

KFAT-FM / THE NEW KFAT 92.9
SNOOP DOGG POUND
OFFICIAL CONTEST RULES

1. How to Enter the Contest:

- a. The “Snoop Dogg Pound” contest will begin on July 28, 2010 and end on August 14, 2010.
- b. To participate in the contest, persons may enter through call-in to KFAT 92.9 FM through August 14, 2010 as and when announced on the air. Caller number nine will win a pair of tickets to the show. Additionally, persons may enter to win at Rumrunner’s Bar & Grille, 415 E. Street, Anchorage, AK 99501, during the KFAT 92.9 live broadcast from 4:00PM to 6:00PM on August 14th. Winners will be drawn at random intervals during the live broadcast and must be present to win.
- c. Persons are allowed to win once during the duration of the contest on the air on KFAT. Only one entry per person per household during the live broadcast. Persons will be allowed to enter to win during the live broadcast, if they have not previously won tickets through on-air contesting.

2. Eligibility Restrictions:

- a. The contest is open all KFAT listeners who are **21** years of age or older and legal residents of the state of Alaska (must provide proof of ID). Military entrants with out of state IDs must establish proof of residence in the state of Alaska to be considered. Employees of New Northwest Broadcasters, affiliated advertising agencies, participating sponsors/promotional partners, other radio stations in the Anchorage metropolitan area and the members of their immediate households are ineligible to participate or win.
- b. Listeners are eligible to win a KFAT contest only once every **30** days. Only one winner per household is permitted in any contest.
- c. Listeners are eligible to win a prize from KFAT valued at \$600.00 or more only once every six months.

3. Prizes:

- a. Winners, on-air or on-location, will win two (2) tickets to the Snoop Dogg concert on, Saturday, August 14th at 6PM.
- b. All prizes or prize certificates may be picked up at the office of KFAT, 833 Gambell Street, Anchorage, AK 99501 during regular business hours of Monday through Friday,

8 a.m. to 5 p.m. except on holidays. Any prize or prize certificate not claimed within forty-five (45) days of winning will be forfeited by the winner. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its arrival. KFAT is not responsible for the safe arrival of a prize or prize certificate.

d. The prizes in the “Snoop Dogg Pound” promotion are not transferable. Prizes may not be substituted for or redeemed for cash.

4. Selection of Winners:

a. Decisions of station management with respect to the contest are final.

b. Caller number nine will win a pair of tickets to the show through call-in to KFAT 92.9 FM through August 14, 2010 as and when announced on the air.

c. Winners will also be drawn at random intervals during the KFAT live broadcast at Rumrunner’s Bar & Grille, 415 E. Street, Anchorage, AK 99501, from 4:00PM to 6:00PM on August 14th, and must be present to win.

5. Conditions:

a. Payment of all federal, state and local taxes is the sole responsibility of the winner. Prizes awarded to winners will be reported, if required, on IRS Form 1099 or the equivalent, and a winner of a prize valued at more than \$600 may be required to acknowledge the prize valuation at the time of award.

b. By participating in the contest, the winner or winners agree to have their name, voice, picture or other likeness used in any advertising or broadcasting material relating to this contest, and to sign a publicity release prior to acceptance of the prize.

c. Contest winners will be required to sign a liability release prior to acceptance of any prize valued at \$600.00 or greater or where prize includes the provision of transportation, whether or not such transportation is provided by KFAT. Pursuant to the liability release, the winners will agree to hold KFAT, its corporate licensee and all officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or contest.

6. KFAT reserves the right to make changes in the rules of the contest in its sole determination. Any change will become effective upon announcement of the change on-air.

7. No purchase is necessary. The contest is void where prohibited.

8. Failure to comply with the contest rules may result in a contestant's disqualifications at the discretion of KFAT.

9. Copies of the written contest rules are available during regular business hours at the main studio of KFAT, 833 Gambell Street, Anchorage, AK 99501