



**KUFO "SURVIVE IT AND DRIVE IT"
OFFICIAL CONTEST RULES**

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

1. HOW TO ENTER

- a. The entry period for the "Survive It And Drive It" contest will begin on 7/28/09 at or about 4:00pm Pacific Time ("PT") and end on 9/7/09 at 11:59pm PT (the "Entry Period").
- b. To participate in this Contest, you may enter via one (1) of the following methods:
 1. Text to win in. Text the keyword "DODGE". Listeners will need to text the keyword to the KUFO Text club, 52051, by the 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 September 7, 2009 at 11:59pm PT.
 3. One (1) entry per person regardless of the method of entry.

- c. To be eligible for the first Finalist selection round, entries must be received by 11:59pm PT on 9/7/09.
- d. KUFO is not responsible for entries not received due to difficulty accessing the internet, service outages or delays, computer difficulties or other technological glitches.

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all listeners who are eighteen (18) years of age or older and legally reside in the greater Portland metropolitan area (including Southwest Washington). Employees of KUFO (the "Station"), its licensee, its parent corporation, their affiliated entities, affiliated advertising agencies, participating sponsors/promotional partners, other radio stations in the Portland metropolitan area and the member of their immediate families are ineligible to win. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- b. Listeners are eligible to win a KUFO contest only once every sixty days and a prize valued at \$600 or more only once every six months. Only one winner per household is permitted in any contest.
- c. To be eligible to win the Grand Prize vehicle, the potential Grand Prize winner (i) must possess a valid driver's license and (ii) must have proof of or be able to obtain automobile liability insurance and any other state automobile insurance requirements as of 9/7/09 and prior to taking possession of the vehicle prize.
- d. Entrants are required to provide truthful information and KUFO will reject and delete any entry that it discovers to be false or fraudulent. KUFO will disqualify any entry from individuals who do not meet the eligibility requirements, and KUFO will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.
- e. All entrants will be required to submit a user generated content release with their entry. All Finalists, as defined herein, will be required to sign a participant release prior to participating in the Final Event.

3. PRIZES

- a. One (1) Grand Prize: One (1) 2008 Dodge Ram 1500 Quad Cab V-8 Automatic Truck. Grand Prize Winner will be solely responsible for any applicable vehicle title, license and registration fees, freight, delivery, dealer prep, emissions inspection, additional equipment, all federal, state and local taxes, insurance, gasoline, vehicle maintenance, all other fees and expenses not specified herein associated with the receipt and use of this prize vehicle. Any additional vehicle options (including the interior and exterior color of the prize) not specified herein are subject to availability and any costs associated with such options will be the responsibility of the winner. Winner may be required to provide proof of

insurance and a valid driver's license to take delivery and must take delivery from Dick Hannah Dodge within thirty (30) days of notification. Approximate value is \$28,945.

- b. 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 item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of KUFO management with respect to the Contest are final.
- b. A total of four (4) finalists (the "Finalists") will be selected to participate in the Survive It And Drive It competition scheduled to take place beginning on Monday, September 21, 2009 at 6am ET at Dick Hannah Dodge, 3517 NE Auto Mall Drive, Vancouver, WA 98662 (the "Final Event"). The Finalists will be selected as follows:
 - Semi-Finalist Selection Round: Ten (10) Semi-Finalists will be selected on Tuesday September 8, 2009, from among all eligible entries received up to the deadline for the first Finalist selection round as stated in Section 1 of these rules. Finalists will be selected by via random drawing from all entries received by the deadline as stated above. Semi-Finalists will be contacted by the KUFO Promotions Department at approximately 10am PT on Tuesday, September 8, 2009.
 - Finalist Selection Round: Four (4) Finalists will be selected on Monday, September 14, 2009 at approximately 11:00am PT from the ten semi-finalists. Finalists will be selected by a panel of KUFO judges in their sole and absolute discretion and based on the following criteria: passing the SIT Test which consists of demonstrating a Skill, answering an Interview question and taking a written Test. This will be conducted on site at the radio station (2040 SW First Avenue, Portland OR 97201) and hosted by morning show host Rick Emerson. Four finalists will be selected once all ten semi-finalists have completed the competition and determined by KUFO panel of judges. Finalists will be confirmed at the conclusion of the SIT Test and informed at that time.
- c. If a selected Finalist cannot be on site at Dick Hannah Dodge to participate in the Survive It And Drive It competition by 6:00 AM PT on Monday, September 21, 2009, that Finalist forfeits his/her chance to participate in the Final Event and a Substitute, as defined herein, will be selected.
- d. Four (4) substitutes (the "Substitutes") will be selected on Tuesday, September 15, 2009 at approximately 10am PT after all Finalists have been selected from among all remaining eligible entries. The Substitutes will be selected using the same criteria used to select the Finalists. The Substitutes will then be ranked, as determined by KUFO in its sole and absolute discretion, from 1 (best) through 4 (worst). Substitutes will be required to arrive at Dick Hannah Dodge at 6:00am PT on Monday, September 21, 2009. If a Substitute is not present and checked-in with KUFO staff by this time, the Substitute may forfeit his/her chance to

participate in the Final Event. If one Finalist does not show up at the Final Event or declines to participate, then Substitute 1 will be named a Finalist. If two Finalists do not show up at the Final Event or decline to participate, then Substitutes 1 and 2 will be named Finalists. If three Finalists do not show up at the Final Event or decline to participate, then Substitutes 1, 2 and 3 will be named Finalists. If all four Finalists do not show up at the Final Event or decline to participate, then all four Substitutes (or the number of Substitutes who have registered at the Final Event) will be named Finalists. Substitutes will be contacted by the KUFO Promotions Department at 12pm EST on Saturday, September 19, 2009. If the substitutes(s) cannot be contacted by 6:00 AM on Monday, September 21, 2009, no additional substitutes will be selected.

- e. The Final Event will begin on Monday, September 21, 2009 at 6am PT at Dick Hannah Dodge(3517 NE Auto Mall Drive, Vancouver, WA 98662). To be eligible to participate in the Final Event, Finalists must check-in with KUFO promotions members onsite by 6am PT. Finalists who have not checked-in by 6am PT will not be eligible to participate in the Final Event. Finalists will need to be present to win. As Finalists check-in, they will draw a number, which will be equivalent to the seat number each Finalist will begin sitting in while in the car. Number 1 will begin in the car in the driver's seat, number 2 in the passenger seat, number 3 in the back seat behind the passenger and number 4 in the back seat behind the driver. Finalists will enter the car at approximately 6:30am PT on Monday, September 21 or when directed by KUFO staff. Every three hours, when directed by KUFO staff, Finalists will be allowed a 15 rest/stretch period where they must get out of the car. Upon re-entering the car, Finalists will move to the next numbered seat (ie. If you were in seat 1 you go back into the car in seat 2). The Final Event will continue until there is one (1) Finalist remaining in the car or KUFO decides to end the Final Event, whichever is sooner. Each Finalist may elect to eliminate himself or herself from the Final Event and/or KUFO in its sole and absolute discretion may elect to have Finalists voted out of the Final Event (the "Voting Round"). The last Finalist to remain inside the car will be considered the winner and will win the Grand Prize.
- f. In the event KUFO elects to have a Voting Round, KUFO listeners can vote for the Finalist(s) they think should win the truck. Voting Round(s) will begin and end in the sole and absolute discretion of KUFO and will be announced. If KUFO elects to have a Voting Round, listeners can vote at kufo.com. KUFO is not responsible for votes not received because of telephone service outages, delays, busy signals, equipment malfunctions, difficulty accessing the internet, service outage or delays, computer difficulties or any other technological difficulties. KUFO, in its sole discretion, reserves the right to disqualify any person tampering with the voting process or who is otherwise in violation of the rules. In addition, any person tampering with the entry process on behalf of one of the Finalists will result in the disqualification of that Finalist. For purposes of these Official Rules, "receipt" of an online vote occurs when the kufo.com servers record the entry information upon clicking the "Vote" button. Any automated computer receipt (such as one confirming delivery of e-mail) does not constitute proof of actual receipt by kufo.com of an online entry for purposes of these Official Rules. One vote per e-mail address is allowed. However, use of any device to automate entry is prohibited. If there is a tie at the end of the online voting round, a random drawing will determine the final winner of the truck.

- g. The winner will be announced on October 2, 2009 at 5pm PST.
- h. While participating in the Final Event, Finalists will be subject to the following rules and regulations. Any Finalist who does not comply may be disqualified in the sole and absolute discretion of KUFO.
- All Finalists must wear a KUFO T-shirt during the Final Event. Shirts will be provided by KUFO.
 - The only items allowed inside the vehicle are one blanket per finalist and food and beverages. No pillows, change of clothing, weapons, electronic devices, cell phones, portable video game players, books, magazines, radios, cassettes, CD players, or other items of any kind will be allowed inside the vehicle. Personal effects brought to the Final Event site are the responsibility of the Finalists. KUFO will not provide storage or security for these items. KUFO may add items to the “allowed” list at its sole and absolute discretion.
 - Items of necessity can be delivered to the vehicle by a KUFO representative only.
 - Medical situations will be addressed on a case by case basis.
 - No indecent exposure will be permitted. No excessive verbal abuse inside the vehicle will be permitted. What constitutes “excessive verbal abuse” will be at the discretion of on-site judges.
 - No smoking or drugs will be permitted inside the vehicle during the Final Event. Consumption of alcoholic beverages will not be permitted at all. Smoking is permitted in designated areas during the 15 minute breaks only.
 - Seating inside the vehicle will be selected as set forth herein. Finalists may not trade seats.
 - Vomiting &/or bodily waste elimination will result in immediate disqualification of a Finalist. If such incidents occur, KUFO reserves the right to call an official “time-out” to allow for cleanup of the vehicle before the Final Event resumes.
 - At all times, KUFO personnel will monitor the Final Event. In the case of a medical emergency, 911 will be called. Final Event will be subject to disqualification by judges if, in their sole discretion, health &/or safety concerns warrant same.
 - Foul play will not be tolerated. There will be no throwing of items out of the vehicle or at any other Finalists. There will be no pushing, shoving, hitting, spitting or any physical violence towards any of other Finalists to make them exit from the vehicle. Foul play is immediate grounds for disqualification from the Final Event.
 - During the hours of 6AM- 11:59PM there will be a mandatory 15 minute break every 3 hours in which Finalists must get out of the vehicle and may use the rest room, eat, etc. All Finalists will take the break at the same time. Any

Finalists not back inside the vehicle at the conclusion of the designated break time will be disqualified. KUFO will be the official break time keeper. During the hours of 12AM- 5:59AM all contestants must exit the car to stretch and then may get right back in the car. They do not have to remain outside the car for the full 15 minutes that are required throughout the rest of the day.

- Food, beverages and toilet facilities will be provided. Family members or friends can bring items for the Finalists, however, these items cannot be delivered to the vehicle by anyone other than a KUFO representative.
- Finalists are able to eat & drink (with the exception of alcoholic beverages) inside the vehicle. Food and beverages may be brought by family and friends but may only be delivered into the vehicle by KUFO staff.
- Any approved item that is taken into the vehicle must stay in the vehicle. Finalists may not remove any items from the vehicle at any time. KUFO, at its sole and absolute discretion, may remove any item it deems as harmful at any time.
- KUFO reserves the right to call a time out & temporarily suspend & then resume the Final Event at any time.
- KUFO reserves the right to taunt, jeer or mock the Finalists.
- Any illegal behavior is grounds for immediate disqualification.
- Only one car will be awarded.
- KUFO reserves the right to disqualify any Finalist at any time for reasons detrimental to KUFO, themselves or the competition.
- All decisions by KUFO management are final.

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 KUFO 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 or winners agree to have their 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. In addition, by participating you agree that if you are selected as a Finalist, KUFO can film you via webcam while you are participating in the Final Event.

- c. Prior to awarding any prize or prize certificate, KUFO in its sole discretion may require Contest winners (and their travel companions, if any) to sign a liability release, agreeing to hold KUFO, 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. KUFO 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 KUFO, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, KUFO reserves the right, but not the obligation, to cancel or modify the Contest and shall not be required to award a substitute prize.
- e. KUFO, in its sole discretion, reserves the right to disqualify any person tampering with the entry or voting process, the operation of WYSP's website or is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify the Contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
- f. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of KUFO.
- g. KUFO 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.
- h. Copies of the written Contest rules and a list of winners (when complete) are available during regular business hours at the main studio of KUFO, 2040 SW First Avenue, Portland OR 97201 or by mail by sending a self addressed stamped envelope to the above address Attn: Survive It And Drive It.

6. INTERNET SWEEPSTAKES PRIVACY POLICY

- a. By use of this website and by entering the Contest, you agree to KUFO Website Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: kufo.com.