

2009 Mall at Turtle Creek \$5,000 Mall Shopping Spree Official Rules

Overview:

- 1) Starting Monday, November 2, 2009 and ending Friday, November 27, 2009, The Mall at Turtle Creek and the Triple FM Radio Group (Saga Communications of Arkansas, LLC) will give people a chance to win a qualifying prize and qualify to win a grand prize

Qualifying Prize – A \$25 Mall at Turtle Creek Visa Gift Card (A total of 56 will be awarded.)

Grand Prize -- A \$5,000 Mall at Turtle Creek Visa Gift Card (to be spent at stores within The Mall at Turtle Creek within 110 minutes of winning the award at 10 a.m. on Friday, November 27, 2009.)

Methodology/Qualifying Prizes:

People can qualify to win a qualifying prize and then become eligible to win the grand prize in the following ways:

- 1) Register on one of these websites: www.thefox1049.com; www.eagle1005.com; www.themix1067.com; www.hot1075.com.
- 2) Once you have registered on one of the above websites, you must listen to one of these radio stations to hear your name called: KDXY (104.9 The Fox); KEGI (100.5 The Eagle); KJBX (Mix 106.7); KDXY-HD2 (Hot 107.5). Names will be called each day Monday through Friday at approximately 7:20am; 11:20am and 4:20pm between between November 2, 2009 and November 25, 2009.
- 3) Once a name is called, that listener will have ten (10) minutes to call the radio station studios to claim their qualifying prize. The phone numbers to call are (870) 930-9105; (870) 935-1005; (870) 268-1067; and (870) 935-2468.
- 4) When a listener wins a qualifying prize, they are also entered to win the Grand Prize. The qualified listener must be present at the Grand Prize Drawing Event. The Grand Prize will be awarded by drawing at 10 a.m. on Friday, November 27, 2009 at the main concourse at The Mall at Turtle Creek. Only listeners who have qualified by the above process, and have met all eligibility requirements, are eligible to win. Listeners must be present to win. No substitutions are allowed. If a listener whose name has been called as the winner is not present when his/her name is called, that listener will be disqualified, and another name will be drawn, and a new grand prize winner declared. That process will be repeated until a final winner is declared.

KDXY, KEGI, KJBX, Triple FM, Saga Communications of Arkansas, LLC, its parent corporation, Saga Communications, Inc, their advertising agencies, affiliates, Cavanaugh Auto Group, Sonic, its employees and immediate families, and principals and employees of all media of mass communication within a one hundred mile radius of the Triple FM main studio are not eligible to participate in this contest. Immediate family includes the spouse, great-grandparents, grandparents, parents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This also includes individuals for whom the employee is current legal guardian.

Legal/Restrictions:

- 1) All qualifiers must be 18 years of age, a permanent resident of the state of Arkansas or Missouri and possess and be ready to produce a valid drivers license.
- 2) All Triple FM General Contest Rules (attached) apply, and all decisions of Triple FM Radio Group are final.

Smithwick Approved 07/02/2004; Revised 5/2/2007; Updated Locally 4/15/09

Triple FM Radio Group GENERAL CONTEST RULES

Wherever the words Triple FM Radio Group, KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM appear in these rules, they include the business entity to which the station is licensed, and any member companies, parent corporations, and affiliates. Triple-FM means Saga Communications of Arkansas, LLC

which owns KDXY-FM, KDXY-HD2, KEGI-FM and KJBX-FM, and its sole member, Saga Communications, Inc..

1) No purchase is necessary to enter any KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM contest.

2) All contestants must be permanent residents of Arkansas or Missouri and must provide KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM with a valid form of identification and Social Security number satisfactory to KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM management.

3) Subject to rule (4) below, all contestants must be at least 18 years old to be eligible to participate in contests that include hotel/motel accommodations, motor vehicles, boats, and/or air travel as prizes.

4) All contestants must be at least 21 years old to be eligible for all contests affiliated with an alcoholic beverage manufacturer or distributor.

5) One entry per household will be permitted to participate in a contest. A "household" is defined as any individuals residing at the same address. After winning a contest on KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, the individual/household is ineligible to win any other contests on KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM for a period of thirty (30) days. All individuals/households receiving a prize valued at \$500.00 or more on KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM may be issued a 1099 Federal Income Tax Form by KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, and are ineligible to win a prize valued at \$500.00 or more for a period of one calendar year from the date of winning. If it is determined that a selected contestant is ineligible as a result of one or both of these restrictions, another contestant will be selected. This selection procedure will continue until these restrictions are satisfied.

6) Anytime the KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM on-air studio is called, it is assumed by the caller that the phone call is being recorded and may be broadcast. The caller grants permission to KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM to broadcast the call or record the call for later broadcast.

6a) For telephone contests, listeners may enter by calling (870) 930-9105 for KDXY, (870) 935-2468 for KDXY-HD2 and K298AV, (870) 935-1005 for KEGI, or (870) 268-1067 for KJBX. If any problems are discovered by KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, different call-in numbers or addresses may be substituted and utilized after those numbers and addresses are broadcast on KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM. In the event a caller is disconnected during a contest before his/her name and phone number is recorded, then the prize will be awarded to the next caller whose name and phone number are recorded. The person operating the telephone at KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM has the final decision as to who is the winning caller.

7) For contests requiring written entry forms, they may be faxed to (870) 933-0403, e-mailed to a contest specific address on www.thefox1049.com (KDXY), www.1075online.com (KDXY-HD2 and K298AV), www.eagle1005.com (KEGI) or www.themix1067.com (KJBX); or mailed/delivered to KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM – 314 Union, Jonesboro, AR 72401. All entries become property of KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM and will not be returned. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM reserves the right to retain any or all contest materials for any reason that KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM deems necessary to the completion of the contest, or reasons relating to publicity and/or advertising. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM shall have no responsibility for a contestant's failure to win or claim any prize based on difficulties with telephone, facsimile, email, or internet difficulties, or any circumstances in any contest.

8) Any specific rules and/or restrictions pertaining to individual contests (entry dates, a limit on number or words on an entry, etc.) will be disclosed in on-air announcements.

9) Prizes must be picked up by the winners at the KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM business office or other pre-arranged or pre-announced location within thirty (30) days of notification to the winner, unless there is a deadline date by which the prizes must be picked up, in which case, that date will be specifically stated. Otherwise, failure to pick up the prizes by the deadline will result in the forfeiture of the prize, which shall remain the property of KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM assumes no liability for the delivery of prizes.

10) In the event the winner is subject to, or the subject of, any order or legal process issued by any governmental agency having jurisdiction over the affairs of the winner (i.e. garnishment, child support order, judgment, lien, and the like), KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM's delivery of the prize to the official representative of the governmental entity claiming a right to the prize shall be thus deemed as KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM awarding the prize to the winner. KDXY-FM, KDXY-

HD2, K298AV, KEGI-FM, or KJBX-FM shall be entitled to rely in good faith, upon any documents presented by the representative seeking to collect the prize in lieu of the winner. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM shall not be liable for any claim by any winner for damages incidental thereto.

11) As a condition of entering a contest, contestants must agree that upon winning, they will consent to the use of their name, likeness, and all verbal and written communications with KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM for publicity purposes.

12) Employees of KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM Triple FM Radio Group, (and its ultimate parent company, Saga Communications, Inc.), their advertising agencies, affiliates, contest sponsors, employees and immediate families of each, and employees of all media of mass communication within a one hundred mile radius of the KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM main studio are not eligible to win any contest. Immediate family includes the spouse, great-grandparents, grandparents, parents, brothers, sisters, children, grandchildren, and great-grandchildren of the employee and his/her spouse. This also includes individuals for whom the employee is current legal guardian.

13) All prizes are non-transferable and are not redeemable for cash. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM reserves the right to substitute a prize of similar value. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM cannot be held responsible for unforeseen cancellations or delays of concerts/events or transportation caused by weather, promoter or performer.

14) Winners are solely responsible for all applicable local, state and federal taxes. Winner may be issued a 1099 MISC federal tax form if in one calendar year the prize value of all prizes won in contests from KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM and/or participating co-sponsors exceeds \$600.00.

15) KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, Triple FM Radio Group, assumes no liability for liability, damages, situations, repairs, or incidents arising from any aspect of any prize awarded in any contest. KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, Triple FM Radio Group, all participating co-sponsor companies and their advertising and promotional agencies, affiliates thereof, employees, and immediate families of each absolve themselves and shall be held harmless from any action or liability arising from any contest or prize awarded in any contest. As a condition of entering a contest, participants may be required, upon winning, to sign a release form and affidavit of eligibility to claim their prize. Failure to do so will result in forfeiture of the contestant's right to claim or receive the prize.

16) The following are specifically related to E-contests and E-Mail Club promotions on www.thefox1049.com (KDXY), www.1075online.com (KDXY-HD2 and K298AV), www.eagle1005.com (KEGI) or www.themix1067.com (KJBX);

a) All appropriate information in required fields must be filled out or contestants will be disqualified.

b) To be eligible to win a prize, a contestant must reside within the listening area of KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM, as defined within the exclusive discretion of KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM management.

c) Any problems with the internet or email are not KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM's responsibility.

d) Contestants who attempt to register to participate on KDXY-FM, KDXY-HD2, KEGI-FM, or KJBX-FM's websites may be required to produce a printed copy of proof of registration before being allowed to participate in the contest.

17) Due to the nature of our programs that are heard on-line over the internet, contests heard on the radio station's internet audio stream are slightly delayed from the time the contests are heard on the broadcast station, and will be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for as much as 30 seconds or more. This means that when Triple FM Radio Group, KDXY-FM, KEGI-FM, or KJBX-FM contests are played that require a specific caller to telephone the radio station (such as "Caller number 10 when you hear the sound effect"), listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contests on-air."

18) All giveaways and contests are void where prohibited by law. All local, state and federal regulations apply. As a licensee of the FCC and a trustee of the public airwaves, KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM reserves the right to interrupt and/or discontinue any contest or promotion (and not award the offered prize) at the discretion of KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM management if world events, the national mood, or public safety so warrant. KDXY-FM, KDXY-HD2,

K298AV, KEGI-FM, or KJBX-FM reserves the right to disqualify any winner if the contest rules have been violated in any way. KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM reserves the right to amend the rules to any contest at any time. All decisions of KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM are final.

19) Although KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM will make reasonable efforts to conduct its contests substantially as announced or advertised, KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM reserves the right in extraordinary situations to change or modify the rules of its contests as exigent circumstances may require. In such cases, KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM will amend the rules for that contest and broadcast the amended rules as promptly as possible. In such case, the contest will be conducted in accordance with the amended rules.

20) A copy of these rules are available during business hours at the KDXY-FM, KDXY-HD2, K298AV, KEGI-FM, or KJBX-FM studios, 314 Union, Jonesboro, AR 72401.