

CONTEST NAME: "What's Under the Rock"

SPECIFIC CONTEST RULES

Effective Date: March, 29 2021 to May 7, 2021

Participating Radio Station(s)/Studio Address(s)/Phone #'s/Website Address(s):

WYCR-98.5, Rocky 98.5

275 Radio Road, Hanover, PA 17331

717-764-0098

www.foreveryork.com

Declared Value of Prize(s): A maximum total of ninety (90) prize(s), each individually awarded three (3) times daily in the 8 AM, 11 AM, and 3 PM hours, Monday through Friday, each prize consisting of a minimum of one hundred dollar(s) (\$100) cash prize. ("Prize(s)"). The maximum amount to be awarded will exceed no more than Nine Thousand Dollar(s) (\$9,000).

Forever Media, Inc. and its affiliates through their Participating Radio Station(s), in conjunction with various sponsor(s) and/or prize provider(s) (collectively, "Forever") is conducting a contest named as set forth above ("Contest"). Forever may air contest(s) from time to time which are conducted by Forever's advertisers and other organizations that are not, sponsored or endorsed by, and/or for which, neither Forever, nor its radio stations, participate ("Non-Forever Contest(s)"). For any Non-Forever Contest(s) please refer to the contest rules of the Non-Forever Contest Sponsor. Forever assumes no liability or responsibility in whole or in part for any Non-Forever Contest(s).

1) No purchase or payment necessary. Odds of winning will vary based on Contest(s) participation. Void where prohibited or restricted by law. Unless otherwise specifically provided, Contest participants ("Participant(s) or singularly Participant") may only play, register or win one time during a Contest. For on-air Contests, there is no limit as to the number of call-ins or texts a Participant(s) may attempt, however that Participant(s) may only play, register or win once. Participant(s) are limited to one prize or prizes ("Prize(s)") per household every 30 days. For Prize(s) valued at over \$150, only one Prize(s) per household every 90 days. For any Prize(s) over \$600, only one Prize(s) per household every 180 days. Participant(s) must be 18 years of age or older to enter, however the Participating Radio Station(s) reserves the right in its sole discretion to restrict the age of participation for any Prize(s) due to the nature of the Prize to then be awarded, which will be announced on the earlier of the start of the Contest in its specific rules, or, prior to the drawing of a Prize(s) in the event of a live drawing. Unless provided in a specific Contest's rules, any duplicate registration entries will disqualify ALL entries by that Participant(s).

2) At random to be announced times over the Effective Date, Forever's Participating Radio Station(s), will give Participant(s) a chance to win the above described prize(s) or consideration awarded above. **By registering or otherwise participating in this contest or event, Participant(s) hereby affirm that they have read and agree to the contest or event rules, including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website.**

- Beginning on the Effective Date, Participant(s) will be given a hint as to "What's Under the Rock". The 10th caller will be asked to correctly guess, "What's Under the Rock". If the Participant(s) guesses correctly, they win the minimum prize(s) stated above. If the Participant(s) does not get the correct answer, one hundred dollar(s) \$100 will be added to the prize(s) amount with each play, until the correct answer is given. When "What's Under the Rock" is correctly identified, the prize(s) amount will reset to the minimum prize(s) stated above. . In the event of any technical difficulties with the 10th caller, the next random caller will be selected to take a guess. Once a guess is given, that contest play is concluded.
- Must be 18 years of age or older to enter and must possess a valid State issued Driver's License or State issued Identification Card to be a Participant and to pick up the Prize(s).

- Winning Participant(s) will be announced on the air and/or on the Participating Radio Station(s) website and/or will be notified by the preferred phone number or email provided by the Participant(s) in the event of a registration.
- Winners are responsible for completing all required paperwork concerning the delivery of their Prize(s). Including but not limited to the Forever EVENT PARTICIPATION, PUBLICITY, PHOTOGRAPHIC, AUDIO, VIDEO AND PRIZE WINNER ACKNOWLEDGEMENT, RELEASE AND HOLD HARMLESS as posted on the Participating Radio Station(s) website. Prize(s) winners are responsible for any additional expenses beyond the specifics detailed such as transportation to and from the event and parking fees to the venue.
- Prize(s) may be time sensitive. Unless otherwise notified by the Participating Radio Station(s), winner(s) must pick up their Prize(s) on the earlier of: (i) noon two (2) business days prior to the date of a time specific contest, concert, or event, or (ii) thirty (30) days from the Prize(s) award. Proper photo ID will be required to pick up a Prize(s) at the Participating Radio Station(s) or, in the event that a specific Prize(s) must be picked up at a venue will call window, proper Photo ID for that Winner will be required.
- If any concert or event is cancelled, no other Prize(s) will be substituted.
- Winners are responsible for completing all required paperwork concerning the delivery of their Prize(s). Any Forever Contest(s) winner who during the course of a calendar year wins more than \$600 in prizes in the aggregate from Forever and/or a participating Vendor or Sponsor for those Contest(s) will receive an IRS Form 1099 from Forever, or as otherwise specifically provided in the rules for that Contest.
- Prize(s) may not be exchanged and have no cash value.

3) Any questions or comments regarding the operation of the Contest must be made in writing to Participating Radio Station(s) Operations Director at the Studio Address.

4) All Contest Rules are subject to change at the sole discretion of the Participating Radio Station(s) at their sole discretion. Forever retains the right to cancel this Contest for any reason at any time.

5) A copy of the official rules governing this Contest as well as Forever's General Contest Rules are available at the Participating Studio Address and on the Participating Radio Station(s) website address(s). Copies of the rules can be requested by sending a self-addressed stamped envelope to the Studio Address.

The above Specific Contest Rules are to be applied in conjunction with the General Contest Rules in effect by Forever at the time of a Specific Contest and may be amended, supplemented, modified in all or part for a specific radio station or station(s) Events/Contests/Activities from time to time by Forever in its sole discretion. Forever at all times reserves the right to amend/supplement and/or modify these Specific Contest Rules with specific rules which shall be made available by the Forever radio station as appropriate and in the Forever radio station(s) sole discretion. Listeners' and potential contest Participant(s) are urged to acquaint themselves with these Specific Contest rules in advance of their participation. Where Specific Contest Rules are in place for a particular event, those Specific Contest Rules shall control over, where different, from the General Contest Rules.

Forever Media Inc. its affiliates and their Radio Station(s) do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices.

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