

DETAILED CONTEST RULES FOR “TRICKED OUT TRUCK”

Promotion Period:

- a. The “**Tricked Out Truck**” contest will begin on **June 17th, 2008** and will end on **August 9th, 2008**. The grand prize contest event is scheduled to occur on **August 9th, 2008** at **Performance Chevrolet, 1088 Airbase Road, Mountain Home, ID 83647**. The contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

How to Enter – Four (4) Ways:

1. **On Air Contests:** Listen to KKGL-FM between the contest Registration Period listed above for the ‘Tricked Out Truck’ sounder/cue to call and/or contest registration announcement. At designated dates and times, Monday – Friday, during the contest Registration Period the station shall play the ‘Tricked Out Truck’ contest sounder and/or announce the contest. Designated dates and times as solely determined by sponsor. When the sounder is played and/or the contest is announced, call the studio contest line at the phone number provided. Be the correct designated caller, as determined and announced on-air by sponsor, following the sounder and/or contest announcement to qualify for a chance to participate in the grand prize contest event (*see below*). The designated caller for each contest qualification is at the sponsor’s discretion and may change from announcement to announcement. KKGL-FM 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 or her telephone call.
2. **On Line Registration:** To enter via on-line registration, visit www.96-9theeagle.com, or www.mytrickedouttruck.com, during the “Registration Period” and click the Contest entry button to connect to the Contest registration page. Each entrant must fully complete the on-line registration page with all required information including his/her name, complete address, valid email address, birth date, and phone number(s) (including area code(s)). After having read and agreed to these Official Rules, click the submit button to submit your on-line entry. All on-line entries must be fully complete for all required information, and must be received by **5:00pm EST on 8/05/08** to be eligible. Maximum of one (1) on-line entry per person and per valid email address. Any on-line entry submitted with an invalid email address will be disqualified.
3. **Register to Win:** Official entry forms will be made available (while supplies last) during normal business hours between the Registration Period at Performance Chevrolet, Buck’s 4x4 and Stinker Stores, additional participating Sponsor locations and during designated station appearances and registration events. (*Listen to KKGL-FM for time and location of station appearances and registration events, and additional sponsor registration locations.*) Fully complete an official entry form with all required information including your name, address, daytime phone number and email, and deposit completed entry into the official registration box provided. Entries submitted at participating sponsor locations must be received prior to the close of business on **8/5/08**. Entries submitted at station registration events must be received prior to end of each Registration event. No photocopied or mechanically reproduced entries permitted. Limit one (1) entry per person. Incomplete or illegible entries will be disqualified.
4. **Register to Win – Grand Prize Event:** Official entry forms will be made available (while supplies last) at Performance Chevrolet prior to the grand prize contest event on **8/09/08**. Fully complete an official entry form with all required information including complete name, address (*including city, state & zip*), email address, birth date, and daytime and evening phone number. Deposit completed entry into the official registration box provided at sponsor location. No photocopied or mechanically reproduced entries permitted. All eligible entries must be received by the stated registration deadline, prior to the start of the grand prize contest. Limit one (1) entry per person. Incomplete or illegible entries will be disqualified. Selected finalists must be present at the time of the drawing and name announcement to participate in the contest.

Maximum of one (1) entry per person per registration method. Each participant must submit an entry on their own behalf. No person may enter more than the stated number of times as outline above in each registration method and no person may enter on behalf of another individual, or in another person's name. Incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or postage due mail or entries or for lost or stolen entries boxes, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure,

unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer transmissions and/or network connections; all of which will be disqualified.

Any entry submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple/different email addresses, identities, or any other methods void that participant's entries and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

In the event of a dispute as to any on-line registration, the authorized account holder of the e-mail address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. All entries received become the property of the Sponsor and will not be returned.

The contest is open to all **KKGL-FM** listeners who are legal United States citizens **18** years of age or older and who reside in **the Boise, ID** listening area. Employees of Station, its licensee, Citadel Broadcasting Corporation, Sponsors or Administrators, their subsidiaries, affiliated entities, affiliated advertising agencies, participating sponsors/promotional partners, other radio stations in the Boise, ID area and the members of their immediate families are ineligible to participate or win. Immediate family shall include spouse, parents, children, siblings, grandparents, grandchildren and any other person residing within the same household. Participants in the contest must possess valid government issued photo identification.

Winners will be required to sign any and all releases required by Sponsor/Administrator in order to receive any prize in this contest.

Finalist Selection & Notification: A maximum total of one hundred (**100**) finalists will be randomly selected from the various registration methods, as described below, to participate in the grand prize contest event (*see contest description below*). Selected finalists will be selected from each registration method approximately as follows:

- **(33) On Air Qualifiers:** A total of approximately thirty three (**33**) finalists will be selected through on-air contests.
- **(30) Website Qualifiers:** A total of approximately thirty (**30**) finalists will be randomly selected from among all eligible on-line registrations received.
- **(33) Register to Win:** A total of approximately thirty three (**33**) finalists will be randomly selected from among all eligible entries received at participating sponsor locations and station registration events.
- **(4) Grand Prize Event:** A total of four (**4**) finalists will be randomly selected from among all eligible entries received at the Grand Prize Event.

Maximum of one (1) finalist per household will be permitted. Each randomly selected finalist will be notified by phone or in person of their selection. Any selected finalist that cannot be reached or contacted to confirm their selection after an initial phone call to the number listed on their entry, will be disqualified and an alternate contestant will be selected and notified, time permitting. Any selected finalist who does not meet the eligibility requirements, does not wish to participate in the grand prize contest, or who is unable or unwilling to attend the grand prize event will be disqualified. An alternate finalist will then be randomly selected per the procedures outlined above, time permitting. Decisions of judges in the selection of finalists, and all matters related to this contest are final.

Selected finalist(s) must be present at the date, time and location as specified by sponsor to participate in the grand prize contest (*scheduled for 08/09/08 at Performance Chevrolet, 1088 Airbase Road, Mountain Home, ID 83647*). Selected finalists must check-in between the designated finalist registration times. Any finalist who fails to appear at the date, time and location as required will be disqualified. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Selected finalists will be notified of any changes at the time of their selection and/or notification. **In the event a finalist fails to appear at the designated date, time and location for the grand prize contest, sponsor reserves the right, in its sole discretion to randomly select replacement finalists from anyone in attendance from the crowd on the day of the contest.**

Only the finalists selected and notified by sponsor will be eligible to participate. All other entrants are ineligible. A maximum of 100 eligible finalists will be selected and allowed to participate in the grand prize contest. **Finalist selection and participation is non-transferable. No other individual may participate on behalf of a selected finalist. Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.**

Grand Prize Contest: Finalists will be drawn in random order to select a number. Each finalist will choose one of 100

numbered tickets from a basket in a blind drawing. The numbers correspond with 100 gift bags. The gift bags will include various qualifying prizes that coordinate to the process of elimination. The winner will be determined purely by chance, depending on the number chosen by the finalist before the elimination process begins.

Prize Awards & Delivery:

Grand Prize – The winner of the Tricked Out Truck Promotion will receive an upgraded 2001 Chevrolet Silverado 4x4 from Performance Chevrolet and Buck's 4x4. Total value of prize is approximately \$20,000 (twenty-thousand dollars.) **Prize winner may not select color, model or options.** Prize will include logo artwork of participating sponsors on the vehicle. By accepting this prize, winner agrees to leave the artwork in its original form, unretouched, unharmed, on the vehicle for one full year from August 9th, 2008.

The Prize winner will receive the prize award within approximately 90 days from the date in which the grand prize contest has been successfully completed. The prize winner, must take delivery of prize from Performance Chevrolet, Buck's 4x4, Stinker Stores and 96.9 The Eagle, or as otherwise instructed by Sponsors. By accepting this prize, winner agrees to allow sponsors to promotionally display the vehicle on three (3) separate occasions during said year. Winner grants the sponsors three occasions of possession of the vehicle, for promotional display within a timeframe of not more than 48 hours, on dates TBD. Location of displays will be within 250 miles of Boise. Contest prizes are not transferable. Prizes may not be substituted for or redeemed for cash. Grand Prize winner will receive 1099 IRS Tax form for the value of the grand prize as stated in these contest rules. Prizes are limited solely to those items explicitly set forth herein and shall not include any and all other expenses, incidentals or taxes that may arise out of the winner's receipt of this prize. Prizes will be awarded as is, with no written or express warranty.

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of the Prize winner, including but not limited to tax, title, insurance, license, transfer and registration fees. **Prize winner is responsible for paying any and all applicable sales tax on prize award at time of delivery, estimated at approximately 6.0% of prize value. Sales Tax may vary depending on the state and county in which each prize is awarded.** All federal, state and local taxes (including income taxes) are Prize winner's sole responsibility. Prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of comparable or greater value, at its sole discretion. Winner must possess a valid government issued Driver License and must obtain and maintain insurance with minimums as required by the State of Idaho.

A maximum (1) grand prize will be awarded, based upon the first eligible contestant who successfully completes the grand prize requirements

TAXES: Prize winner will be required to complete and return a W-9 form, affidavit of eligibility, and liability/publicity release, and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize and are responsible for paying all income taxes on prize. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. Total maximum retail value of all available prize awards: **\$20,000.**

Additional Rules & Restrictions: The Station reserves the right in its sole discretion to modify the contest rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties (collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason. The Sponsor and Administrator reserve the right in its sole discretion to modify the contest rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this contest, you agree to be bound by these

contest rules, any modifications thereof, and by all other rules imposed by Sponsor/Administrator. If due to circumstances beyond the control of Sponsor/Administrator, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Sponsor/Administrator reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize. Sponsor/Administrator, in its sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the Web Site or who is otherwise in violation of the rules. The Sponsor/Administrator further reserves the right to cancel, terminate or modify the contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

No purchase is necessary. The contest is void where prohibited

Odds: The odds of being selected as a finalist are dependent upon the number of eligible entries received or participants attempting to qualify. The odds of an eligible finalist completing the grand prize winning requirements are: **1:100.**

Winners List: For a copy of these official rules or name of the Prize winner(s), send a self addressed, stamped envelope to: **KKGL Tricked Out Truck Contest, c/o Citadel Broadcasting Corporation, 1419 West Bannock Street, Boise, ID 83702.** Please specify which you are requesting. Requests must be received by **10/9/08.**

Sponsor/Administrator: This Promotion is sponsored by **Citadel Broadcasting Corporation, 1419 West Bannock Street, Boise, ID 83702.**