

**CUMULUS MEDIA RADIO STATION GROUP ALLENTOWN “VIRTUAL HOME SHOW”
CONTEST OFFICIAL RULES**

A complete copy of these rules can be obtained at the offices of any of the following radio stations: WODE, WEEX, WCTO, WWYY, and WLEV (individually a “Station” and collectively, the “Stations”), located at 2158 Avenue C, Suite 100, Bethlehem, PA 18017, during available business hours Monday through Friday, each Station’s website at www.999thehawk.com, www.catcountry96.com, www.wlevradio.com, and/or www.lvfoxsports.com or by sending a self-addressed, stamped envelope to the above address.

The Stations will conduct the **Cumulus Media Radio Station Group Allentown “Virtual Home Show”** contest (the “Contest”) substantially as described in these rules.

Each Station is conducting this Contest simultaneously. By participating in this Contest, each participant agrees as follows:

1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.

Eligibility. This Contest is open only to legal U.S. residents, excluding Florida and New York residents, age twenty-one (21) years or older at the time of entry with a valid Social Security number and who reside in the Stations’ Designated Market Area (“DMA”) as defined by Nielsen Audio, who have not won a prize from any Station in the last 7 days or a prize valued at \$500 or more in the last 7 days, and whose immediate family members or household members have not won a prize from any Station in the last 7 days or a prize valued at \$500 or more in the last 7 days. **Void where prohibited by law.** Employees of Stations, Cumulus Radio LLC, each of their respective parent company, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Stations’ DMA, and the immediate family members and household members of all such employees are not eligible to participate. The term “immediate family members” includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term “household members” refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant’s full and unconditional agreement to these Official Rules and Station’s decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Contest Period. The Contest will begin at or around **12:00 a.m., ET on Monday, March 8, 2021** and will run through **11:59 p.m., ET on Sunday, March 28, 2021** (the “Contest Period”). The Station’s computer is the official time keeping device for this Contest.

3. To Enter:

Online Method. During the Contest Period of the Virtual Home Show, register online for the Virtual Home Show at www.lehighvalleyvirtualhomeshow.com and fully complete the Entry Form by including full name, email address, telephone number including area code, and zip code. You must successfully submit your complete and accurate registration information no later than 11:59 p.m. ET on the Sunday, March 28, 2021.

YOU MAY ENTRY ONCE, REGARDLESS OF NUMBER OF TIMES YOU VISIT THE VIRTUAL HOME SHOW WEBPAGE AND REGARDLESS OF HOW MANY EMAIL ADDRESSES AND/OR TELEPHONE NUMBERS A PERSON MAY POSSESS AND USE, AS OUTLINED ABOVE; THERE WILL ONLY BE ONE (1) ENTRY COUNTED.

4. Additional Details Regarding Entering the Contest

a. **Listeners may participate to enter once, per email, during the Contest Period.** Everyone that completely fills out the Home Show form will be entered to win weekly door prizes and one grand prize of \$2,212 of gift cards. Everyone that completely fills out the Home Show form will get a free spin on the \$50,000 Virtual Jackpot Machine. **The maximum number of entries possible from a single person/email address, is one, regardless of how many email addresses a person may possess and use.**

b. Complete and Timely Submitted Information. Entries must contain ALL information requested, must be timely submitted, and must comply with all content submission requirements set forth herein in order to be a valid entry. *By participating in the Contest, participants agree that the Station may contact them via email or telephone at the number provided during registration or by text message, at the telephone number from which the text message entry was received.*

Any attempt by any participant to submit more than one (1) entry per Contest Period by using multiple/different identities, email addresses, or any other method will void that participant from further participation in the Contest and future contests. Use of any automated system to participate is prohibited and will result in disqualification. Stations are not responsible for lost, late (whether due to participant's error or technical malfunction), incomplete, invalid, unintelligible, inappropriate or misdirected entries, all of which will be disqualified. In the event of a dispute as to any Entry, the authorized account holder of the email address used to register will be deemed to be the one (1) and only one (1) participant. The "authorized account holder" is the natural person assigned the email address by the email carrier. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. No mail-in entries will be accepted.

c. Winner Selection.

Week One Weekly Prize. On Monday, March 15, approximately at 10am, Stations will select one (1) entry in a random drawing from all valid entries cumulatively received who will then be deemed as a winner of week one weekly prize.

Week Two Weekly Prize. On Monday, March 22, approximately at 10am, Stations will select one (1) entry in a random drawing from all valid entries cumulatively received who will then be deemed as a winner of week two weekly prize.

Week Three Weekly Prize. On Monday, March 29, approximately at 10am, Stations will select one (1) entry in a random drawing from all valid entries cumulatively received who will then be deemed as a winner of week three weekly prize.

Grand Prize. On Monday, March 29 approximately at 10am, Stations will select one (1) entry in a random drawing from among all the valid entries cumulatively received who will then be deemed the grand prize winner.

All winners are subject to verification of eligibility and compliance with these Contest Rules. THE STATION RESERVES THE RIGHT TO DETERMINE AN ALTERNATE WINNER IN ACCORDANCE WITH THESE OFFICIAL RULES IN THE EVENT THAT ANY WINNER IS DISQUALIFIED, CANNOT BE CONTACTED, DOES NOT CONSENT TO BE RECORDED AND/OR INTERVIEWED, AND/OR IS DEEMED INELIGIBLE FOR ANY REASON, OR IS NOT AVAILABLE TO PARTICIPATE IN ANY APPLICABLE CONTEST EVENTS HOSTED BY STATION OR THE PARTICIPATING STATION WHERE PARTICIPANT RESIDES.

d. Jackpot Machine. Everyone who correctly and timely submitted valid entries into the Contest will receive an email with a link for their one (1) attempt on the virtual insurance-based \$50,000 Jackpot Machine, subject to verification of eligibility and compliance with these Contest Rules. An attempt constitutes receiving a unique code to initiate game play. In order to win a prize, the exact match of all the required winning logos must appear on the screen once all digital reels have stopped spinning. Grand prize-winning logos are 3 House logos on the win line. Secondary prize will be 3 matching fruits on the win line. Potential prize winner(s) who attempts a free spin on the virtual \$50,000 Jackpot Machine should contact the Station if they win a prize. Grand prize message will read: Congratulations! You are the \$50,000 GRAND PRIZE WINNER! Please contact KJ Zabala, Promotions Director at k.j.zabala@cumulus.com for redemption instructions within 48 hours. Please make sure you provide your name, email address, phone number and unique code and you will be contacted within 48 hours. Secondary prize winner message will read: HOLY COW! You're a winner! Please contact k.j.zabala@cumulus.com for redemption instructions within 2 days. You will need to provide your name, email address, phone number and unique code and you will be contacted within 2 days after.

5. Verification of Potential Winners. THE ELIGIBILITY OF ALL POTENTIAL CONTEST WINNER(S) IS SUBJECT TO VERIFICATION BY STATION, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner should notify the

station by email after receiving the prize message as outlined above and subject to meeting all the requirements, as outlined above in Section 5. The potential winner will be required to sign and return to Station, within three (3) days of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) in order to claim his/her prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release within the required time period will be deemed to have accepted the prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to timely sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a contest prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries for that particular Contest Round.

6. Prizes.

- a) **Weekly Prizes:** There will be three (3) Weekly prizes to be awarded in this contest. Each Weekly prize consists of \$250 in prepaid cash equivalent American Express or Visa gift card that may be used anywhere cards are accepted and \$150 food or restaurant gift cards. **Approximate retail value (“ARV”) of Each Weekly Prize is FOUR HUNDRED DOLLARS (\$400.00).**
- b) **Grand Prize.** There will be one (1) grand prize selected at the end of the Contest Period among all valid entries randomly selected. The Grand Prize is two thousand four hundred and twelve dollars (\$2,412) in prepaid cash equivalent American Express or Visa Gift Cards plus restaurant/food gift cards and a Sonos One Generation 2 wireless speaker. **ARV in Aggregate of the Grand Prize is THREE THOUSAND THREE HUNDRED AND SIXTY-TWO DOLLARS (\$3,562.00).**
- c) **Jackpot Secondary Prize.** Up to 4,500 secondary prizes (each, a “Jackpot Secondary Prize”) will be awarded in this Contest in Jackpot play. There is a 15% odds of winning a Jackpot Secondary Prize. Jackpot Secondary Prize is either a free spin for another chance to win the grand prize, PA Lottery \$2 ticket, or any other prize, as determined by Station in its sole discretion valued up to \$5. **ARV of each Jackpot Secondary Prize is Five Dollars (\$5.00).** Winners are responsible for all taxes associated with prize receipt and/or use.
- d) **Jackpot Grand Prize.** One (1) grand prize (the “Jackpot Grand Prize”) may be awarded in this Contest. The Jackpot Grand Prize is Fifty Thousand Dollars (\$50,000.00). It is likely that no, zero (0) Jackpot Grand Prizes will be awarded in this Contest. Odds: 10,000,000:1. If no Contestant succeeds in spinning the required winning logos to win the Jackpot Grand Prize, no Jackpot Grand Prize will be awarded. All taxes on any prize awarded are the sole responsibility of the winner. **ARV of the Jackpot Grand Prize is \$50,000.**

Winners are responsible for all taxes associated with prize receipt and/or use. In order to claim a prize, the identified person must (a) complete an affidavit of eligibility and a liability/publicity release (except where prohibited) and return to Station as outlined above in Section 6 and (b) provide a copy of a current government issued photo ID to Station. A prize must be claimed within thirty (30) days of being verified as eligible to win, i.e. the Winner is told he/she is eligible and given directions about claiming the prize, and must be claimed in-person by the Winner of the Contest. **Upon Station’s receipt of the completed eligibility and liability release forms and verification of Winner’s identity, prizes will be mailed to the Winner’s address provided to Station with the entry. Any prize not claimed by close of business on the thirtieth (30th) calendar day after notification will be forfeited. NO PROXIES WILL BE ALLOWED TO CLAIM A PRIZE FOR ANY REASON. Winners are required to show proof that the Winner is who they say they are when claiming the prize by way of a driver’s license and/or other identification requested by the Participating Station.** Odds of winning a prize depend on a number of factors including the number of eligible entries received by Station during any Contest round and the number of listeners participating at any given time from all of the Stations. Each prize is non-transferable and no substitution will be made, except as provided herein at the Station’s discretion.

There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion and to the extent permitted by law, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Any gift certificates/cards awarded as part of a prize will be subject to the terms and conditions set forth by the issuer and are valid only on the date(s) printed on the tickets or gift certificates/cards. Other restrictions may apply.

7. Entry Conditions and Release. By entering, each participant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Stations, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Stations, Cumulus Radio LLC, Cumulus Media New Holdings, Inc., and each of their respective subsidiaries, and affiliated companies, the prize suppliers and any other organizations responsible for Station, fulfilling, administering, advertising or promoting the Contest, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a participant’s entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys’ fees) arising out of or relating to a participant’s participation in the Contest and/or participant’s acceptance, use, non-use or misuse of the prize.

8. Publicity. Except where prohibited by law, participation in the Contest constitutes Winner’s consent to use by the Station and its agent of winner’s name, likeness, photograph, voice, opinions and/or biographical information (including hometown and state) for promotional purposes in any media now known or hereinafter created, worldwide, in perpetuity without further payment or consideration.

9. Taxes. All state, local, federal and or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in any given year will be issued an IRS Form 1099 to report their winnings. Providing a social security number is a condition precedent to being able to claim and be awarded a Prize in this Contest.

10. General Conditions. Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station’s reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right to preempt, cancel, suspend and/or modify the Contest, or any part of it, due to a matter of local, state, national, or international importance, as determined in Station’s sole discretion, and in accordance with FCC regulations. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or acting in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Station reserves the right to seek damages from any such person to the fullest extent permitted by law. Station’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

11. Limitations of Liability. The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by Stations, participants, entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including but not limited to malfunctions, interruptions, delays in entry or participation in the Contest due to the text receiving system reaching or nearing capacity, disconnections in telephone lines or network hardware or software and/or failures of any kind of a participant’s mobile service; (3) unauthorized human intervention in any part of the entry process or the Contest; (4) technical or human error which may occur in the administration of the Contest or the processing of entries; or (5) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant’s participation in the Contest or receipt or use, non-use or misuse of any prize. No more than the stated number of prizes will be awarded. In event that a production, technical, programming or other error causes more than stated number of prizes as set forth in these Official Rules to be claimed, Station reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

12. Disputes. Participant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded shall be resolved individually, without resort to any form of class action; (ii) any and

all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate Georgia State Court located in the City of Atlanta, Georgia; (iii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (iv) under no circumstances will participant be permitted to obtain awards for, and participant 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the participant and Station in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Georgia, without giving effect to any choice of law or conflict of law rules (whether of the State of Georgia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Georgia.

13. Entrant's Personal Information. Information collected from participants is subject to Stations' Privacy Policy, which is available on each Stations' websites under the "Privacy Policy" link. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained therein shall become the sole property of Station to be used, disposed of or destroyed in its sole discretion. Station is not responsible for any incorrect or inaccurate information entered by telephone users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the Stations' websites and/or text messaging service.

14. Contest Results. A winners list may be obtained within thirty (30) days after the Contest Period expires by sending a self-addressed stamped envelope to the Station identified below.

CONTEST SPONSOR: Cumulus Radio LLC, 2158 Avenue C, Suite 100, Bethlehem, PA 18017

PRIZE PROVIDERS: NRG Energy Plus, 3711 Market Street #1000; Philadelphia, PA 19104
RCN, 2124 Avenue C, Bethlehem, PA 18017.
Elek Services, 1101 Airport Rd, Allentown, PA 18109
Kitchen Magic, 4243 Lonat Dr, Nazareth, PA 18064
Opdyke Lumber, 900 Frenchtown Road, Milford, NJ 08848
Ironton Telephone, 4242 Mauch Chunk Rd, Coplay, PA 18037
Scartelli Roofing, 5000 Long Drive, Bethlehem, PA 18020
Mosquito Joe of Bethlehem, 242 Grandview Blvd Bethlehem, PA 18018
Mosquito Hunters, 3355 Apache Court, Allentown, PA 18104
Bell Ace Hardware, 1051 Trexlertown Rd, Trexlertown, PA 18087
Paolini Cast Stone, 1800 S Delaware Dr, Easton, PA 18042
Palmerton Garage Doors, 3785 Forest Inn Rd Palmerton PA 18071
Bachmann's Roofing, 36 S Elm St, Wernersville, PA 19565
Dr Clutter, 299 Wynview Road, Kutztown, PA 19530
East Penn Sanitation, 4687 Hanoverville Rd C, Bethlehem, PA 18020
Spring Rain Water Solutions, 1101 Chestnut St, Coplay, PA 18037
Salvatore Ruta Realtor, 145 S. Main Street, Nazareth, PA 18064
Jenny Schimmel, 2901 Emrick Blvd, Bethlehem, PA 18020
E F Laudenslager, 3545 PA-309, Orefield, PA 18069
Nauman Companies, 455 Chestnut Street East Stroudsburg, PA 18301
Burkholders, 383 Minor St, Emmaus, PA 18049
Comfort Generation, 423 Green St, Emmaus, PA 18049
Bold Home Services, 1012 Bushkill St, Easton, PA 18042
Designer Awnings, 955 North 5th Street Allentown, PA 18102