

Pro Football Perfect Pick 'Em Challenge OFFICIAL RULES

These Contest rules are specific to the **WMAS-FM, WHLL-AM, and WWEI-FM Pro Football Perfect Pick 'Em Challenge Contest** (the "Contest") conducted by Entercom Massachusetts, LLC d/b/a WHLL-AM WMAS-FM and WWEI-FM (Collectively the "**Station**"). Except to the extent specifically set forth below with respect to this specific Contest, the Station's general contest rules apply to this Contest as well. A copy of these specific Contest rules and the Station's general contest rules are available at the Station's studio at 1000 West Columbus Ave, Springfield, MA 01105 during regular business hours and on the contest page on the Station's website at <https://947wmas.radio.com/rules>. **To the extent the general contest rules differ from these rules, these rules will govern and control with respect to this Contest.**

THIS CONTEST IS BEING CONDUCTED BY MULTIPLE RADIO STATIONS. LISTENERS OF EACH OF THE THREE (3) PARTICIPATING STATIONS, AND VISITORS TO EACH OF THE PARTICIPATING STATION WEBSITES, ARE ELIGIBLE TO ENTER AND WIN THIS CONTEST AS SET FORTH BELOW.

Special Entry/Eligibility Restrictions

1. No purchase is necessary to enter or participate in the "Pro Football Perfect Pick 'Em Challenge Contest" (the "**Contest**").
2. To be eligible to participate in this Contest, entrants must be legal U.S. residents of Massachusetts or Connecticut, and must be 18 years of age or older as of date of entry in this Contest.
3. Employees of Station, Million Dollar Media, LLC ("**Contest Administrator**"), or any other sponsors participating in this Contest and their respective affiliated companies, advertising or promotional agencies and the immediate family and household members (as defined in the general contest rules) of each are ineligible to participate in this Contest.
4. Maximum of one (1) entry per email address during entire Contest Registration Period. Submitting more than one entry will void all entrants submitted by that individual. A maximum of a total of 2,500 weekly entries will be permitted in this Contest. In the event that 2,500 entries are received, entry for that week will close and no more entries will be accepted.

How to Enter

5. To enter, beginning on **August 16, 2019** at 12:00am (ET) and ending on **December 29, 2019** at 11:59pm (ET) (the "**Registration Period**"), visit www.springfieldpigskin.com and click the Contest link or visit the "**Contest Site**" directly at <https://EntercommMA.mdmgames.net/pickem/> during the Registration Period. Fully complete the online registration page with all required information, including your name, complete address (including city, state and zip), valid email address, birth date, and phone number (including area code). Each registrant will designate their own 'Username' (Email), 'Screen Name' and Password.
 - a. The designated 'Screen Name' will be displayed on the 'Standings Page' during the Contest. Each registrant's Username and Password will allow that participant to return to the Contest Site to Log-in to make their weekly professional football game picks and halftime and final score prediction for the last Monday Night game or last game of the week as displayed on the Contest website, and to view their weekly results and standings.
6. After having read and agreed to these Official Rules, click the submit button to submit your online registration. All entries must be fully complete for all required registration information. Any incomplete or illegible entries, or any entry submitted with an invalid email address will be disqualified.
7. 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), upcoming contests, promotions, special events or offers, or other sales or discount offers. 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.

8. Each participant must register and participate on his/her own behalf. Any registration submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. 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.

How to Play

9. **Predict the Weekly Winner of each Professional Football game and the Halftime and Final Score of the Final designated game of the week:** Each eligible participant who has successfully completed the online registration must follow the online instructions to participate and play. Each week, visit the Contest Site prior to the start of that week's professional football games to submit your weekly prediction of the winner in each of the Professional Football games scheduled for that week, along with your prediction of the exact halftime and final score for both teams playing in the last scheduled game of the week as listed on the website (the last scheduled Monday Night game of the week, or the designated game as listed below if there is more than one or not a Monday Night game).
 - a. In week 1, the halftime and final score prediction shall be for the second Monday Night game in week 1 (10:20pm (ET) game);
 - b. In weeks 2 – 16, the halftime and final score prediction shall be for the Monday Night game.
 - c. In week 17, the halftime and final score prediction shall be for the last game listed/displayed on the Contest Site.
10. Each entrants must fully complete, and successfully save and submit their weekly prediction including the contestant's prediction of the winner in EACH professional football game being played that week, and their prediction of the halftime and final score for the last scheduled game of the week as outlined above. Any contestant who fails to successfully complete and SAVE their prediction of the winner in each game, and their prediction of the halftime and final score of the last scheduled game, will be disqualified for the opportunity to win the Grand Prize for that week.
 - a. Failure to predict the halftime and final score for both teams shall result in disqualification of eligibility for the Grand Prize award.
11. **Save Picks – IMPORTANT:** After making a prediction of the winner in each featured professional football game for that week and the halftime and final score of the designated last game of the week – contestants must click the 'Save Picks' button to save and record their predictions or any updates/changes to their predictions. Failure to click the 'Save Picks' will void any selections or updates for that week by the contestant. All predictions must be successfully saved and received prior to the start of each scheduled game. Sponsor is not responsible for any difficulties in selecting, submitting or saving any prediction prior to the start of each week's games for any reason including technical issues, programming errors, internet traffic, connection issues or human error including forgetting to click the 'Save' button by the entrant. Any predictions not received on the Contest Site or saved in the entry database for any reason shall be void, and will not be eligible for that week's Contest attempt or to claim the Grand Prize regardless of the accuracy of any claimed or actual predictions.
12. **Cumulative Points Prediction – Tie Breaker for weekly and overall season long 1st place finisher prize award:** In addition to the halftime and final score prediction as listed above, each participant is also required to submit their prediction of the Total Cumulative Points to be scored in the last game scheduled to be played each week. The Cumulative Points Prediction shall be used for a tie-breaker only to determine the Weekly First Place Finisher or overall season first place finisher, in the event of a tie for the most points in any week or for the entire season (see tie-breaking procedures below). Any contestant who failed to complete and save their Total Cumulative Points 'tie-breaker' prediction will be assigned a cumulative point total of 0 points for that game, regardless of whether they have submitted a halftime and final score prediction.
13. **Scoring – 1 Point per Game:** Each participant who has successfully completed saved and submitted their online predictions each week will receive 1-point for each game in which they have correctly predicted the winning team. Any incorrect predictions or any prediction not received will receive 0 points.

14. **Tie Breaking Procedures:** In the event of a tie among the Weekly First Place Finisher in any week of the Contest or the season long overall First Place Finisher, the tie-breakers shall be as follows:
- For the Weekly First Place Finisher, contestant who has predicted the actual or closest to the actual Cumulative Points total in the last game scheduled to be played for that corresponding week as listed above, regardless if their actual prediction is higher or lower than the actual point total.
 - For the overall Season Long First Place finisher, if there is a tie among the season long point leaders, then the tie breaker shall be applied to the season long cumulative point differential. The total sum of each player's weekly points differential as compared to the actual Cumulative Points will be used to determine the Season Long finishers. The player with the lowest season long point differential will be determined as the winner.
 - In the event of a remaining tie among any eligible contestants, the tie-breaker shall then be a random drawing among the tied contestants conducted by the Contest Administrator.

Determination of Prize Winners & Notification

15. **Grand Prize – Perfect Prediction for every winner of the week, and halftime and final score of the last game of the week (Maximum of one Grand Prize award available each week, and maximum of one (1) total Grand Prize award during entire Contest):** Following each week's regular season professional football games, sponsor shall determine if any contestant has correctly predicted the winner of each game played for that week, AND correctly predicted the exact halftime and final score for both teams of the last game scheduled to be played as outlined above.
16. The Grand Prize will only be awarded if an eligible contestant has correctly predicted the winner of every game, and correctly predicted the exact halftime and final score for both teams of the last designated game being played for that week ("perfect picks").
- If there are no entrants within the week who have correctly predicted the winner of every game, and the exact halftime and final score for both teams of the last scheduled game – then the Grand Prize will not be awarded for that week.
 - There is a maximum of one (1) Grand Prize award available.** In the event more than one contestant has submitted perfect picks within the same weekly period, then the contestant who first submitted their picks for the week, based upon the Contest time clock, shall be declared the winner. In the event of a remaining tie, the winner will be selected at random from among all tied contestants.
 - There is a maximum of one (1) Grand Prize award available during the entire Contest period.** Following the first award of the Grand Prize, then Grand Prize shall no longer be available in the Contest and cannot be claimed by any further contestants, regardless of whether any additional contestants submit perfect picks for any subsequent weekly period.
17. The following requirements apply for the submitted halftime and final score prediction:
- In order to be an accurate halftime and final score prediction, the halftime and final score prediction submitted by the contestant must be completely accurate and match the exact halftime and final score with the correct team
 - For example, if the actual final score of the designated game is Miami – 27, Dallas – 10, then a submitted final score prediction of Dallas – 27, Miami – 10 or a prediction of 27 – 10 without specifying the associated teams will not constitute a winning final score entry.
18. **Weekly First Place Overall Finisher:** The Weekly First Place Finisher shall be determined as the contestant who has correctly predicted the most winning teams for that corresponding week from among all participating players. The contestant who has scored the most points among all participants, by correctly predicting the most winning teams that week will be designated as the Weekly First Place Finisher. In the event of a tie among contestants, then Sponsor shall use the Cumulative Points tie-breaking procedures outlined above to determine the Weekly First Place Finisher.
19. Decisions of the Administrator in the determination of Weekly First Place Prize winner(s), overall season long first place winner, and Grand Prize winner (if any), and all matters relating to this Contest are final and binding. Each Weekly Prize winner, Season Long prize winner and any Grand Prize

winner (if any) will be notified by phone, and/or email – or as otherwise determined by Sponsor. If the Administrator is unsuccessful in its attempt to reach and speak directly with a winner by phone after 3 attempts over 72-hours from the initial attempt to the phone number listed on that contestant's entry, then that contestant may be disqualified.

20. During each notification phone call, each potential prize winner must confirm their eligibility, and their acceptance of the corresponding prize award. If any potential winner does not meet the eligibility requirements, or is unable or unwilling to accept the prize, s/he will be disqualified, and prize shall not be re-awarded. Any disqualified contestant will not receive any alternate prize substitution or compensation.

Prize(s)

21. **Weekly First Place Finisher – most correct games during week:** The eligible contestant who predicts the most games correctly each week, thereby earning the most points for the week from among all eligible participants will be eligible to claim the Weekly First Place Prize Award subject to verification of compliance with these official rules. **The Weekly First Place Finisher prize is: \$25 dinner gift certificate, subject to the terms and conditions of sponsor gift card policy.** Prize is non-transferable, and has no cash value.
22. **Season Long Points Champion – First Place:** The Season Long Points Champion who correctly predicts the most winning teams during the entire season, as solely determined by Sponsor, shall receive the first place season long champion prize. **The first place Season Long Points Champion Prize is: \$500**, this shall consist of a check in the amount of \$500 via a corporate check.
 - a. Prize must be claimed at the office of the Station at the address below during regular business hours. Unless otherwise specified or required by law, if a prize is not claimed no alternate Prize Winner will be selected and the prize will become the property of the Station. The Station may opt to deliver the Prize to the Prize Winner by mail or overnight courier solely at its discretion. In the event that the Station delivers the Prize to the Prize Winner by mail or courier with the winner's consent, the Prize Winner assumes the risk of the prize's loss, damage or delay. The Prize, if awarded, may take up to eight (8) to ten (10) weeks of Prize Winner's completion of all required Station documents and verification of eligibility.
23. Prizes are non-transferable.
24. **A maximum of one (1) Weekly First Place Prize will be awarded per week, from among all eligible entrants combined. A maximum of one First Place Season Long Points Champion prize will be awarded.** In the event of multiple contestants tied for a designated prize award level, then the tie breaking procedures (see above) will apply for determining the winner. Winner must accept delivery of prize as specified by Sponsor. Prize does not include any other costs or associated expenses including delivery.
25. **Grand Prize – “Perfect Weekly Prediction”:** In the event of a Perfect Weekly Prediction (correctly predict the winner of EACH game for the designated week, and the exact halftime and final score for BOTH teams in the last scheduled game for the week as designated above), that contestant shall be eligible to claim the Grand Prize, subject to approval and verification of compliance with these official rules. **The Grand Prize is:** a trip for two (2) (finalist and one guest age 18 or older) to Miami, FL during the Sponsor designated travel dates, scheduled for February 1, 2020 through February 3, 2020, based upon availability and subject to change.
 - a. **The Grand Prize trip for two (2) to Miami has a maximum retail value not to exceed \$10,000, and includes:**
 - i. Round trip coach class airfare for two (winner and guest) from the nearest major airport to the winner's home as designated by sponsor to Miami, FL. Actual departure date, times and airline based upon availability and will be solely determined by sponsor;
 - ii. Two (2)-nights standard hotel accommodations, double occupancy at a standard hotel as solely designated by Sponsor in the Miami, FL metro area; Arrival and departure dates as solely specified by Sponsor, based upon availability;
 - iii. \$2,500 gift card or e-credit to StubHub or other Sponsor designated ticket provided, towards tickets to any game, event or entertainment of winner's choice in the Miami, FL metro area during the designated travel dates. Gift card subject to the terms and conditions of the issuing gift card provider.

26. Sponsor is not responsible for any travel delays or difficulty. If travel delays or difficulty prevent arrival in time for any and all elements of trip, sponsor is not responsible for awarding any compensation in lieu thereof. Each winner and his/her guest must travel together on the same itinerary. Any changes to completed travel arrangements, once booked, are the sole responsibility of the winner, and are solely at the winner's expense. Actual value of the trip will depend on point of departure, destination and any airfare fluctuations.
27. Grand Prize finalist's guest must be of legal age of majority in his/her state of residence (and at least 18) and will be required to execute and return a liability/publicity release prior to prize award. All meals, gratuities, checked baggage fees, airline seat assignment fees, hotel resort fees, applicable taxes (including, but not limited to all local, state and federal taxes) and any other expenses not specified herein as being included in the finalist prize are the sole responsibility of the finalists. Sponsor not responsible for late, lost, damaged or stolen luggage. Any admission/tickets purchased or received by winner, are subject to the terms and conditions of the event, and hosting venue policies. Seat locations, if any, will be based solely on availability.
28. **There is a maximum of one Grand Prize award available during the entire Contest period (see above).** In the event the Grand Prize winning requirements are not successfully completed by an eligible contestant as required by these official rules during the entire Contest period, then the Grand Prize will NOT be awarded.
29. All prize awards are non-cumulative. All applicable federal, state and local taxes are the 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 comparable or greater value, at its sole discretion.
30. 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. All income, federal, state and local taxes are Grand Prize winner's sole responsibility. All Grand Prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Administrator's sole discretion or as provided herein. Administrator reserves the right to substitute a prize of comparable or greater value, at its sole discretion.
31. All of the following will apply for a Grand Prize winner, if any: 1) Winner will be required to complete and return, within 5 days of date of receipt, a W-9 form (if prize value exceeds \$600), an affidavit of eligibility, and a liability/publicity release (where permitted); 2) Winner will be required to present a copy of a valid social security card and a valid driver's license as a condition of participating or receiving any prize; 3) Winner will be issued an IRS Form 1099 reflecting the actual value of all prizes won, if prize value exceeds \$600; and 4) Winner will be responsible for paying all applicable taxes (including, but not limited to all local, state and federal taxes) on all prizes awarded.
32. 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, finalist will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded, except as provided herein. All other expenses not specified herein as being included are the sole responsibility of winner. Prize awards are non-transferable and no prize substitution allowed, except at Sponsor's sole discretion or as provided herein.

Odds of Winning

33. Odds of winning a weekly or season long prize are dependent upon the total number of eligible participants, and the ability of each participant to correctly predict the winner of the designated games.
34. Odds of winning the Grand Prize are dependent upon the ability of the participant to correctly predict the winner of the designated games, and the halftime and final score of the last scheduled game of the week, and the performance of the teams.

Sponsors

35. This Contest is sponsored by Entercom Massachusetts, LLC. Million Dollar Media is the Contest Administrator for this Contest.

Other Rules Specific to This Contest

36. Participating Stations are conducting this Contest using proprietary software owned by a third party known as Second Street Inc. ("Second Street"). Second Street is not a sponsor of this Contest but entrants may be required, as part of the entry process, to agree and consent to Second Street's Terms of Service and Privacy Policy (both of which are available via a link during the Contest entry process) (collectively, the "Second Street Policies") and may be required to register with Second Street. While agreement to the Second Street Policies is required in order to enter this Contest, the Second Street Policies are not a part of these Contest rules but are a separate agreement between the entrant and Second Street. With respect to the conduct of this Contest by Participating Stations, in the event of any conflict between the Second Street Policies and the Participating Stations Contest rules, the Participating Stations' Contest rules govern.
37. Participating Stations are not responsible for any error or technical malfunctions associated with the Second Street site that may affect any entrant's ability to enter, to win, or to be properly considered in this Contest, regardless of the cause. In the event of a malfunction associated with the Second Street site that the Participating Stations (in their sole discretion) deems to materially and adversely affect this Contest, Participating Stations reserve the right to suspend this Contest, terminate this Contest without a winner, terminate this Contest and select a winner early, provide alternative means of entry or any other changes to these Contest rules that the Participating Stations deem appropriate under the circumstances. Any such changes, terminations or suspensions will be announced on air and/or posted on the Participating Stations' websites, if applicable.
38. Employees of Second Street and its affiliates, their respective parents, affiliates, subsidiaries, advertising sponsors and promotional agencies, and the immediate family members of each are not eligible to win in this Contest.