



**OFFICIAL CONTEST RULES**  
**“COORS LIGHT TICKET TO ROCK”**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

**1. How to Enter the Contest:**

- a. The “Coors Light Ticket to Rock” contest (“Contest”) will begin on Monday, June 22, 2009 at approximately 8:00am Pacific Time (“PT”) and will end on Sunday, July 13, 2009 at approximately 11:59pm PT. (“Contest Period”)
- b. To participate in this Contest, listeners will enter to win in one of the following two ways:
  1. Text to win in. Text the keyword “Lolla”. Listeners will need to text the keyword to the KUFO Text club, 52051, by each Phase deadline to enter to win.
  2. Enter to win in Area 101 at KUFO.COM. Enter your first name and last name, complete address, city, state, zip code, telephone number, date of birth, and a valid email address in the online entry form. Only one internet entry per person and one internet entry per email address is permitted. 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 by assigning email address or the domain associated with the submitted email address. For purposes of these Official Contest Rules, “receipt” of an online entry will be solely determined when the Station’s web servers record the entry information. Any automated computer receipt (such as one confirming delivery of an email) does not constitute actual receipt of an entry for purposes of these Official Contest Rules. Multiple participants are not permitted to share the same email address. All entries submitted become the sole property of the Station and 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 Contest. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological glitches. All online entries must be received by KUFO by Sunday July 12, 2009 at 11:59pm PT.
- c. One (1) entry per person regardless of the method of entry.

**2. Eligibility Restrictions:**

- a. The Contest is open to all persons in the Portland metropolitan area residing in Oregon and in Southwest Washington who are at least 21 years of age or older at the time of entry. Employees of the KUFO, its licensee, corporate parent, subsidiaries, and affiliates, its advertising agencies, participating sponsors/promotional partners, other

radio stations in the Portland Metropolitan area and the members of their immediate families and/or households are ineligible to participate or win.

- b. Contestants are eligible to win a Station contest/prize valued at \$50.00 or more only once every thirty days, and a prize valued at \$600.00 or more only once every six months. Only one winner per household is permitted in any Station contest.
- c. Winner must provide government issued photo identification and must sign and return a liability/publicity release form prior to receiving the prize.
- d. Contestants 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, and the Station will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

### 3. **Grand Prize:**

- a. One (1) Prize will be awarded.
- b. Prize is one (1) trip for two (2) to Chicago for the Lollapalooza festival leaving Portland on August 7, 2009 and returning August 10, 2009 and includes the following: roundtrip coach airfare for two (2) from Portland to Chicago, 3 nights hotel stay (standard double occupancy), and two (2) 3-Day passes to the festival which takes place 8/7, 8/8 & 8/9/2009. Approximate Retail Value ("ARV") of the Prize is \$2,300.

The Winner must travel on the above specified dates. Restrictions may apply. The Prize is expressly limited to the items listed above and does not include any other expenses. All other expenses not specifically mentioned herein (including but not limited to personal charges, meals, tips, gratuities, any additional costs charged to the room, ground transportation, and other incidental expenses) are solely the responsibility of the Winner. Other restrictions may apply. No travel extensions permitted. The Winner and his or her guest must travel on the same travel itinerary. The Winner may be required to present a valid credit card at the time of checking in to the hotel to cover any incidental costs incurred during their stay. Prize may not be sold, traded, transferred, refunded, commissioned or redeemed for cash value. Prize elements may not be substituted and vacations are non-commissionable. Actual final retail value of trip may be higher or lower based on departure date. If Winner cannot travel on dates specified by the Station, Winner will be disqualified and an alternate winner will be selected. Taxes are solely the responsibility of the winner. Winner and travel companion must travel on the same itinerary and are responsible for obtaining all required travel documents. In addition, winner and travel companion of winner must be 21 years of age or older. Winner may be required to present a valid credit card upon hotel check in to cover any incidental expenses incurred during their stay. Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) where applicable, at their option, and hereby acknowledge that the Station has not and will not obtain or provide travel insurance or any other form of insurance. Winner and travel companion must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. Tickets are subject to terms and conditions as specified by issuer. Seat locations to be determined by the Station. The Station reserves the right to remove

or to deny entry to winner and/or guest if he/she engages in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the race.

- c. All Prizes or Prize Certificates may be picked up at the office of the Station, 2040 SW First Avenue, Portland, OR 97201 by 5:00pm PT on Monday, July 24, 2009 at 5:30pm PT. The prize will be forfeited if not claimed within these time frames. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. The Station is not responsible for the safe arrival of a prize or prize certificate.
- d. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, at its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the items listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

#### 4. **Selection of Winners:**

- a. Decisions of management of the Station with respect to Contest are final.
- b. On Monday July 13, 2009 at approximately 10:00am a representative from the Station will select one (1) winner in a random drawing from all eligible online and text message entries received by the entry deadline. Prize will be awarded upon confirmation of winner eligibility. Prize will be awarded upon confirmation of winner eligibility.
- c. Odds of winning depend upon the number of eligible entries received.
- d. Winner need not listen or be present to win.
- e. The Winners will be contacted via telephone by a Promotions staff member of the Station immediately following each random drawing on the above listed dates/times. If the winner cannot be contacted or does not execute and return any required affidavit of eligibility and/or liability/publicity release or is deemed to be ineligible, the winner will forfeit the prize and an alternate winner will be selected in a random drawing of all remaining eligible entries. If the alternate winner cannot be contacted, no Prize will be awarded.

#### 5. **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 any prize valued at \$600 or more or for any prizes awarded by the Station in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize.
- b. By participating in the Contest, the winner agrees to have his/her name, voice, or likeness used in any advertising or broadcasting material relating to this Contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

- c. Prior to awarding any prize or prize certificate, the Station in its sole discretion may require Contest winners (and their travel companions, if any) to sign a liability release, agreeing to hold the station, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Contest.
- d. The Station reserves the right to make changes in the rules of the Contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize related event is delayed, rescheduled, postponed or cancelled, the Station reserve the right, but not the obligation, to cancel or modify the Contest and shall not be required to award a substitute prize.
- e. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of the Station.
- f. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Contest or in the announcement of a prize.
- g. Copies of the written Contest rules and a list of all winners (when complete) are available during regular business hours at the main studio of KUFO, 2040 SW First Ave., Portland, OR 97201 or by sending a self-addressed stamped envelope to this address.