

Licensed to Ride – Lite Rock 96.9 Summer Sea-Doo Contest

6-Digit ‘Number Guess’ Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS VALID IN THE STATE OF NEW JERSEY ONLY, AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Contest Name: Licensed to Ride – Lite Rock 96.9 Summer Sea-Doo Contest (the “Contest”).

Promotion Period: Contest registration is scheduled to **begin at 12:00:00am ET on 6/20/09 and end at 11:59:59pm ET on 7/20/09**, or immediately following receipt of the first 2,500 eligible entries – whichever occurs first (the “Registration Period”). The 6-digit ‘Licensed to Ride’ grand prize winning number is scheduled to be revealed on or about **7/21/09**, and will be compared to all eligible entries received through the end of the ‘Registration Period’. The contest is subject to all applicable federal, state and local laws and regulation. Void where prohibited.

Who May Enter: Contest is open to legal residents of New Jersey only, who reside within the WFPG-FM broadcast listening area, and are age 18 or older as of date of entry, and have a valid driver’s license except the following classes of persons who are not eligible to enter:

- (a) Employees, officers, and directors of **Wildwood Sea-Doo, WFPG-FM** (collectively “Sponsors”), **Millennium Radio Group, Million Dollar Media, LLC** (“Administrator”), all **participating sponsors**, each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively “Released Parties”) and the members of the immediate families or households of any of the above, whether or not related. “Immediate family members” includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses.
- (b) Individuals who do not have current access to an internet connection in order to visit the contest website, or a valid email address to register.

How to Enter – On-Line Entry: Be one of the first **(2,500)** eligible contestants to visit www.literock969.com, click the link to the contest website during the “Registration Period” and fully complete and submit an official on-line contest entry with all required information. Each entrant must fully complete the registration page with all required information including his/her name, complete address (*including City, State, and Zip*), valid email address, birth date, and phone number(s) (*including area code(s)*) – along with their guess of the ‘Licensed to Ride’ 6-digit winning number that has been randomly selected for this contest. **Entrants have the option of submitting the first 6-digits of their valid New Jersey driver’s license number or any 6-digit number submission of their choice as their official entry in the contest.**

The actual predetermined grand prize winning 6-digit ‘Licensed to Ride’ number will be comprised of 6-digits, that each fall between 0 – 9, inclusive. Digits may repeat within the winning 6-digit number sequence – i.e. the winning number could be any number from 000000 – 999999. Each contestant must submit their guess of the winning 6-digit check number in its exact correct order.

After having read and agreed to these Official Rules, click the submit button to submit your on-line entry. **Maximum of one entry per person or per valid email address during the entire Registration Period. Submitting more than one entry per person will invalidate all entries by that contestant.** All on-line entries must be fully complete for all required information. Eligible on-line entries must be one of the first 2,500 entries received, and must be submitted and received by 11:59:59pm ET on **7/20/09**.

Any available opt-in opportunities are not required to enter the Contest, and checking the opt-in boxes will not improve your chances of winning. By participating and submitting an entry, contestant agrees that sponsors and participating parties are authorized to contact entrant via email, mail, phone or any other form of media to make contestant aware of information pertinent to the contest, and to distribute information regarding the Sponsor(s), featured products, special events or promotional offers, or purchase incentives. Contestants may opt-out of any further email communication at any time by simply replying REMOVE to any email message, or following the provided opt-out instructions.

Any on-line entry submitted with an invalid email address will be disqualified. Incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, human or programming errors, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information for any reason, or effects of hackers or failure of any electronic equipment, computer transmissions and/or network connections; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person’s email address or name will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated

number of entries allowed by using same, multiple/different email addresses, identities, or any other methods void that participant's entries and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

In the event of a dispute as to any on-line registration, the authorized account holder of the e-mail address used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. All entries received become the property of the Sponsor and will not be returned.

Eligible Entries: Only the first (2,500) eligible entries received from contestants who have successfully completed the on-line contest entry will be eligible to participate in the grand prize contest (*see below*). Any additional entries after the first (2,500) entries have been received will be disqualified, and are ineligible to participate or win any prize, regardless of the accuracy of their submitted number guess.

Grand Prize Contest – Guess the 6-digit 'Licensed to Ride' grand prize winning number: The predetermined grand prize winning 6-digit 'Licensed to Ride' number will be **randomly pre-selected** prior to the start of the contest by the contest administrator. The winning 6-digit number will then be placed into a sealed security envelope prior to the start of the contest registration period, and will be held during the contest registration period by representatives of the Sponsors. Each digit within the winning number shall fall between 0 – 9, inclusive and the winning number may be any number between 000000 – 999999, inclusive. Numbers may repeat within the 6-digit winning number.

Following conclusion of the contest registration period, **on or about 7/21/09** each eligible entry received during the Registration Period will be compared to the grand prize winning number, to determine if any eligible contestant has correctly submitted the winning 6-digit 'Licensed to Ride' number in its exact winning order of sequence. (IE – each number must be in the correct position.) In order to be eligible to claim the grand prize (*see below*), an eligible contestant must have correctly guessed the predetermined grand prize winning number by correctly guessing each digit in the 6-digit winning number **in their exact winning order**. For example, if the winning check number was '123456', then a submitted number guess of '654321' **would not** be considered a winning entry or attempt.

If the grand prize winning 6-digit check number is not correctly submitted in its exact winning order by an eligible contestant during the registration period, according to these official rules, then the **grand prize will not be awarded**.

Bonus Prize Contest – Closest Guess: The eligible contestant who has submitted a guess closest to the predetermined grand prize winning number will be declared the 'Bonus Prize Winner'. The bonus prize winner will be determined by identifying the contestant who has guessed the most winning digits in exactly the correct order, starting with the 1st winning digit. In the event of a tie between any eligible contestants, the first tie breaker will be based upon which contestant guessed closest to the next winning digit, regardless of whether their guess of the next digit is higher or lower than the actual winning digit. In the event of a remaining tie, then a random drawing will be held among tied contestants to determine the bonus prize winner.

Prize Awards & Delivery:

Grand Prize: In the event a winning entry is submitted by an eligible contestant, the corresponding contestant who submitted the winning entry will be eligible to claim the grand prize, subject to approval and verification of compliance with these official rules. The grand prize includes:

- **Two (2) ('His & Her') 2009 Sea-Doo GTI 130 SE vehicles including a 4-year extended warranty, each with a maximum retail value not to exceed \$9,850 (Total maximum value not to exceed \$19,700)**
- **One (1) 2009 LoadRite Double PWC trailer, with a maximum retail value not to exceed \$1,499;**
- **Covers for each ski and two (2) life jackets, with a maximum retail value not to exceed \$590**
- **Sales tax, freight and assembly costs (Total maximum value of \$2,960)**

A maximum of one (1) grand prize will be awarded. In the event that more than (1) eligible contestant submits a winning entry during the contest, then a random drawing will be held among all entrants who have submitted the winning number. The entrant randomly selected during the drawing will be declared the grand prize winner. Each of the remaining entrants will not be eligible for any prize award or compensation. In the event that no contestant submits a winning number guess, then the grand prize will not be awarded.

Winner must accept delivery of prize vehicle and equipment from the sponsor designated dealer, or as otherwise specified by Sponsor. Administrator will solely designate and specify available vehicle including make, model, color and options for Grand Prize winner's prize award. Grand Prize winner may not substitute, exchange, or apply the vehicle's value towards a higher cost or alternate vehicle. Designated vehicle must be the Sponsor designated vehicle that is currently in designated dealer's stock of inventory. Administrator reserves the right to award an alternate year model (*i.e.* 2008), if the 2009 model is not available at the time of prize award.

If the designated MSRP of total prize package is under \$24,952.90, the winner will not be awarded the difference between the prize package's actual MSRP and \$24,952.90. All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of Grand Prize winner, including but not limited to tax, title, insurance, license and registration fees.

Bonus Prize – Maximum of (1) Winner: The eligible contestant who submitted the guess determined to be closest to the winning check number by the contest administrator (or through the tie-breaker system), will be awarded the bonus prize. The bonus prize is: **Station prize package with a maximum retail value not to exceed \$250.**

All federal, state and local taxes (including income taxes) are Prize winner's sole responsibility. All prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Other restrictions may apply. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded, except as provided herein.

Grand prize winner(s), if any, will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all taxes on prize(s). Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. **Total maximum ARV of all available prizes: \$24,749.**

Additional Rules & Restrictions: By participating, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsor and Administrator, which shall be final in all matters relating to this Contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Contest constitutes permission for the Sponsor and its designees to use entrants' names, cities and states of residence and/or likenesses for purposes of advertising and trade in any and all media now or hereafter known worldwide on perpetuity without limitation or further compensation, notification or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

By participating, entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

Participants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsor disclaims all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsor's control, or otherwise. The Sponsor disclaims any liability for any entries not received due to technical difficulties or transmission errors. The Sponsor disclaims all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Contest. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Contest, including, without limitations, errors which may occur in connection with the receipt or data storage of entries, printing or advertising of this Contest, administration or execution of the Contest, the processing of entries or in the announcement of the prizes or prize winners. Any entry not received, lost, damaged or destroyed for any reason is not eligible to participate in the grand prize contest. Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the contest website.

Sponsor reserves the right to cancel, modify or terminate the Contest if fraud, misconduct, release of the grand prize winning number, or technical failures destroy or threaten the integrity of this portion of the Promotion, in the opinion of the Sponsor/Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Contest as determined by Sponsor/Administrator, in their sole discretion. In the event of early termination of the Contest, Sponsor reserves the right to terminate the registration, and execute the grand prize contest by comparing all eligible, non-suspect entries received as of the time/date of such termination to the grand prize winning number, provided the termination is not a result of the winning number being released. If due to circumstances beyond the control of the Sponsor, any event associated with this contest or the prize is delayed, rescheduled, postponed or cancelled, Sponsor reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any

judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of winning the grand prize by correctly submitting the winning 6-digit number in its exact correct order are **1:1,000,000**.

Winners List: For a copy of Official Rules or a list of prize winner(s), send a self addressed, stamped envelope to: **Licensed to Ride – WFPG Summer Sea-Doo Giveaway**, c/o Million Dollar Media, LLC, 1460 Route 9 North – Suite 201, Woodbridge, NJ 07095. PLEASE SPECIFY which you are requesting – official rules or winners list. Requests must be received by **8/20/09**.

Contest Administrator: This contest is administered by Million Dollar Media, LLC, 1460 Route 9 North – Suite 201, Woodbridge, NJ 07095.