

NASH FM 103.3's "KEYS TO SUMMER" CONTEST OFFICIAL RULES

A complete copy of these rules can be obtained at the offices of radio station WKDF ("Station"), owned and operated by Cumulus Media Holdings Inc. or one of its subsidiary companies, 10 Music Circle East Nashville, TN 37203, during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the NASH FM 103.3's "Keys to Summer" Contest (the "Contest") substantially as described in these rules, and by participating, each participant agrees as follows:

1. **NO PURCHASE IS NECESSARY. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.**
 2. **Eligibility.** This Contest is open only to legal U.S. resident's age twenty one (21) years or older at the time of entry with a valid Social Security number and who reside in the Station's Designated Market Area ("DMA") as defined by Nielsen Audio, who have not won a prize from the station in the last 90 days or a prize valued at \$500 or more in the last 180 days, and whose immediate family members or household members have not won a prize from the station in the last 90 days or a prize valued at \$500 or more in the last 180 days, or any prize from Sudden Service in the last 6 months. Void where prohibited by law. Employees of Cumulus Media Holdings Inc., Sudden Service Convenience Stores, Coca-Cola, Budweiser, and each of their parent companies, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Station's listening area, and the immediate family members and household members of all such employees are not eligible to participate. The term "immediate family members" includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term "household members" refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.
 3. **Contest Period.** The Contest will begin at **12:01 a.m., CT on June 5th 2017** and will run through **11:59 p.m., CT on August 13, 2017** (the "Contest Period"). The Station's computer is the official time keeping device for this Contest.
 4. **How to Enter.** You will automatically be entered into the Contest once you complete one (1) of the following:
 - (i) **On-Air:** Listen to WKDF-FM daily on weekdays from 3:00 p.m., CT on July 17, 2017 through 6:59 p.m., CT on August 13, 2017. When the Station plays the "cue-to-call" sounder, listeners should call the Station at 615-737-1033. Caller Ten (10) to the Station, as determined by the Station in its sole discretion, will be qualified to attend the Grand Prize drawing for their chance to win. **Time Delay Between Over-the-Air Analog Signal and Internet Broadcast:** Due to the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station online may hear the cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener entering this Contest on-air may be diminished.
 - (ii) **Text:** Send a text message with the keyword using the short code during the Sweepstakes Period. The keyword and short code to text to can be found at any Sudden Service Convenience Store location within the Nashville, TN Metro Area. Locations may be found at www.suddenserviceonline.com. All entries must be received by 11:59 p.m., CT on August 13, 2017 to be eligible for the grand prize drawing. **Standard text messaging rates, as established by an individual's wireless carrier, may apply, and contest partners assume no responsibility for any fees or charges incurred for and associated with any text message sent to or from contest partners. Any and all fees arising out of the transmission of a text message shall be the sole responsibility of the entrant. Limit one (1) entry per person per phone number per day.** Multiple participants are not permitted to share the same telephone number. Any attempt by any participant to submit more than one (1) entry by using multiple/different telephone phone numbers, identities, or any other methods will void that participant from further participation in the Sweepstakes.
 - (iii) **Remote Broadcast:** Attend the remote broadcast conducted by the Station at Sudden Service Convenience Store at location and time to be announced on NASH FM 103.3 during the sweepstakes period and complete an entry form. The remote broadcasts are as follows;
June 9, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #15 500 Hickory Hills Blvd. Whites Creek, TN 37189
June 16, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #60 6029 Nolensville Pike Nashville, TN 37211
June 23, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #70 1845-A Nashville Pike Gallatin TN. 37066
June 30, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #54 1597 Airport Road Gallatin, TN 37066
July 7, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #5 2605 Hwy 49 East Pleasant View, TN 37146
July 14, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #67 990 Alfred Thun Road Clarksville, TN. 37040
July 21, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #59 3895 Trenton Road Clarksville, TN 37040
July 28, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #25 601 Hornbuckle Road Clarksville, TN 37040
August 4, 2017 – 3:00pm CT – 6:00pm CT at Sudden Service Convenience Store #32 2654 Wilma Rudolph Blvd Clarksville TN 37043
- Limit one (1) entry per person per remote broadcast.** All entries must be received by the deadline stated at the remote broadcast.

(v) **Mail-In:** To enter, hand print your name, address, zip code, day and evening telephone numbers, and age and provide your signature (your signature certifies that you are 21 years of age or older and have read and complied with the Official Rules of this Promotion) on a 3" x 5" card and mail to: Keys to Summer, c/o Budweiser of Clarksville, 2059 Wilma Rudolph Blvd., Clarksville, TN 37040. All entries must be received by 5:00 p.m., CT on August 11, 2017.

Use of any automated system to participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, inappropriate or misdirected registrations, all of which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the participant. The "authorized account holder" is the natural person assigned the telephone number by the wireless carrier or an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. Station reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion.

5. **Winner Selection.** A total of 150 qualifiers will be selected by all the entries methods listed above.

Qualifier Selection.

QUALIFIERS VIA TEXT AND MAIL ENTRY METHOD. By or about 10:00 a.m., ET on August 15, 2017, Sudden Service Convenience Stores will select one hundred twenty-one (121) qualifiers for the Grand Prize in a random drawing from among all valid entries received via the text and mail entries during the Contest Period.

QUALIFIERS VIA ON-AIR ENTRY METHOD

NASH FM 103.3 WKDF will have a total of twenty (20) qualifiers from the on-air entry method outlined above.

QUALIFIERS VIA REMOTE BROADCAST ENTRY METHOD

NASH FM 103.3 WKDF will have a total of nine (9) qualifiers from the remote broadcast method outlined above.

GRAND PRIZE EVENT.

In order to be eligible for the Grand Prize, all qualifiers will be required to attend the Grand Prize Finale Event on August 26, 2017 from 10:00am CT through 11:59 a.m., CT at Sudden Service Convenience Stores at 2601 Hwy 49 East Pleasant, View TN 37146. All qualifiers must attend in person (no proxies permitted), check-in at the NASH FM 103.3 table and present a valid government issued photo ID no later than 10:30 a.m., CT on August 26, 2017 at Sudden Service Convenience Store at 2601 Hwy 49 East Pleasant, View TN 37146, and remain present throughout the duration of the Grand Prize Event in order to be in the Grand Prize drawing. Failure to check-in by 10:30 a.m. and/or to present a valid government issued photo ID will lead to immediate disqualification. Once checked in, the Qualifier must remain present throughout the duration of the Contest, in order to win the Prize. Should a Qualifier leave the premises after checking in, then Qualifier will be immediately disqualified and no longer be able to participate in the Contest.

Qualifiers will be contacted using the email address and/or telephone number provided with the entry and may be awarded the prize (subject to verification of eligibility and compliance with the terms of these rules). Station's decisions as to the administration and operation of the Contest and the selection of the potential winner are final and binding in all matters related to the Contest. Failure to respond to the initial verification contact within (2) days of notification will result in disqualification.

Grand Prize Event. Grand Prize Event will be held on Saturday, August 26, 2017 from 10:00 a.m., CT to 11:59 a.m., CT at 2601 Highway 49 East Pleasant View, TN 37146. All qualifiers will be notified by e-mail and/or phone with final instruction on where to be for the Grand Prize event. **FINALISTS MUST BE PRESENT, PRESENT A GOVERNMENT ISSUED PHOTO ID, CHECK IN AT THE NASH FM 103.3 TABLE NO LATER THAN 10:30AM CT AT THE DESIGNATED PLACE, AND REMAIN PRESENT FOR THE DURATION OF THE GRAND PRIZE EVENT IN ORDER BE ELIGIBLE TO WIN THE GRAND PRIZE.** As all qualifiers check-in, they will be given a numbered raffle ticket. Expenses related to travel to the Grand Prize Event, including transportation, meals and accommodations, if any, are solely the responsibility of each Qualifier. At 10:45a.m., CT, each eligible qualifier will randomly select one key from a container of all keys held by the Station in numerical order based upon the raffle ticket received when checking in. Once the qualifier selects a key, they (via a representative of the station) will have the opportunity to turn the key in the door of the 2017 Ford Focus to see if their key opens the door of the vehicle. If their key opens the vehicle, then that qualifier will win the Grand Prize. All entrants will have one opportunity to see if their key opens the door of the vehicle, and must hold on to their own key after their turn. If no key opens the vehicle after all qualifiers have attempted, each entrant will have another turn with their same key, or station may determine another means of drawing a random winner from qualifiers. Any qualifiers loss or misplacing of the key will result in disqualification from the Contest. **NO ADDITIONAL KEYS WILL BE ISSUED.** Station may, in its sole discretion, number each key and keep a record of the key that will start the car, but that number will not be disclosed to the public until after a qualifier successfully starts the car. Maximum odds of a qualifier winning the Grand Prize are up to 1 in 150.

Immediately following the 2017 Ford Focus giveaway, we will conduct a drawing for the secondary Grand Prize, a Sea-Doo Spark 3up and trailer. A station representative will randomly select one numbered ticket from a container of all tickets held

by the Station. The representative will announce the ticket number and the qualifier present holding that ticket will win the Sea-Doo Spark 3up and trailer. The 2017 Ford Focus winner will not be eligible for the Sea-Doo Spark 3up and trailer. If the selected ticket is that of the 2017 Ford Focus winner, an alternate ticket will be drawn and deemed the winner. Any qualifier's loss or misplacing of their ticket will result in disqualification from the Contest. Maximum odds of a qualifier winning the Sea-Doo Spark 3up and trailer are up to 1 in 149.

6. **Verification of Potential Winner.** POTENTIAL CONTEST WINNER IS SUBJECT TO VERIFICATION BY STATION WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. The potential winner will be notified by email and/or telephone call after the date of random drawing and/or winner determination. The potential winner will be required to sign and return to Station, within three (3) days of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) in order to claim his/her prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release will be deemed to have accepted the Contest Prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.
7. **Grand Prize.** Two (2) Grand Prizes will be awarded in this Contest. **One (1) Grand Prize is a 2017 Ford Focus.** Specific details of prize are as follows: Ford Focus: Winner will receive a 2017 Ford Focus. Approximate Retail Value ("ARV") at the time of delivery for this used vehicle is \$17,207. Registration, title, licensing fees, taxes (including, but not limited to, sales taxes and income taxes), insurance and costs associated with the vehicle, including any travel and transportation costs associated with collecting the vehicle, if applicable, are solely the responsibility of the winner and are payable at the time of possession. Failure to be able to pay any associated title, registration, and/or taxes at the time of possession will lead to forfeiture of the prize and the Station may, in its sole and absolute discretion, select an alternate Winner. Winner must accept delivery of the vehicle at a specified time and location within the NASH FM 103.3 listening area, and is required to present a valid driver's license and proof of insurability prior to accepting the vehicle. If the Winner fails to comply with the delivery conditions, prize will be forfeited and an alternate Winner will be randomly selected from a drawing of all qualifiers who attended the Grand Prize event and meet all other eligibility requirements. Winner does not have a choice of color or options, and the actual vehicle may differ from those shown in advertisements. The vehicle will have mileage accrued; the actual mileage on the vehicle at the time of delivery cannot be determined prior to the awarding of the vehicle. Warranties on the vehicle, if any, will be transferred to the winner if possible. Vehicle is awarded in "as is" condition. Any upgrades or options not on vehicle as delivered are solely the responsibility and is at the sole expense of the winners. All expenses not expressly specified herein are solely the winner's responsibility.
- One (1) Grand Prize is a Sea-Doo Spark 3up and trailer.** Specific details of prize are as follows: Winner will receive a Sea-Doo Spark 3up and trailer. **Approximate Retail Value ("ARV") at the time of delivery for this prize is \$7,598.** Registration, title, licensing fees, taxes (including, but not limited to, sales taxes and income taxes), insurance and costs associated with the vehicle, including any travel and transportation costs associated with collecting the vehicle, if applicable, are solely the responsibility of the winner. Winner must accept delivery of the vehicle at a specified time and location within the NASH FM 103.3 listening area, and is required to present a valid driver's license and proof of insurability prior to accepting the vehicle. If the winner fails to comply with the delivery conditions, prize will be forfeited and an alternate winner will be randomly selected from a drawing of all qualifiers who attended the Grand Prize event and meet all other eligibility requirements. Winner does not have a choice of color or options. Prize is awarded in "as is" condition. Any upgrades or options not on vehicle as delivered are solely the responsibility and is at the sole expense of the winners. All expenses not expressly specified herein are solely the winner's responsibility. The difference between any stated value and the actual value will not be awarded to the winner. Winner is responsible for all taxes, fees and expenses associated with prize receipt and/or use, and any not specifically awarded above. Odds of winning the Grand Prize depend on a number of factors including the number of eligible entries received during the Contest Period and listeners participating at any given time. Station reserves the right to substitute any listed prize for one of equal or greater value for any reason.
8. **Entry Conditions and Release.** By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Station, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Station, Cumulus Media Inc., and its subsidiaries, related and affiliated companies, participating sponsors, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, 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, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant's entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the

broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys' fees) arising out of or relating to an entrant's participation in the Contest and/or entrant's acceptance, use, non-use or misuse of the prize.

9. **Publicity.** Except where prohibited, participation in the Contest constitutes winner's consent to Station's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration, unless otherwise prohibited by law.
10. **Taxes.** All State, Local, Federal and or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in any given year will be issued an IRS Form 1099 to report their winnings.
11. **General Conditions.** Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, 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 Official Rules shall not constitute a waiver of that provision.
12. **Limitations of Liability.** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) 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 Contest or receipt or use, non-use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Contest, provided that if it is not possible to award another entry due to discontinuance or completion of the Contest, or any part of it, for any reason, Station, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In event that production, technical, programming or any other reason causes more than stated number of prizes as set forth in these Official Rules to be available or claimed, Station reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.
13. **Disputes.** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, other than those concerning the administration of the Contest or the determination of the winner, shall be resolved individually, without resort to any form of class action; (ii) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate state court located in the Station's listening area; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (iv) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the state in which the Station is located, without giving effect to any choice of law or conflict of law rules (whether of the state in which the Station is located or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state in which the Station is located.
14. **Entrant's Personal Information.** Information collected from entrants is subject to Station's Privacy Policy, which is available on the Station's website under the "Privacy Policy" link. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained on or within, shall become the sole property of Station to be used, disposed of or destroyed in its sole discretion. Station is not responsible for any incorrect or inaccurate information entered by website users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to Station's website.
15. **Contest Results.** A winners list may be obtained after September 27, 2017 by sending a self-addressed stamped envelope to the Contest Sponsor identified below.

CONTEST SPONSOR: CUMULUS MEDIA HOLDINGS, INC., NASH FM 103.3 WKDF 10 Music Circle East, Nashville, TN 37203. Bud of Clarksville 2059 Wilma Rudolph Blvd. Clarksville, TN 37135, Sudden Service c/o Hollingsworth Oil Companies 1503 Memorial Drive, Springfield, TN #B 37172.

