

MARCEDES 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.

WKTI 94.5 ESPN Milwaukee is giving away giving away a Jen, Gabe, and Chewy Prize Pack on Monday, September 11th, 2023. Fans may enter by calling in to Jen, Gabe, and Chewy weekdays between 7 AM – 9 AM CST upon hearing the cue to call between Friday, May 5th, 2023, and Friday, September 8th, 2023, OR until pro football tight end Mercedes Lewis signs with a team or retires from football. There will be a total of (1) Grand Prize awarded in the contest. The total ARV of the Grand Prize is \$50.

1. HOW TO ENTER

- a. These rules govern the _____ promotion (the “Promotion”) being conducted by WKTI 94.5 ESPN Milwaukee, 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203 (“GKB”) beginning on Friday, May 5th, 2023, at 7 AM CST and ending on Monday, September 11th, 2023, at 9 AM. The contest may end sooner than Monday, September 11th, 2023, if Mercedes Lewis signs with a pro football team or retires.
- b. To participate in the Promotion, you may enter via the following method(s):
 - i. To participate in the Promotion, you must listen to WKTI 94.5 ESPN Milwaukee each day during the Jen, Gabe, and Chewy show beginning on Friday, May 5th, 2023, and ending on Friday, September 8th, 2023, between the hours of 7 AM and 9AM CST each weekday during the Promotion Dates for the announcement of the cue to call. Upon hearing the cue to call, callers to get through to the GKB contest line at 1-800-990-3776 will have the opportunity to choose a “signing date” 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 and completes their call will be able to choose their date. Multiple callers can be granted the opportunity to choose a “signing date” each time the cue to call announcement is made. 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 (129) callers selected on-air during the Promotion dates who may choose an available “signing date.” 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.

- c. Only one “signing date” may be claimed per caller.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in the United States. 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 their 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. Only (1) Grand Prize will be awarded in this Promotion. Each prize consists of the following:
 - (1) Jen, Gabe, and Chewy themed quarter zip
 - (1) Jen, Gabe, and Chewy themed sticker
 - (3) additional ESPN Milwaukee-themed items

The Approximate Retail Value (“ARV”) of the prize is \$50. 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.

- b. All prizes will be shipped to the winner upon completion of any prize forms necessary. 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.

- 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 winner will be determined by Monday, September 11th, 2023, at the latest. The winner could be determined sooner if Mercedes Lewis elects to sign with a team or announces his retirement from football.
- c. Odds of receiving an opportunity to choose a “signing date” depends upon the number and order of calls received. Odds of winning the Grand Prize will depend on the number of “signing dates” claimed and whether or not Mercedes Lewis signs a contract with the New York Jets.
- d. Each caller to successfully get through to the GKB contest line at 1-800-990-3776 upon hearing the cue to call announcement will have the opportunity to choose a “signing date” upon confirmation of eligibility. The available “signing dates” will include any calendar date during the Promotion Dates. Only one caller will be designated to a single “signing date.” If a caller’s preferred “signing date” is already claimed by another caller, they will be able to choose one that’s available. Cue to call announcements will continue to be made and “signing dates” will continue to be awarded until all (129) available “signing dates” are taken. If pro football free agent tight end Mercedes Lewis signs a contract with the New York Jets, and a caller has claimed the correct “signing date” on which Lewis signs with the New York Jets, that caller will be awarded the Grand Prize. If the Promotion ends and Lewis has not signed with the New York Jets, the Grand Prize will be awarded by random drawing from all of the callers who successfully claimed a “signing date” during the Promotion Dates. The Promotion may end sooner than the designated Promotion Dates if Lewis signs with the New York Jets at any point during the Promotion Dates. A running list of available “signing dates” can be found at www.espnwisconsincontests.com at any point during the Promotion Dates, which will be updated each day after new “signing dates” have been claimed.
- e. Qualifiers must listen to WKTJ 94.5 ESPN Milwaukee during the Promotion Dates in order to claim a “signing date.” Qualifiers need not be listening to WKTJ 94.5 ESPN Milwaukee at the time the Grand Prize is awarded.
- 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. 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, September 11th, 2023, to “Mercedes Madness – 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 Friday, November 10th, 2023, to the above address marked “Mercedes 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 www.espnwisconsincontests.com.

Administrator: GKB/WKTI 94.5 ESPN Milwaukee (301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203)