

Open for Business

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.

Contest

ESPN Milwaukee will be executing a contest where two (2) Culligan gift certificates are given away. Gift certificates are redeemable for eight (8) cases of Culligan water. This contest will be executed on Thursday, May 14, 2020 during the “Top 8 @ 8” segment on The Show with Gabe & Chewy from 7am-9am CT, and the “Who said that?” segment on TBD with Bryan Dee and Tony Smith from 1pm-3pm CST.

During the “Top 8 @ 8” segment on The Show with Gabe & Chewy, Gabe and/or Chewy come up with a list of top 8 things in relation to any topic they choose. Gabe and/or Chewy will then guess until they get one wrong. Fans can then call in to help finish the list, getting to guess until they either guess a wrong answer or finish the list. The fan that finishes the list will become the winner of a Culligan gift certificate.

During “Who Said That?” on TBD with Bryan Dee and Tony Smith, a short audio clip is played of a specific person. Fans call into the show to try and identify who the voice on the audio clip is. If they identify the person correctly, they win a Culligan gift certificate.

1. HOW TO ENTER

- a. These rules govern the Open for Business promotion (the “Promotion”) being conducted by WKTI 94.5 ESPN, 720 E Capitol Dr., Milwaukee, WI 53212 (“GKB”) beginning on May 14, 2020 at 7am CST and ending on May 14, 2020 at 3pm 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 WKTI 94.5 ESPN on May 14, 2020 during The Show with Gabe & Chewy from 7am to 9am CT 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 800-990-3776 will have the opportunity to participate in the “Top 8 @ 8” segment and win a prize if they are able to successfully complete the list as explained in the segment. 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 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 a total of (1) winner selected on-air during The Show with Gabe & Chewy. 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. To participate in the Promotion, you must listen to WKTU 94.5 ESPN on May 14, 2020 during TBD with Bryan Dee and Tony Smith from 1pm to 3pm CT 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 800-990-3776 will have the opportunity to participate in the “Who said that?” segment and win a prize if they are able to successfully identify the voice used in the audio clip on the show. 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 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 a total of (1) winner selected on-air during TBD with Bryan Dee and Tony Smith. 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.
- iii. 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 18 years of age and above, who reside in the state of Wisconsin. 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 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. Two (2) prizes will be awarded in this Promotion. The prize for each segment consists of the following:
 - Grand Prize: Culligan gift certificate
 - Each certificate can be redeemed for eight (8) cases of Culligan water

The Approximate Retail Value (“ARV”) of the Grand Prize is \$40. 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 or prize certificates will be emailed to winners on behalf of Culligan. Winners will be required to provide a valid email address and shipping address in order to accept the prize. 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. GKB will be coordinating with Culligan to safely ship/deliver the redeemed prize to the winners.
- 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 two (2) winners will both be selected on the Promotion date. One will be selected during The Show with Gabe & Chewy between 7am-9am CT, and one will be selected during TBD with Bryan Dee and Tony Smith between 1pm-3pm CT.
- c. Final winners will be known on May 14, 2020 by 3PM CST.
- d. Odds of winning a Grand Prize depends upon the number and order of calls received and the caller's ability to win the show's respective game as outlined below:
 - The Show: The caller's ability to complete the list started by Gabe and Chewy.
 - TBD: The caller's ability to correctly identify the voice in the audio clip.
- e. Qualifiers must listen to WKTI 94.5 ESPN to win. The Grand Prize winners need not be present to win. Winners must provide a valid email address and shipping address in order to be eligible to win. Gift certificates are directly redeemable to Culligan Water. GKB will be coordinating with Culligan to safely ship/deliver the redeemed prize to winners.
- 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 and no alternate winner will 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 May 14, 2020 to "Open for Business – 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 July 16, 2020 to the above address marked "Open for Business – 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.

Administrator: Good Karma Brands Milwaukee, LLC. 720 E. Capitol Dr., Milwaukee, WI 53212

Sponsor: Culligan Water Conditioning, 1801 Pewaukee Road, Waukesha, WI 53188