account registration, entrants must proceed to join the Cover5 Madness competition with one of the promo codes provided by each station and make five team selections each day of the contest.
- iii. Entrants must pick (5) teams against the spread each day. Points will be amassed based on that team's performance against the spread. Point spreads will be determined by Cover5. For example, if the entrant chooses North Carolina, favored by (5) points, and North Carolina wins their game by (20) points, the entrant will receive (15) points for that pick. If the entrant chooses North Carolina, favored by (5) points, and North Carolina loses by (20) points, the entrant will lose (25) points for that pick. Scores for individual game picks and overall scores can be a negative number.
- iv. For each day, (-8) points will be assessed for each of the (5) picks that goes unmade.
- v. At the end of each day, the entrant with the most points based on their (5) picks against the spread will win the daily prize. In the event of a tie, all tied parties will split the winnings.
- vi. To win the grand prize, entrants must make picks on all four days of this Promotion (March 17th, March 18th, March 19th, and March 20th). The entrant with the most points amassed at the end of the four-day period will win the grand prize. In the event of a tie, all tied parties will split the winnings.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are at least 18 years of age and who reside in the United States of America. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, employees of ESPN New York and ESPN Los Angeles, and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are eligible to participate but ineligible to 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. (5) prizes will be awarded in this Promotion. Each prize consists of one of the following:

- i. (4) prizes of \$1,000 each to the top score for each day
- ii. (1) grand prize of \$10,000 to the top score at the end of the four-day tournament

b. All prizes will be mailed upon completion of requisite accepting prize forms. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate.

b. 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 will be selected on Monday, March 21st, 2022 by 12 PM EST.

c. Odds of winning a Prize depends upon the of entries and will be based on the entrant's team selections in the tournament.

d. The Promotion will yield winners based on the ability to correctly choose the best winners against the spread.

e. 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, 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 Monday, March 21st, 2022, to “GKB Cover5 Madness – Official Rules,” Attn: Promotions, GKB, 720 E Capitol Dr, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, May 20th, 2022, to the above address marked “GKB Cover5 Madness – 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.

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 720 E Capitol Dr., Milwaukee, WI 53212

Sponsor: Cover5