

2017 Michelob Ultra Text-to-Win Giveaway
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 Michelob Ultra Text-to-Win promotion (the “Promotion”) being conducted by ESPN Cleveland, 1301 E 9th St Suite 252, Cleveland, OH 44114 (“GKB”) beginning at midnight on Monday, June 5, 2017 and ending on Monday, July 17, 2017 at 11:59pm.

b. To participate in the Promotion, you may enter via the following method(s): Text “ULTRABIKE” to 31996. Standard message and data rates may apply.

i. To participate in the Promotion, you must visit a participating Giant Eagle location in Northeast Ohio to receive the text-to-win information between Monday, June 5, 2017 and Monday, July 17, 2017. Fans must text the keyword found at participating Giant Eagle locations to 31996 to enter the Promotion. GKB is not responsible for telephone service outages, delays, equipment malfunctions or any other technological difficulties that may prevent an individual from sending a text message. Message and data rates may apply, and GKB is not responsible for any fees incurred by an entrant for this method of entry.

c. One entry per visit to a Giant Eagle location and limited to one entry per person/phone number.

2. ELIGIBILITY RESTRICTIONS

a. The Promotion is open to all persons who are 21 and older and who reside in Northeast Ohio. Employees of GKB, its subsidiary and affiliated entities, GKB’s advertising and promotional agencies, its participating sponsors, [other radio stations in the Cleveland metropolitan area and the members of their immediate families (spouse, parents, siblings, or children), significant others, 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 thirty (30) days and only once every six (6) months 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. There will be a total of 15 winners in this Promotion. There will be (1) one prize awarded to each winner in this Promotion. The prize is a Michelob Ultra Trek road bike (aluminum frame, 21 gears, and linear pull brakes).

b. The Approximate Retail Value (“ARV”) of each prize (each bike) is \$450. 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 prize certificate not claimed within thirty (30) 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. Winner(s) will be selected on Tuesday, July 18, 2017 by random selection from all entries received.

c. Winner(s) will be notified by Friday, July 21, 2017.

d. Odds of winning a Prize depends on the number of entries received.

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 and an alternate winner may be selected by random selection from all entries. 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, July 17, 2017 to Michelob Ultra Text-to-Win Bike Giveaway– Official Rules,” Attn: Promotions, GKB 1301 E 9th St Suite 252, Cleveland, OH 44114. For the names of the prize winners send a self-addressed stamped envelope for receipt by Monday, August 14, 2017 to the above address marked Michelob Ultra Text-to-Win Bike – 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.espn-cleveland.com/ultrabike.

Administrator: GKB 1301 E 9th Street Suite 252, Cleveland, OH 44114

Sponsor: Michelob Ultra, House of LaRose, Giant Eagle, Velosano