



Hoop Madness Giveaway

CONTEST: Beginning March 8, 2010 and running thru March 25, 2010, 102.3 Max FM will conduct a Hoop Madness Giveaway Contest. During the contest run, participants will have the opportunity to qualify to win the grand prize. All qualifiers will be invited to a "Grand Prize Party" where one (1) qualifier will win the grand prize. The qualifier must be present to be eligible to win the grand prize.

QUALIFICATION: This contest has four methods for qualification:

1. Beginning March 15, 2010 and running weekdays thru March 19, 2010, potential participants will be prompted to listen to 102.3 Max FM between 5:30am and 6pm. Each time a special contest sounder plays, caller six (6) at 309-671-1023 will become qualified to win the grand prize.
2. 102.3 Max FM will make 4 live appearances where 16 qualifiers will be selected by random draw. The locations for the stops follow:
 - a. Friday 3/12 from 5pm-7pm at Tomcats, Ste 129, 1301 West Pioneer Parkway in Peoria
 - b. Tuesday 3/16 at a location and time TBD
 - c. Thursday 3/18 from 5pm-7pm at Gracie's Chicago Style Grill, 1021 North Cummings Lane in Washington
 - d. Saturday 3/20 at a location and time TBD
3. Beginning March 15, 2010 and running thru March 21, 2010, potential participants will be prompted to visit 1023maxfm.com where they can enter to become a grand prize qualifier. 16 entries will be randomly selected to become grand prize qualifiers. Participants will be limited to one entry on-line.
4. March 25, 2010 between 7pm and 8:30pm at the Grand Prize Giveaway Party, participants will have the opportunity to register to become a "last chance" qualifier. At 8:30pm five qualifiers will be selected by random draw from official entry forms deposited into the official entry box. These qualifiers must meet all eligibility requirements.

Entries provided for the random draw must be hand printed. No photocopies or mechanically reproduced entries will be honored. The same person may qualify only once during the entire contest period. On air qualifiers will be verbally provided with the basic details of the grand prize drawing, including date, time, and requirement to be present to win at time of qualification. **Qualifiers must be present at the "Grand Prize Giveaway Party" to be eligible to win the grand prize.**

GRAND PRIZE: The Grand Prize includes two tickets to see the Final 4 and Championship games in the 2010 NCAA Men's Basketball Tournament held at the Lucas Oil Stadium in Indianapolis, Indiana, April 3 and 5, 2010, hotel accommodations for 2 nights and \$102.00 spending cash. The winner will also receive a Tag Heuer Formula 1 watch. The value of this prize package is approximately \$2552.00.

GRAND PRIZE SELECTION: The Grand Prize Party will take place at Double A's, 7301 North Radnor Road in Peoria, Wednesday, March 24, 2010 starting at 7pm. There is no admission charge for the party. Qualifier must attend party and register (check in) by no later than 8:30pm. Qualifier must be present in person and provide photo ID to be eligible for the grand prize. **Qualifier may not send a representative.** Qualifier must sign release stating that they understand and agree to comply with the "official rules" of the contest. Each qualifier will write their name on an official entry form, and they will deposit this slip into a rotating drum device.

At approximately 8:45pm, a representative of 102.3 Max FM will begin the process of selecting a grand prize winner by drawing out ten (10) names from the rotating drum. 102.3 Max FM reserves the right to draw names until ten (10) finalists who are present have been secured. After the station representative verifies that the 10 people drawn are present, the remaining names will be removed from the rotating drum. The names of the ten (10) finalists will be placed back in the rotating drum. The same representative will then begin a "draw down" from the final ten (10) qualifiers. One name at a time will be pulled from the drum. This process will continue until only one entry slip remains in the drum. The person whose name is on the last official entry slip in the rotating drum will be named as the official grand prize winner. Pending the fulfillment of all eligibility requirements, that person will be the winner and will receive the grand prize. Winner must meet all legal requirements before receiving prize.

ODDS OF WINNING: The odds of winning are dependant upon the number of participants.

ELIGIBILITY: Employees and immediate family members and household members of JMP Radio Group LLC, Miller Beer and employees of all other media outlets are not eligible to enter. Owners, employees and vendors of businesses hosting

live appearances promoting the Hoop Madness Giveaway are not eligible to enter. **Participants must be 21 years to older to be eligible to qualify for or win this contest.** 102.3 Max FM reserves the right to disqualify any contestant who is financed, aided, encouraged or prompted by an employee or family member of any radio subsidiary within 100 miles of Peoria. 102.3 Max FM reserves the right to disqualify any contestant if 102.3 Max FM deems the contest rules were not followed. 102.3 Max FM reserves the right to enforce the following: No contest winners whether they are on-air or off, shall be allowed to win more than once inside a 30 day period. Any person who has won any contest on 102.3 Max FM or household member is again eligible to win another contest only after 30 days have passed since their previous win. This includes all contests pertaining to the station. A person or household member will be allowed to register for a consecutive contest as long as the winning dates are 30 days apart. Each person is limited to one qualification per contest. 102.3 Max FM contests are void when and where prohibited by law.

PRIZES: All prizes awarded through 102.3 Max FM are non-transferable nor may a prize be substituted at the request of a contest winner, nor may a prize be substituted for cash. The prize indicated by station personnel to be won in a contest is the only prize awarded and given only to the person who is designated as the winner. 102.3 Max FM reserves the right to substitute a prize of equal or greater value in the event specified prize offered is unavailable. All prizes awarded by 102.3 Max FM must be claimed within 30 days of the date the prize was won. If a winner does not claim his/her prize within the 30 day period, the prize is forfeited and eligibility restrictions mentioned in these rules still apply to that winner for future contests. All prizes designated for pick up at the 102.3 Max FM studios must be picked up during regular business hours at 331 Fulton Street, Suite 1200, Peoria, Illinois.

RELEASE: 102.3 Max FM and / or sponsor participating in a contest on 102.3 Max FM may require a release form to be completed by the winner Upon accepting any contest prize from 102.3 Max FM or sponsor participating in a contest on 102.3 Max FM, winner releases 102.3 Max FM and any and all sponsors of any liability or further claims. 102.3 Max FM may use voice recordings to prevent contest fraud.

102.3 Max FM cannot be held liable or responsible for any telephone, cell phone, or computer failures, malfunctions or irregularities during a contest. 102.3 Max FM is not liable for any lost or stolen entries, prizes or contest information. Listeners may experience a delay between the on-line and on-air broadcast signal. The decision of the judge is final. **All winners are responsible for reporting and paying taxes on prizes received.** All entrants agree to grant 102.3 Max FM unlimited use of their name, voice, picture, quotation or facsimile, without consideration, in conjunction with their participation in any given contest.

102.3 Max FM is not liable or responsible for travel delays or event cancellations/postponements. Participation in the Hoop Madness Giveaway contest constitutes acceptance of all applicable rules.

IDENTIFICATION: In order for a winner to claim a prize, 102.3 Max FM requires picture identification. 102.3 Max FM may require any or all of the following: driver's license, state ID, passport and / or birth certificate. 102.3 Max FM reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented. 102.3 Max FM requires a contestant to truthfully respond with all pertinent information it deems necessary for station records including but not restricted to legal name, address, telephone number, birth date and social security number. 102.3 Max FM may disqualify a contestant immediately upon learning the contestant has responded with false information.

CHANGE: With regard to this or any of its other contests, 102.3 MAX FM, in its sole discretion, reserves the right to 1) change the applicable rules and/or procedures, and 2) change the applicable dates and/or duration. In the event of any dispute pertaining to this contest, the decision of 102.3 MAX FM management is final.