

Supermax Fan

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 OVERVIEW

ESPN Wisconsin will execute a contest to giveaway twenty-four (24) qualifying prizes, and four (4) grand prizes. Each qualifying prize consists of an entry into a random drawing to win a grand prize. Each grand prize will be a \$228.00 check. In order to win, fans must listen to local on-air 94.5 ESPN or 100.5 ESPN programming for a Giannis sound clip to be played, thus signaling the announcement of the cue to call. Upon hearing the sound clip, the first three (3) callers to get through to the contest line will win a qualifying prize. There will be six (6) total qualifiers per show by the end of the promotion. Each grand prize winner will be selected at random from the six (6) qualifying prize winners from each show. There will be a total of four (4) grand prize winners, one for each of the shows outlined below.

1. HOW TO ENTER

- a. These rules govern the “Supermax Fan” promotion (the “Promotion”) being conducted by WTKI 94.5 ESPN Milwaukee, 720 E Capitol Drive, Milwaukee, WI 53212, and WTLX 100.5 ESPN Madison, 15 N Pinckney St, Madison, WI 53703, (“GKB”) beginning on Wednesday, December 16, 2020 at 7am CT and ending on Thursday, December 17, 2020 at 6pm CT.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Cue to Call during on-air local programming. Promotion will be run during:
 - Jen, Gabe & Chewy from 7am CT to 9am CT beginning Wednesday, December 16, 2020 through Thursday, December 17, 2020.
 - Wilde & Tausch from 9am CT to 12pm CT beginning Wednesday, December 16, 2020 through Thursday, December 17, 2020.
 - Homer & Tony from 2pm CT to 4pm CT beginning Wednesday, December 16, 2020 through Thursday, December 17, 2020.
 - Scalzo & Brust from 4pm CT to 6p CT beginning Wednesday, December 16, 2020 through Thursday, December 17, 2020.
- i. To participate in the Promotion, you must listen to WTKI 94.5 ESPN Milwaukee or WTLX 100.5 ESPN Madison beginning on Wednesday,

December 16, 2020 and ending on Thursday, December 17, 2020 for the Giannis sound clip, signaling the announcement of the cue to call. To call in to Jen, Gabe & Chewy or Homer & Tony, fans must call the WKTJ contest line at 800.990.3776. To call in to Wilde & Tausch or Scalzo & Brust, fans must call the WTLX contest line at (844) 770-3776. Upon hearing the cue to call, the first three (3) callers to get through to the GKB contest line will win a qualifying prize upon confirmation of eligibility. There will be twenty-four (24) total qualifying winners by the end of the promotion, with six (6) coming from each local show. Of the six (6) qualifiers per show, one (1) will be randomly selected to win a grand prize upon confirmation of eligibility. There will be four (4) total grand prize winners. 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, email address, 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 qualifying or grand prize winner only once. There will be up to a total of twenty-four (24) qualifying winners 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.

- ii. 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 or older and who reside in Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, [other radio stations in the Greater Milwaukee or Greater Madison metropolitan areas 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. Twenty-four (24) total Qualifying Prizes will be awarded in this Promotion. Each Qualifying Prize consists of an entry into a drawing to win a Grand Prize.
- b. Four (4) Grand Prizes will be awarded following the Promotion. Each Grand Prize will consist of a \$228.00 check.

The Approximate Retail Value (“ARV”) of the grand prize is \$228 total. 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 will be mailed to the winner. Upon being selected as a winner, a representative of GKB’s promotions team will reach out via phone call or email to confirm eligibility and share the necessary prize forms. 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.
- d. 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. Final winners will be known by Friday, December 18, 2020. All grand prize winners will be contacted by GKB by Friday, December 18, 2020 at 5pm CT.
- c. The odds of winning a Qualifying Prize depends upon the number and order of calls received.
- d. The odds of winning a Grand Prize depends on the ability to win a qualifying prize and random selection.

- e. Qualifiers must listen to WKTI 94.5 ESPN Milwaukee or WTLX 100.5 ESPN Madison to win. Qualifiers and the Grand Prize winners need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Thursday, December 24, 2020 or the prize will be forfeited and an 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 and another winner will be selected in their place.

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 Thursday, December 17, 2020 to "Supermax Fan – Official Rules," Attn: Promotions, GKB 720 E Capitol Drive, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Thursday, February 11, 2021 to the above address marked "Supermax Fan – 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 ESPNWisconsinContests.com.

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