

## OFFICIAL RULES

**Contest Name:** Bud Select 55 - 55 TVs in 55 Days Sweepstakes

**Radio Station(s):** KDXY-FM/HD (104.9 The Fox) , KDXY-HD2 (K298AV) (Hot 107.5) , KDXY-HD3 (K224DW) (True Oldies 92.7), KEGI-FM (100.5 The Eagle), and KJBX-FM (Mix 106.7)

Saga Communications of AR, LLC d/b/a Jonesboro Radio Group and its subsidiaries and affiliated companies (together, the “Company”), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

The Company may conduct the Contest concurrently and simultaneously on several participating radio stations owned by the Company, and the Company may add or remove participating stations or change call letters of any participating station at any time during the Contest as announced on the affected station.

1. Dates of Contest. The Contest will begin on or about March 8th, 2010 and end on or about May 21, 2010. NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. Odds of winning depend upon the number of participants.

2. Prize(s). The prize(s) to be awarded to the eligible winner(s) are: One (1) 19 inch flat screen LCD TV with an approximate retail value of \$200. A total of 55 “prizes” will be awarded. The prize(s) are not transferable, redeemable for cash or exchangeable for any other prize. Any options not included as part of the standard equipment, insurance and costs associated with the item, including any travel and transportation costs associated with collecting their prize, if applicable, are solely the responsibility of the winner. Winner does not have the choice of color or options. Winner(s) must present state authorized identification prior to being awarded the prize. All prizes or prize vouchers must be redeemed from the Station within 30 days of the contest end date unless stated otherwise in these official rules. If a winner cannot be contacted or is disqualified for any reason, the Company reserves the right to determine an alternate winner or not to award that winner’s prize, in its sole discretion.

3. How to Enter. A keyword will be posted on point of sale items in participating retail accounts throughout the retail trading area of Arkansas Distributing Co., LLC including accounts located within Crittenden, Cross, St. Francis, Poinsett & Mississippi counties. Jonesboro Radio Group listeners can find the “Bud Select 55” keyword at most locations where Bud Select 55 is sold by Arkansas Distributing Co. retailers. Listeners text the keyword found on the Bud Select 55 display point of sales to “68255” to be entered for daily weekday “random drawings”. A total of thirty-five (35) TVs will be given away during this portion of the contest over approximately two months. Entries in this portion of the contest will carry over from week to week during the length of the promotional period. Additionally, weekdays at 7:55am, 11:55am, and 4:55pm, Jonesboro Radio Group stations will announce a keyword that listeners may text to “68255” to be entered for drawings for an additional twenty (20) TVs to be awarded as prizes. Each valid

text qualifies the listeners for that days drawing to be held sometime after the text entry period ends 55 minutes following the last keyword announcement at 4:55pm. The winner will be announced on-air the following weekday morning at approximately 7:20am. Contest resets daily. Listeners may enter the contest as often as they like (standard text messaging rates apply). A winner will be declared daily for one “prize” each weekday starting on or around 3/8/10 through 5/21/10. Listeners can only win (1) TV during the sweepstakes period. Valid contest entries must contain all information requested. Incomplete and/or multiple entries will be disqualified. The odds of winning depend on the total number of text entries at the times of each drawing. Winners will be contacted from the information provided in the text messages. If the Station is unable to contact the winner with the information provided, the Station reserves the right to select another winner at its sole discretion. The decision of Station on selecting another winner is final.

4. Eligibility and Limitations. Participants and winner(s) must be U.S. (**except CA**) residents, at least 21-years old, as determined by the Company and have a legal driver’s license. Only one (1) prize per household will be awarded for this Contest. Employees of the Company, the Contest’s participating sponsors and their advertising agencies, employees of other stations, and members of the immediate family of any such persons are not eligible to participate and win. The term “immediate family” includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws,” or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related. Persons in any of the following categories are not eligible to participate or win a prize: (a) persons who since January 1, 2008 were employees or agents of Anheuser-Busch Inc, Arkansas Distributing Company, Jonesboro Radio Group their respective parent companies, distributors, affiliates of any of the following organizations: (a) retailers of alcohol-beverage products; (b) individuals engaged in the development of the production or distribution of materials for, or the implementation of, this sweepstakes; and (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the proceeding categories.

5. Telephone and Delivery Disclaimer. The Company disclaims all liability for the inability of a participant to complete or continue a text call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Company’s control, or otherwise. For all contests the Company disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, , traffic congestion on telephone lines, and any injury or damage to entrant’s or any other person’s computer related to or resulting from participating in or downloading any information necessary to participate in the Contest.

6. Publicity. Use of Personal Information. By participating, where allowed by law, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information

for marketing and other purposes. By participating and accepting a prize, winner releases and agrees to hold harmless Anheuser-Busch Inc., Arkansas Distributing Company, Jonesboro Radio Group, their respective parent companies, distributors, affiliates and subsidiaries; the service agencies and independent contractors of any of the above organizations; and their respective directors, officers, employees, and agents, including advertising and promotional agencies, from any and all liability for any injuries including but not limited to, personal injury, bodily injury (including, without limitation, wrongful death), property damage, or loss of damage of any kind arising in whole or in part, directly or indirectly, from delivery/non-delivery, acceptance, possession, use, or misuse of the prize or from participation in this sweepstakes-related activity.

7. Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by the Company.

8. Taxes. Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prizes which are not specifically provided for in the official rules. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Company will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

9. Conduct and Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. Any attempt by an entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Company reserve the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

10. Miscellaneous. Void where prohibited. Odds of winning depend upon the number of participants. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to

notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, or where required by law, a list of winners, visit the business office of the Station during normal business hours or visit the Station's website.

11. Compliance with Law. The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by local and state law.

12. These rules may be changed at any time at the Sponsors' discretion upon broadcast of the change on any Jonesboro Radio Group station. For rules and the names of the Grand Prize winner, send a self-addressed, stamped envelope to Jonesboro Radio Group, 314 Union Street, Jonesboro, AR 72401. All requests must be received by 5/21/10.

13. Jonesboro Radio Group basic contest rules also apply to this contest and are also available from Jonesboro Radio Group, 314 Union Street, Jonesboro, AR 72401 or on our website [www.jonesbororadiogroup.com](http://www.jonesbororadiogroup.com).

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