

## GENERAL RULES FOR RADIO STATION CONTESTS & SWEEPSTAKES

### WFIL(AM)

**No purchase is necessary to enter or win  
A purchase will not improve your chances of winning**

These General Rules, shall govern all on-air contests or sweepstakes (each a “Promotion” and, collectively, “Promotions”) conducted by WFIL(AM) (“Station”) that do not have specific contest rules, including without limitation on-air, online, and text-based Promotions, and Promotions conducted through a Station social media account (*e.g.*, Facebook, Twitter, etc.). Certain material terms of a contest, including how to enter the contest, how the winner will be selected, and the prize for the contest, will be announced on-air at the time the contest begins. Any individual who enters, attempts to enter or in any way participates or attempts to participate in a Promotion agrees to be bound by these General Rules as well as by all interpretations of the rules by Station and by all other decisions of Station, which are final and binding in all matters relating to the Promotion.

1. **No purchase is necessary to enter or win. All applicable federal, state, and local regulations apply.** Void outside the U.S. and its territories, possessions, and commonwealths and where prohibited by law. Winners of a Station Promotion are not eligible to win another Promotion until ninety (90) days have passed since their selection as a winner.
2. **Entries.** Entries, and all information contained therein or transmitted therewith, become the sole property of Station and will not be returned or acknowledged. Entries that, as determined by Station in its sole discretion, are indecent, lewd, offensive, defamatory, profane, or are otherwise objectionable, or that contain material that may infringe upon any third party’s intellectual property rights, will be disqualified. Use of any automated system to enter or participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, or misdirected entries. Where applicable, entries will be deemed made by the “authorized account holder.”
3. **Verification of Potential Winner.** POTENTIAL PROMOTION WINNERS ARE SUBJECT TO VERIFICATION BY STATION, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. The potential winner must continue to comply with all terms and conditions of these General and winning is contingent upon fulfilling all eligibility and other requirements. The potential winner may be required to sign and return to Station, within the time period specified by Station, a winner declaration, an affidavit of eligibility, a liability/publicity release (except where prohibited), an IRS tax form, and/or any other Promotion-related documents provided by Station. Such documents must be signed and returned in order for potential winner to claim his/her prize. If a potential winner cannot be contacted, fails to sign and return any required documents within the required time period, or otherwise fails to reasonably communicate with Station, potential winner will be deemed to have forfeited the prize. In the event that a potential winner is disqualified or forfeits the prize for any reason, Station

may, at its sole discretion, award the prize (or any portion thereof) to an alternate winner or award the prize (or any portion thereof) in another contest or sweepstakes.

4. **Prizes.** There is no substitution, transfer, or cash equivalent for prizes, except that Station may, in its sole discretion, substitute prizes of comparable value. Possible prizes for a contest include but are not limited to a WFIL hat, suggested retail value \$20, a WFIL t-shirt, suggested retail value \$20, or a gift card with a retail value of \$5.60. If a prize becomes unavailable for any reason, Station reserves the right, in its sole discretion, to substitute a prize of comparable value. Prizes are expressly limited to the item(s) specified in the Specific Rules or, where no Specific Rules exist, announced on-air, and do not include taxes, gratuities, or any other expenses. Station is not responsible for any cancellation, rescheduling, or other modification to an event (including without limitation concerts) conducted by a third party. Any tickets and/or gift certificates/cards awarded as part of a prize will be subject to the terms and conditions set forth by the issuer and are valid only on the date(s) printed on the tickets or gift certificates/cards. No more than the stated number of prizes will be awarded.
5. **Taxes.** All local, state and federal taxes; costs; fees; and expenses associated with a prize or the acceptance and use of any prize are the sole responsibility of the winner. An IRS form 1099 will be issued to winners receiving prizes valued at \$600 or more in a calendar year.
6. **Release.** By entering a Promotion, participant agrees to release, hold harmless, indemnify and defend Station, Salem Communications Holding Corporation, their related and affiliated companies (including without limitation corporate parents and subsidiaries), participating sponsors, prize suppliers and any other entity involved in sponsoring, fulfilling, administering, advertising or promoting the Promotion, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, damages or liability arising out of or relating to Station’s conduct, administration, or promotion of a Promotion; a participant’s entry, attempted entry, participation or attempted participation in a Promotion; acceptance, use, non-use or misuse of a prize (including any travel or activity related thereto); and/or the broadcast, publication, exploitation or other use of participant’s name, likeness, voice, city of residence, biographic information, or statements. The releases herein are intended to apply to all claims not known or suspected to exist with the intent of waiving the effect of laws requiring the intent to release future unknown claims.
7. **Publicity.** Unless prohibited by applicable law, participant authorizes and irrevocably grants to Station and the other Released Parties permission to, from time to time and without further compensation, notice or permission, reference and discuss participant and participant’s participation in the Promotion on-air or online (including without limitation in social media); in photographs, video recordings, digital images, or audio recordings; in publications, newsletters, news releases, or other printed or digital materials; and in materials made available in other media now known or hereafter developed. Such reference

and discussion may involve participant's name, likeness, or voice, and involve the disclosure of participant's personal/biographical information.

8. **General Conditions.** Station reserves the right to cancel, suspend, and/or modify any Promotion, in whole or in part, in its sole discretion and for any reason, including without limitation if it learns of or suspects that any fraud, technical failure, or other factor beyond its reasonable control has impaired the integrity or proper functioning of the Promotion. Station reserves the right in its sole discretion to disqualify any individual it finds or suspects to be (a) tampering with the entry process or operation of the Promotion; (b) acting in violation of these General Rules; (c) gaining an unfair advantage in participating in the Promotion; (d) obtaining winner status using false, fraudulent or deceptive means; or (e) engaging in disruptive, annoying, harassing, or threatening behavior. Any attempt by any person to deliberately undermine the legitimate operation of a Promotion may be a violation of criminal and civil law and Station reserves the right to seek damages from any such person to the fullest extent permitted by law. Station's failure to enforce any term of these General Rules shall not constitute a waiver of that provision.
9. **Limitations of Liability.** The Released Parties are not responsible for: (a) incorrect or inaccurate entry information; (b) technical failures of any kind, including without limitation malfunctions, interruptions, defects or disconnections in phone lines or computer networks; (c) unauthorized human intervention in the entry process of administration of the Promotion; (d) typographical, technical or human error that may occur in the administration of the Promotion or the processing of entries; or (e) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Promotion or receipt or use, non-use or misuse of any prize.
10. **Entrant's Personal Information.** Information collected from entrants is subject to Station's privacy policy, which is available on Station's website.
11. The invalidity or unenforceability of any provision of these General Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, the rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein. Station reserves the right to modify these General Rules at any time.