

ESPN New York & The Daily News “Read ‘Em & Win” Promotion

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 New York & The Daily News are giving away a trip to Wisconsin to see the New York Jets vs the Green Bay Packers on October 16, 2022. Fans may enter by being the correct caller during The Michael Kay Show between Monday, September 19, 2022 and Friday, September 30, 2022. There will be a total of ten (10) daily qualifying prizes and one (1) Grand Prize in the contest. The total ARV of the prize(s) is/are \$3,926.00.

1. HOW TO ENTER

- a. These rules govern the ESPN New York & The Daily News “Read ‘Em & Win” Promotion (the “Promotion”) being conducted by Good Karma Broadcasting LLC, ESPN New York, 880 3rd Ave, 12th Floor, New York, New York 10022 (“GKB”) beginning at 3:00 PM ET on Monday, September 19, 2022 and ending at 7:00 PM ET on Friday, September 30, 2022.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. Listen to 98.7 FM – WEPN – ESPN New York during The Michael Kay Show (between 3:00 PM ET and 7:00 PM ET) beginning on Monday, September 19, 2022 and ending on Friday, September 30, 2022, 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 contest line at 1-888-987-3776 and correctly state that morning’s Qualifying Phrase of the Day as seen in that day’s The New York Daily News will be qualified to win the Grand Prize trip to Wisconsin and win an ESPN New York Prize Pack upon confirmation of eligibility. 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, state the Qualifying Phrase of the Day and completes their call will be a qualifier. There is no limit to the number of times a listener may attempt to call in, but a listener may be a qualifier only once. There will be up to a total of ten (10) qualifiers 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 to not notify fans and to not update contest rules or the webpage when such conditioners occur.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older as of entry and who reside in the New York City metropolitan area (NY, NJ, CT, PA). Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the New York City 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. Ten (10) qualifying prizes and one (1) grand prize will be awarded in this Promotion. Prizes consist of the following:

Qualifying Prize: One (1) ESPN New York Prize Pack.

Grand Prize: One (1) Roundtrip airfare for two (2) people to Milwaukee, Wisconsin from a New York City area airport on Saturday, October 15, 2022 to Monday, October 17, 2022. The Prize also includes a two (2) night stay at the Saint Kate – 139 East Kilbourn Ave. Milwaukee, WI 53202, access for two (2) to the pregame tailgate at The Tundra Trio and two tickets to New York Jets vs. Green Bay Packers on Sunday, October 16, 2022 at 1:00pm.

The approximate retail value (ARV) of each qualifying prize is: \$25.00
The ARV of the Grand Prize is: \$3,676.00
Under no circumstances will the total ARV of all prizes exceed \$3,926.00

- b. Certain travel restrictions may apply. Travel arrangements must be made through GKB. Prize is subject to availability. If the winner cannot travel on dates specified by GKB, the winner may be disqualified and an alternate winner may be selected in GKB's sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and ground transportation to/from the airport and/or to/from the hotel, are the responsibility of the winner. The winner and travel companion(s) must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. If applicable, the winner may be required to present a valid credit card upon hotel check in to cover any incidental expenses incurred during the winner's stay. The winner and travel companion(s) must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Station, the Station's sole responsibility to the winner will be to award the remaining available portion of the prize and no substitution or compensation will be provided for the unawarded portion of the prize. GKB reserves the right to remove or to deny entry to the winner and/or travel companion(s) if either engages in a disruptive manner or with intent to annoy, abuse, threaten or harass any other person at New York Jets vs. Green Bay Packers.
- c. 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.
- d. 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 prize certificate not claimed within five (5) business days. 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.
- e. 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 during The Michael Kay Show (between 3:00 PM ET and 7:00 PM ET) beginning on Monday, September 19, 2022 and ending on Friday, September 30, 2022.
- c. Odds of winning depends upon the number and order of calls received.
- d. Winners must listen to 98.7 FM – WEPN – ESPN New York to win. Listeners need not be present to win.
- e. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within five (5) business days 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 September 30, 2022 to "ESPN New York & The Daily News "Read 'Em & Win" Promotion – Official Rules," Attn: Promotions, GKB, ESPN New York, 880 3rd Ave, 12th Floor, New York, New York 10022. For the names of the prize winners send a self-addressed stamped envelope for receipt by November 30, 2022 to the above address marked "ESPN New York & The Daily News "Read 'Em & Win" Promotion – 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 <https://goodkarmabrands.com/espn-new-york-contests/>.

6. PRIVACY

Administrator: GKB - ESPN New York, 880 3rd Ave, 12th Floor, New York, New York 10022