

Make the Switch. Isn't it time you upgraded your radio?
CBS Radio's Spring 2011 National Contest
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.

1. PROMOTION DATES

- a. The **Make The Switch** ("Promotion") will begin on Monday, April 25, 2011, and will run through Wednesday, May 25, 2011, between the hours of 6:00AM PST, and in the 5:00PM PST (the "Promotion Dates").

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open only to legal residents of the 50 United States (including the District of Columbia) who are 18 years of age or older. Contestants will be competing with listeners from up to 60 stations in up to 30 radio markets across the United States. Employees of CBS Radio Inc., its participating radio stations, including **KSCF- FM Sophie@103.7** (the "Station") (CBS Radio Inc., the Station and participating stations shall be collectively deemed "CBS Radio"), Prosodie Interactive, Allstream, AT&T, Ask Joe, LLC, and each their respective parent, subsidiary, and affiliated entities, and each of their advertising agencies, participating sponsors/promotional partners (collectively "Promotion Entities"), other radio stations in the metropolitan areas of the participating stations and members of their immediate families (parents, children, siblings, spouses) or persons living in the same households as such persons, whether related or not, are ineligible to participate or win. This Promotion is governed by U.S. law and is subject to all federal, state and local laws and regulations. Void outside the United States and where prohibited.
- b. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. ENTRY

- a. **ON-AIR:** To enter on-air, **KSCF- FM Sophie@103.7** listeners will need to listen during the Promotion Dates for their station's "cue to call" (there will be six (6) "cues to call" each weekday during the Promotion Dates) and then call 1-866-327-9946 (866-EASY WIN). On each weekday throughout the Promotion Dates, six (6) potential qualifying prize winners will be selected between the hours of 6:00 a.m. PST and in the 5:00 p.m. PST Hour. A total of one hundred thirty eight (138) nationwide qualifying prizes of \$1,000 will be awarded on-air. All on-air qualifying prize winners will be put into a drawing with the online qualifying prize winners (See 3(b) below) for a chance to win an additional nationwide \$50,000 grand prize at the conclusion of the Promotion. **KSCF- FM Sophie@103.7** as well as all participating stations may also announce exact times that future cues will be played. Station listeners will be competing with listeners from other stations around the country who will also receive a "cue to call" at the same time and will be calling the same number. Pending verification of eligibility, the 110th caller after the "cue to call" is given will be a qualifying prize winner. In the event that the 110th caller is disconnected, the next caller to make it through will be the prize winner. At the time of their call, each designated caller will be required to provide all information requested, including their first and last name, complete address, including Zip Code, daytime and evening phone numbers, and their date of birth to be eligible to win. In the event of a tie, duplicate claims, or multiple persons claiming to be the correct caller, a final and binding decision will be made by CBS Radio, which reserves the right to hold a random drawing in such event to determine the winner. In the event of an equipment malfunction, CBS Radio reserves the right to award prize to caller 111, 112, or 113, from

the previous contest, in this order and pending verification of eligibility, except that any such callers who have already won qualifying prizes will be excluded.

- b. **ONLINE BONUS ENTRY:** In addition to entering on-air, listeners may enter online for an additional chance to win one daily prize during the Promotion Dates. Each weekday during the Promotion Dates, the Station will broadcast an online entry password at 12:05 p.m. ET. A different password will be announced each weekday. Between 12:05 pm ET and 5:05 p.m. ET during the Promotion Dates, entrants must visit **RadioSophie.com** and click on the Promotion banner or link to get to the online entry webpage. Following the links and instructions, entrants must enter the Promotion and submit their first name and last name, complete address, city, state, zip code, telephone number, date of birth, a valid email address, and the correct daily password in the online entry form. Only one internet entry per person and one internet entry per email address is permitted per day. Online entrants will be competing with entrants from other stations around the country who will also receive the same password at the same time. One (1) potential qualifying prize winner will be selected at approximately 9:00 a.m. ET each business day following each weekday entry period during the Promotion Dates. A total of twenty three (23) nationwide qualifying prizes of \$1,000 will be awarded online from entries received during the Promotion Dates. All online qualifying prize winners will be put into a drawing with the on-air qualifying prize winners (See 3(a) above) for a chance to win an additional nationwide \$50,000 grand prize at the conclusion of the Promotion. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the Promotion.
- c. There is no limit to the number of times a listener can try to call in and win. Online entrants may enter once per day during the Promotion Dates. A listener or entrant may only win one qualifying prize during the Promotion, and only one qualifying prize winner per household can win during the run of the Promotion. For this Promotion only, restrictions that would prevent a listener from winning if he/she had won another recent CBS Radio station contest or Promotion will not apply.
- d. Due to delays in the Station's streaming broadcast, listeners to the online stream may not be able to timely participate in any Station-conducted on-air contests. Listeners to the online stream are encouraged to listen to the Station live on-air.

4. **PRIZES**

- a. One hundred sixty one (161) qualifying prizes: \$1,000 cash. Only one (1) qualifying prize will be awarded per qualifying prize winner.
- b. One (1) grand prize: \$50,000 cash.
- c. Maximum aggregate value of all prizes in the Promotion is \$211,000. No more than the stated number of prizes will be awarded.
- d. Cash prize will be issued as a check payable to the order of the prize winner pending verification of eligibility. All taxes, including but not limited to, federal, state, and local taxes, and any other costs and expenses associated with the acceptance and use of a prize are solely the responsibility of the winner. The prize winners will each be issued an IRS Form 1099 for the value of their respective prize(s). Prizes cannot be transferred or substituted except at the sole discretion of CBS Radio.

5. **WINNER SELECTION AND NOTIFICATION**

- a. Decisions of CBS Radio with respect to the Promotion are final.
- b. Potential qualifying prize winners will be determined as described in Section 3 above and will be notified by telephone at the time of their calls or by email following each online drawing as applicable. Entrants will be competing with listeners from up to 60 stations in up to 30 radio markets across the United States. Odds of being selected as a qualifying winner depend on the order and number of calls received or the number of online entries received.
- c. All on-air and online qualifying prize winners will be entered automatically in a nationwide grand prize random drawing conducted by CBS Radio on Thursday, May 26, 2011. One (1) potential grand prize winner will be selected. Odds of a qualifying prize winner winning the grand prize are 1:161.
- d. CBS Radio will notify potential winners by telephone and by U.S. Mail or overnight courier.
- e. Winners (or their parents or legal guardians if under the age of majority) must execute and return any required affidavit of eligibility and/or liability/publicity release within fourteen (14) days of notification attempt or prize will be forfeited. If winner is under the age of majority in his/her state of residence (a "minor"), prize may be awarded in the name of his/her parent or legal guardian who will be required to complete and sign any required documents. 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.

6. **CONDITIONS**

- a. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners 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 the prize. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize.
- b. By participating in the Promotion, the winners agree to have their name, city, state, voice, or likeness used in any advertising or broadcasting material on-air, online, or in any other media (for CBS Radio, the Station or any other participating station) without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize. Where legal, winners also agree to provide CBS Radio with an interview, which may be used in connection with the Promotion.
- c. Prior to awarding any prize or prize certificate, CBS Radio in its sole discretion may require verification of winner's identification by a showing of valid government-issued photo identification. CBS Radio may also require Promotion winners (as well as their parent(s) or legal guardian (s), if winners are under the age of majority in their state of residence), to sign a liability release, agreeing to hold the Promotion Entities and their officers, shareholders, directors, employees, agents and representatives of each of them (collectively, the "Released Parties") harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Promotion.
- d. CBS Radio, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process or the operation of any of the participating stations' websites or is otherwise in violation of the rules. CBS Radio, in its sole discretion, reserves the right to reject calls from any phone number or phone numbers and to disqualify any person or person who CBS Radio believes is tampering with the entry process in any way, including but not limited to attempts to manipulate the phone system or entry process in order to increase the odds of winning, any other fraudulent activity designed to affect the entry process or who is otherwise in violation of the rules or of any applicable law or regulation. CBS Radio further reserves the right to cancel, terminate, suspend, or modify the Promotion if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond CBS Radio's control, including force majeure, infection by computer virus, bugs, tampering, unauthorized intervention or

technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by CBS Radio in its sole discretion. Any attempt by an entrant or any person to deliberately damage any station website or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, CBS Radio reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. CBS Radio's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of CBS Radio or for any force majeure event of local or national importance, any segment of the Promotion is delayed, rescheduled, postponed or cancelled, CBS Radio 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.

- e. Contestants understand, acknowledge and agree that the Released Parties shall not be liable for losses or injuries of any kind resulting from the rejection of an entry given CBS Radio's belief that the contestant was abusing or tampering with the Promotion entry process in any manner or due to any technical malfunction of the telephone network/transmission line or any entries that are late, delayed, garbled, incomplete, misdirected, lost, corrupted or otherwise not in compliance with the rules or applicable law.
- f. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, equipment malfunctions, disconnections, or other technological failures, telephone service outages, delays, dropped calls, interruptions, or busy signals; (iii) misdirected, incomplete, incorrect, or late entries.
- g. Failure to comply with the Promotion rules may result in a contestant's disqualification solely at the discretion of CBS Radio.
- h. Any disputes that may arise hereunder shall be governed in all respects by the laws of the State of New York without regard to the conflicts of laws principles of any jurisdiction. Venue with respect to any such disputes shall be had in the state and federal courts of the State of New York.
- h. Copies of the Official Rules or for a list of winners following completion of the Promotion (specify which), send a self-addressed, stamped envelope (VT residents may omit return postage) specifying "Official Rules" or "Winner List" to CBS Radio's Spring 2011 National Promotion Winner List or Official Rules Request, CBS Radio, 1800 Pembroke Drive, Suite 400, Orlando, FL 32810. A copy of the Official Rules and a list of winners (when complete) are also available during regular business hours at the main studio of the Station at **8033 Linda Vista Road, San Diego, CA 92111**. All such requests must be received within 60 days following completion of the Promotion.

SPONSOR & ADMINISTRATOR: CBS Radio Stations Inc., 1800 Pembroke Drive, Suite 400, Orlando, FL 32810.

LEGAL COMPLIANCE COPY (PROMO):

Air either this Legal Compliance Copy or the Abbreviated Legal Compliance Copy (both Parts A and B), below, verbatim once per day in rotating day parts, during the hours in which the Promotion is played - (the day parts in which the Promotion is being played).

LEGAL COMPLIANCE COPY

"The **Make The Switch** promotion will run weekdays from Monday, April 25th, through Wednesday, May 25th, between **6:00 a.m. PST and In the 5:00 p.m. PST**

Listen to **KSCF- FM San Diego Sophie@103.7** during these hours for the "cue to call" and then call, 1-866-327-9946 (1-866-EASY-WIN). **KSCF- FM San Diego Sophie@103.7** listeners will compete with listeners from up to 60 stations in 30 cities across America who will also hear the cue at the same time and will be calling the same number. The 110th nationwide caller after the cue will win \$1,000 cash pending verification of eligibility, and be entered for a chance to win the \$50,000 grand prize. Participating stations may announce when cues will be played. Six on-air prizes will be awarded per weekday.

Also, each weekday at 12:05 p.m. Eastern we will announce a secret password. When you hear it, enter online before 5:05 p.m. Eastern at www.RadioSophie.com for an additional chance to win \$1,000 per day. The password changes daily. One nationwide winner will be selected each day. Online winners will also be entered for a chance to win the \$50,000 grand prize.

On-air odds depend on the order and number of calls received. Online odds depend on the number of entries received. No limit to the number of times listeners can try to call to win, but you may enter online only once per weekday. Listeners and online entrants may only win once. One winner per household.

Open to legal residents of the fifty United States and DC, 18 or older. Employees of CBS Radio, Prosodie, Allstream, AT&T, Ask Joe, their parents, subsidiaries, and affiliates, their ad agencies, sponsors, promotional partners, other radio stations in metro areas of participating stations and members of their immediate families or households are ineligible.

KSCF- FM San Diego Sophie@103.7 its parents or affiliates aren't responsible for phone outages, delays, busy signals, malfunctions or any other technical difficulties. CBS Radio may conduct a random drawing to determine the winner in the event of duplicate claims or technical difficulties. CBS Radio may reject calls from any number to disqualify persons tampering with the entry process. CBS Radio's decisions in this Promotion are final.

No purchase necessary. Void where prohibited. See Official Rules at **KSCF- FM San Diego Sophie@103.7's** studio and online at **RadioSophie.com.**"

ABBREVIATED LEGAL COMPLIANCE COPY PARTS A AND B (PROMO):

Air either both Parts A and B of this Abbreviated Legal Compliance Copy or the complete Legal Compliance Copy, above, verbatim once per day in rotating day parts, during the hours in which the Promotion is played - (the day parts in which the Promotion is being played).

ABBREVIATED LEGAL COMPLIANCE COPY PART A

"The **Make The Switch** runs weekdays from April 25th through May 25th, between **6:00 a.m. PST and In the 5:00 p.m. PST**

Listen during these hours for this "cue to call" and then call, 1-866-327-9946 (1-866-EASY-WIN). Listeners of up to 60 stations in 30 cities will hear the cue at the same time and will call the same number. The 110th nationwide caller after the cue will win \$1,000 and be entered for a chance to win the \$50,000 grand prize. Participating stations may announce when cues will be played. Six on-air prizes will be awarded per weekday. On-air odds depend on the order and number of calls received.

Also, each weekday at 12:05 p.m. Eastern, we'll announce a secret password, which will change daily. When you hear it, enter online before 5:05 p.m. Eastern on our website for another chance to win one daily nationwide \$1,000 prize. Online odds depend on the number of entries received. Online winners will also be entered for a chance to win the grand prize.

No purchase necessary. Void where prohibited. See Official Rules at **RadioSophie.com.**"

ABBREVIATED LEGAL COMPLIANCE COPY PART B

"The **Make The Switch promotion**, which runs weekdays through May 25th, is open to legal residents of the fifty United States and DC, 18 or older. Employees of CBS Radio, Prosodie, Allstream, AT&T, Ask Joe, their parents, subsidiaries, and affiliates, their ad agencies, sponsors, promotional partners, other radio stations in metro areas of participating stations and members of their immediate families or households are ineligible.

No limit to the number of times listeners can try to call to win, but you may enter online only once per weekday. Listeners and online entrants may only win once.

Prizes are awarded pending verification of eligibility.

CBS Radio is not responsible for phone outages, delays, busy signals, malfunctions or any other technical problems. CBS Radio may conduct a random drawing to determine the winner if there are duplicate claims or technical difficulties and may reject calls from any number to disqualify persons tampering with the entry process. CBS Radio's decisions are final.

No purchase necessary. Void where prohibited. See Official Rules at our studios and online at **RadioSophie.com.**"