



OFFICIAL CONTEST RULES
“MASTODON SCHOOL OF ROCK CONTEST”

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 “Mastodon School of Rock” contest (“Contest”) will begin on Monday, September 21, 2009 at approximately 8:00am Pacific Time (“PT”) and will end on Tuesday, September 29, 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 “ROCK”. Listeners will need to text the keyword to the KUFO Text club, 52051, by the abovementioned 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 Tuesday September 29, 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 18 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 consists of two (2) tickets to see Mastodon on Friday, October 2, 2009 at the Roseland Theatre in Portland, one (1) 30-minute guitar lesson with Mastodon guitarist Bill Kelliher at the Best Buy Musical Instrument store on Cedar Hills Boulevard in Beaverton on Friday, October 2, 2009 (exact time of the lesson TBD) and one (1) 1958 Epiphone Korina Explorer guitar. Approximate Retail Value ("ARV") of the Prize is \$750.

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 are solely the responsibility of the Winner. Other restrictions may apply. Prize may not be sold, traded, transferred, refunded, commissioned or redeemed for cash value. Prize elements may not be substituted. If Winner cannot participate 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 must sign a Publicity, Liability Waiver and Travel Release form prior to participating in the contest prize as outlined above. Tickets are subject to terms and conditions as specified by issuer. 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 between normal business hours, Monday through Friday, 8:30am-5:30pm. 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 Wednesday September 30, 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.