

101 WRIF Octolight / Detroit Red Wings Playoffs Contest– Official Contest Rules

NO PURCHASE OR OTHER CONSIDERATION IS NECESSARY TO PARTICIPATE IN THIS CONTEST; PURCHASE DOES NOT INCREASE CHANCES OF WINNING.

Contest Dates

April 14 to April 18, 2016 (“promotional period”). Two winners to be selected on April 16, 2016. Two Winners to be selected on April 19, 2016.

How to Enter or Participate for a Chance to Win

In the evenings during the promotional period, 101 WRIF will be projecting the WRIF “OctoLight” in the metro Detroit area. Throughout each day of the promotional period, 101 WRIF will promote the selected city where the light will be projected that evening. Listeners who spot the light and take a photo of it can post their photo of the light to their Facebook, Twitter, and/or Instagram accounts with the hashtag “#OctolightContest” or photos can be uploaded directly to the WRIF contest page at www.wrif.com. All photos that are hashtagged or uploaded will be posted at www.wrif.com. Eligible individuals who submit a photo as described above will be qualified for a chance to win a pair of tickets to either Game Three on April 17th or Game Four on April 19th of the hockey playoff series between the Detroit Red Wings and the Tampa Bay Lightning at Joe Louis Arena.

All entries must be posted or uploaded by 6:00am (ET) on April 19, 2016 to be eligible to win.

By submitting a photo entry, entrants (1) certify that they own the submitted photo and have the right to submit the photo for all contest purposes, including (without limitation) posting on the WRIF website and social media pages, and other promotional uses by WRIF and The Detroit Red Wings; and (2) authorize WRIF and The Detroit Red Wings to use the submitted photo for promotional purposes, in any medium.

Unless stated otherwise in these rules, contest entries are limited to one per person for the entire contest, regardless of the entry method. Limit one winner per household.

Winner Selection

On each of April 16 and April 19, 2016, two (2) potential winners will be selected randomly from all eligible “Octolight” promotion entries received to date (Four (4) Winners total). Initially-selected potential winners will be notified by direct message through the social media site to which they uploaded their photo, or by email to the email address from which they submitted their photo to the WRIF webpage. All potential winners must confirm acceptance of the prize within four (4) hours of initial contact, and must provide their full name, home address, phone number and date of birth to confirm eligibility. Upon providing this information, and subject to confirmation of eligibility, winners will then be confirmed by phone call. Failure to comply with these requirements will result in disqualification, forfeiture of prize, and selection of a new winner (time permitting).

Prize

Two (2) Prizes will be awarded on April 16, 2016, each consisting of two (2) tickets to Game 3 of the Detroit Red Wings Round 1 Playoff Series at Joe Louis Arena in Detroit, MI on April 17, 2016. ARV = \$200

Two (2) Prizes will be awarded on April 19, 2016, each consisting of two (2) tickets to Game 4 of the Detroit Red Wings Round 1 Playoff Series at Joe Louis Arena in Detroit, MI on April 19, 2016. ARV = \$200

Odds of being selected depend on the number of eligible entries received as of the drawing date. Non-cash prizes are not redeemable for cash. 101 WRIF reserves the right, in its sole discretion, to substitute any prize with one of equal or greater value. Winners may not request prize substitution. Prizes are non-transferable and may not be claimed or used by any person other than the winner. Winners must claim their prizes as instructed by 101 WRIF Promotions. Claiming prize may entail filling out a release form sent via email, and tickets claimed at The Joe Louis Arena Box Office on the day of the game.

Eligibility

All entrants must be at least 18 years old and legal residents of the United States, living or working in the Detroit metro survey area (as defined by Nielsen Audio). A winner will be disqualified if he/she or a member of his/her

household has won a 101 WRIF contest with a prize value over \$50.00 within the previous 60 days, or a Greater Media Detroit (including WCSX, WMGC-FM, WRIF) contest with a prize value of \$1000 or more within the previous 365 days. Employees (including their immediate families and members of the same household) of Greater Media Detroit, The Detroit Red Wings, their respective affiliates, promotion sponsors, advertising and promotional agencies who do business with 101 WRIF or any of the promotion sponsors, and other radio stations in the Detroit metro survey area are not eligible to participate. The term "immediate family" includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including "in-laws." Limit one entry per person and one winner per household; multiple entries will disqualify the entrant. Void where prohibited.

Release

By entering, all participants release and hold harmless the promotion sponsors, 101 WRIF, Greater Boston Radio, Inc., the Detroit Red Wings, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents (collectively, the "Released Parties") from any and all liability and any injuries, loss or damage of any kind arising from or in connection with this contest and any prize won. Winners will be required to sign a form releasing the Released Parties from all liability in connection with the contest and the award and use of the prize before claiming the prize.

Disclaimer

The Released Parties undertake no liability or responsibility, and make no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the contest, by the winner and/or winner's guest(s). The Released Parties are not responsible for damage to a prize or loss of a prize or prize certificate after the prize has been claimed. Winners must inspect their prizes before leaving the station. The Released Parties are not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, misdirected, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in this contest, or by any human error which may occur in the execution of this contest. If, for any reason, the contest is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of 101 WRIF, Station management reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest and/or determine an alternate method of awarding the prize(s).

License

Entry into any contest constitutes full permission for 101 WRIF and promotion sponsors/prize providers and their respective affiliates to broadcast and/or to photograph or publish the participant's name, voice, recorded comments, submitted entry photo, biographical information, face and likeness, in any medium, without compensation.

Taxes

If required by applicable law, 101 WRIF will report the total value of each prize to the IRS and will furnish winners with a federal Form 1099. Winners may be required to provide their social security number to 101 WRIF for tax reporting purposes, and are solely responsible for payment of all taxes incurred as a result of the award of a prize.

General

Failure to conform to all contest rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant or on a contestant's behalf, will result in the contestant's disqualification and forfeiture of any prize won. 101 WRIF reserves the right to rule ineligible listeners who, in 101 WRIF's sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by 101 WRIF or its affiliates. 101 WRIF reserves the right to cancel, suspend and/or modify this Contest and these Official Rules at any time, which changes will become effective upon announcement. By taking part in this contest, participants agree to be bound by these rules and all decisions of the judges, who are employees of 101 WRIF and whose decisions with respect to all aspects of the contest are final and binding. Copies of written contest rules and, where required by law, the list of winners are

available during regular business hours at the 101 WRIF office, One Radio Plaza, Ferndale, MI 48220, for 60 days after the contest concludes.

As a condition to participating in this Contest, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court located in Oakland County, Michigan, having competent jurisdiction, which court shall apply the laws of the State of Michigan, without regard to the conflicts of law principles thereof. The entrant and 101 WRIF hereby waive any and all right to trial by jury. If any provision of these Official Rules is declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law.

All federal, state and local laws and regulations apply.

Sponsor: Greater Boston Radio, Inc. d/b/a 101 WRIF, One Radio Plaza, Ferndale, MI 48220