

SAGA COMMUNICATIONS, INC. GENERAL CONTEST RULES

Wherever the words WYXL Lite Rock 97.3 FM appear in these rules, they include the business entity to which the station is licensed, and any member companies, parent corporations, and affiliates. WYXL Lite Rock 97.3 FM is part of the Cayuga Radio Group, its sole member, Saga Communications of New England, LLC, and its sole member, Saga Communications, Inc.

- 1) No purchase is necessary to enter any WYXL Lite Rock 97.3 FM contest.
- 2) All contestants must be permanent residents of New York and Pennsylvania and must provide WYXL Lite Rock 97.3 FM with a valid form of identification and Social Security number satisfactory to WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM, the individual/household is ineligible to win any other contests on WYXL Lite Rock 97.3 FM for a period of thirty (30) days. All individuals/households receiving a prize valued at \$500.00 or more on WYXL Lite Rock 97.3 FM may be issued a 1099 Federal Income Tax Form by WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM to broadcast the call or record the call for later broadcast.
- 6a) For telephone contests, listeners may enter by calling 607-257-9995. If any problems are discovered by WYXL Lite Rock 97.3 FM, different call-in numbers or addresses may be substituted and utilized after those numbers and addresses are broadcast on WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM has the final decision as to who is the winning caller.
- 7) For contests requiring written entry forms, they may be faxed to 607-257-6497, e-mailed to a contest specific address on www.literock973.com, or mailed/delivered to WYXL Lite Rock 97.3 FM –1751 Hanshaw Road, Ithaca NY 14850. All entries become property of WYXL Lite Rock 97.3 FM and will not be returned. WYXL Lite Rock 97.3 FM reserves the right to retain any or all contest materials for any reason that WYXL Lite Rock 97.3 FM deems necessary to the completion of the contest, or reasons relating to publicity and/or advertising. WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM. WYXL Lite Rock 97.3 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), WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM awarding the prize to the winner. WYXL Lite Rock 97.3 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. WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM for publicity purposes.

12) Employees of WYXL Lite Rock 97.3 FM and Cayuga 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 Lite Rock 97.3 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. WYXL Lite Rock 97.3 FM reserves the right to substitute a prize of similar value. WYXL Lite Rock 97.3 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 WYXL Lite Rock 97.3 FM and/or participating co-sponsors exceeds \$600.00.

15) WYXL Lite Rock 97.3 FM (Cayuga Radio Group), assumes no liability for liability, damages, situations, repairs, or incidents arising from any aspect of any prize awarded in any contest. WYXL Lite Rock 97.3 FM (Cayuga 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.literock973.com:

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 WYXL Lite Rock 97.3 FM, as defined within the exclusive discretion of WYXL Lite Rock 97.3 FM management.

c) Any problems with the internet or email are not WYXL Lite Rock 97.3 FM's responsibility.

d) Contestants who attempt to register to participate on WYXL Lite Rock 97.3 FM's websites may be required to produce a printed copy of proof of registration before being allowed to participate in the contest.

e) 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 WYXL 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."

17) 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, WYXL Lite Rock 97.3 FM reserves the right to interrupt and/or discontinue any contest or promotion (and not award the offered prize) at the discretion of WYXL Lite Rock 97.3 FM management if world events, the national mood, or public safety so warrant. WYXL Lite Rock 97.3 FM reserves the right to disqualify any winner if the contest rules have been violated in any way. WYXL Lite Rock 97.3 FM reserves the right to amend the rules to any contest at any time. All decisions of WYXL Lite Rock 97.3 FM are final.

18) Although WYXL Lite Rock 97.3 FM will make reasonable efforts to conduct its contests substantially as announced or advertised, WYXL Lite Rock 97.3 FM reserves the right in extraordinary situations to change or modify the rules of its contests as exigent circumstances may require. In such cases, WYXL Lite Rock 97.3 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.

19) A copy of these rules are available during business hours at the WYXL Lite Rock 97.3 FM studios, 1751 Hanshaw Road, Ithaca NY 14850.

(05/07/2007 revision date)