

Temptation Floatation @ Sandcastle Water Park OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. How to Enter the Contest:

- a. The entry period for the "Temptation Floatation @ Sandcastle Water Park" contest will begin on Monday, July 6, 2009 at 6:00am Eastern Time ("ET") and end on Friday, July 17, 2009 at 10:00am ET (the "Entry Period").
- b. To participate in the contest, listen to WBZW (the "Station") during the Entry Period between the hours of 6:00am ET and 10:00am ET. The Station morning show will announce cues to call and listeners must call the Station at (412) 333-9494. The Station will select callers in their sole and absolute discretion and will interview selected callers about the contest. On Thursday, July 9, 2009, the Station will select five (5) callers (the "Participants") from among all previous callers to participate in the Temptation Floatation (the "Competition"), which will take place at Sandcastle Water Park (the "Park") from Monday July 13, 2009 to Friday, July 17, 2009 at 10:00am ET. Participants will be selected based upon their creativity and enthusiasm in answering questions during their interview. In addition to the five (5) Participants, the Station will select two (2) alternates (the "Alternates") using the same criteria used to select the Participants. The Alternates will be ranked and if a Participant cannot attend the Competition or chooses not to participate, an Alternate will be selected, in the order ranked, to replace the Participant. All Participants and Alternates will be notified by the Station on Thursday, July 9, 2009. Any Participant who cannot be contacted within Thursday, July 9, 2009 at 5pm ET will forfeit his/her chance of participating in the Competition and an Alternate will be selected to replace the Participant.
- c. The Station is not responsible for technical telephone problems, equipment malfunctions or any other technological difficulties that would not allow the potential Participant to call the Station request line within the required period. For those listening to the Station stream on the Internet: Please be advised that you may be listening to a delayed stream of the radio signal, which may vary depending on your computer's memory capacity and your dial-up connection. For that reason, we strongly recommend that you turn on your radio to the Station to participate in the contest to be sure you are participating in "real time." The Station assumes no responsibility for participants not making timely phone calls to the Station as a result of the delays in the internet stream.

2. Eligibility Restrictions:

- a. The contest is open to all Station listeners who are 21 years of age or older and who legally reside in the Pittsburgh metro area. Employees of the Station, its licensee, its corporate parents, subsidiaries, and affiliates, its advertising agencies, participating sponsors/promotional partners, other radio stations in the Pittsburgh metropolitan area and the members of their immediate families and those living in the same household are ineligible to participate or win. Subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
- b. One Participant per household or family. One winner per household or family.
- c. Listeners are eligible to win a Station contest only once every sixty days and a prize valued at \$600 or more only once every six months. Only one winner per household is permitted in any contest.
- d. All Participants will be required to sign a release prior to participating in the Competition.

3. Conditions of Participation in the Competition and Selection of Winners:

- a. A total of five (5) Participants will be selected to participate in the Competition as set forth in Section 1 of these rules.
- b. The Competition will take place at the Park, located at Sandcastle Water Park between Monday July 13 2009 through Friday July 17 2009. All Participants must arrive at the Park and check in with Station staff by 6am on Monday July 13, 2009. Any Participant who has not checked in with Station staff by this time will be disqualified and an Alternate may be selected to replace the Participant. Participants must be the persons selected by the Station. No proxies will be allowed.
- c. The Competition raft will be located in The Park and will be placed in the Park Pool. The Raft will be cordoned off and anchored so that it will not drift into other areas of the pool. Participants may request to wear a life preserve jacket. The Station is not responsible for any injury that may occur from a Participant's failure to wear a life jacket.
- d. Before getting onto the raft, all Participants must sign a waiver and release form and present their valid driver's license or other government issued photo identification.
- e. The Station, the Park and all other contest sponsors are not responsible for the storage, care or security of any Participant's personal items and

Participants acknowledge that neither the Station, the Park, nor any other sponsor shall be liable therefore.

- f. Each Participant must bring with them items they will need to survive on the Competition raft for FIVE DAYS. This includes, but is not limited to, food, beverages, clothing and sleeping items. A storage device will be provided to each Participant to place his or her personal belongings in while they are on the raft. The bin is to be kept with the Participant on the raft at all times. All personal items must fit in the bin with the lid on. A trash bag will also be provided for each Participant to be placing his or her trash in and all trash must be placed in the bag. The trash bag is to be kept with the Participant at all times. Participants may also bring additional items to be kept on the Park grounds; all additional items must be approved by WBZW personnel. WBZW is not responsible for the safe-keeping or storage of those additional items.
- g. Participants will not be allowed to leave the Park during the duration of the Competition. Once Participants enter the raft, they will not be allowed to add any items other than food and beverages except during breaks. Arrangements for additional food and other items are the responsibility of each Participant. Participants may have friends and family members bring food and other items to the Park during normal park operational hours (11am-7p). Family and Friends will not be allowed to enter the raft area whatsoever. The additional food and other items brought by family & friends must be handed over to Station personnel for inspection and delivery to the Participant in the raft area.
- h. Each Participant must stay on the Competition raft at all times except for mandatory breaks or any official "time-outs" as determined by the Station in its sole and absolute discretion.
- i. The last Participant remaining on the raft at the end of the week without being tempted off or voted off, will win the Grand Prize.
- j. Each morning, from 7am to 8am, Bubba from the Station morning show will go to the Park to try to "tempt" Participants off of the raft with one of the prizes listed below (the "Temptation Prize"). The order of the Participants to be tempted will be selected at random. One Temptation Prize will be offered each day. The Temptation Prize selected for the day will be determined by the Station in its sole and absolute discretion. In the order selected, Bubba will ask each Participant if he/ she will leave the raft in exchange for the selected Temptation Prize. If the Participant agrees to accept the Temptation Prize, he/ she will leave the raft and will be officially out of the game and will receive the agreed upon Temptation Prize. If that day's temptation prize is not chosen by any of the Participants, it becomes part of the grand prize package and a Participant will be eliminated from the Competition as set forth below.

- k. As the Participants enter the raft on Monday July 13, 2009, their pictures will be placed on the b94.com. Throughout the week, listeners will be instructed to vote on whom they would like to vote of the Temptation Floatation raft. Online voting will begin on Monday July 13, 2009 at 8am. Online voting will be reset daily as a participant is removed from the raft. In the event that no Participants elects to take a day's Temptation Prize, the Participant receiving the largest amount of votes on b94.com will be eliminated from the Competition and will not receive a prize. Results of online voting will only be revealed if the votes are used to eliminate a Participant. If a Participant elects to take the Temptation Prize, the voting results for that round will not be revealed. The Station is not responsible for vote entries not received due to difficulty accessing the internet, services outages or delays, computer difficulties or other technological glitches. Any person tampering with the entry process on behalf of one of the Participants will result in the disqualification of the Participant. In addition, any votes made by persons tampering with the entry process will be void. For purposes of these Official Rules, "receipt" of an online vote occurs when the Station servers record the entry information upon clicking the "Vote" button.
- l. An immunity challenge will take place each morning during the Competition. The Participant that wins that morning's immunity challenge receives immunity and can not be voted off that day. In the event that no Participant takes that day's Temptation Prize and the elimination is decided by votes, if the Participant receiving the largest amount of votes also wins immunity that morning, the Participant with the 2nd largest amount of votes will be voted off the raft.
- m. There will be two Participants remaining on the last day of the contest. The last two remaining Participants will be tempted with the last Temptation Prize. If neither of the Participants chooses to accept the Temptation Prize, then the final Participant to be voted of will be judged by the online voting count. Should any Temptation Prizes be left over because they were unclaimed, then they will be added to the grand prize package.
- n. The official judges have the right to instruct and direct the actions of all the Participants involved. Any action by any Participant that will give him/her or any other Participant(s) an unfair advantage will not be allowed as determined by the official judges' sole discretion. Failure to comply with this rule or any rule may be grounds for disqualification. A warning may or may not be given as determined by the official judges in their sole discretion.
- o. The official judges, which are the Station personnel, will have the sole and absolute final decision making authority with respect to the conduct of the Participants and the rules of the contest.
- p. At all points during the Competition, a trained lifeguard will be on duty to supervise the Competition.

- q. A Participant will not be disqualified from if he/she accidentally falls out of the raft.
- r. Seating in the raft will be determined by the Station in its sole and absolute discretion.
- s. No electronic devices, laptop computers electronic games, cellular phones or pagers, animals, foul smelling substances, firearms or weapons, alcoholic beverages, or illegal substances will be permitted on the raft or anywhere on the premises of the Park. The Station will determine all items allowed on the raft and may provide various items to Participants for Promotional purposes. The Station reserves the right to allow or cause the removal of items at any time.
- t. Participants are warned that they must be personally responsible for their own health and welfare in connection with the contest. Participants assume the risk for any potential health consequences or effects caused by, incurred during, or as a result of their participation in the contest. A 20-minute break for all Participants will be allowed approximately every three hours as set forth below. The Station judges may add additional breaks at their discretion. Any Participant not back on the raft within 20 minutes (or the amount of time designated by the Station) of the start of a break will be disqualified. No exceptions will be allowed. The official judges reserve the right to extend the length of a break and the number of breaks per day, as well as the time at which breaks are allowed.
- u. Breaks will occur at approximately 12am, 3am, 6am, 9am, 12pm, 3pm, 6pm, 9pm daily and the Station may add additional breaks at its sole and absolute discretion.
- v. Smoking and smokeless tobacco are permitted only in designated areas during breaks. Consumption of alcoholic beverages or illegal substances of any nature will not be permitted on the raft or anywhere on the Property of the Park during the duration of this promotion. No Participant may engage in or attempt to engage in any illegal, unsafe or disruptive conduct.
- w. No indecent exposure or touching of other Participants will be permitted. No profanity, spitting, urination, defecation, vomiting, other body excretion, or unsportsmanlike conduct as determined by the official judges in their sole discretion is permitted in the raft and may be grounds for disqualification. If such an incident occurs, the Station reserves the right to call an official 'time out' to allow for clean up of the raft.
- x. In case of emergency, 911 will be called and the Station in its sole and absolute discretion may postpone or terminate the Competition.

- y. Participants may be subject to disqualification by the official judges in their sole discretion for health and/or safety reasons. All decisions made by the official judges are final.
- z. A live microphone, camera, and/or video equipment may be placed in and around the raft at any and all times and activities may be recorded and videotaped for possible broadcast on the Station, the internet or television. By participating, each Participant gives the Station, the Park and the sponsors' permission to use their voice, image and likeness in promotional material advertising or other similar media without additional financial or other compensation.
- aa. Visitation will be permitted during normal park hours only, 11am to 7pm daily. Visitors will be required to pay regular admission price to the park in order to enter. Participants, visitors and spectators must adhere to the rules and policies of the Park with respect to their conduct or activities on or about the Park. The Park may exercise its sole discretion in ejecting any non-Participant from the property. Rough housing, tickling, and foul play will not be tolerated. There will be no pushing, shoving, hitting, or kicking of other Participants to knock them off the raft. Such conduct as determined by the sole discretion of the official judges will be grounds for immediate disqualification. In the event of such an occurrence, WBZW and the Park will not be held liable for the actions of the Participants as to each other.
- bb. No other forms of recreation or shelter can be brought to the contest location. In case of inclement weather, Participants will be removed from the raft and placed in an alternate protected location until the opportunity to re-enter the raft presents itself. The Park reserves the right to limit the number of visitors and spectators to any area of the Park property and may exercise its sole discretion in ejecting any non-Participant from the property.
- cc. Participants may be held responsible for any damage and/or destruction made to the raft or other property of the Park affected by the Participant.
- dd. Simultaneous 'quitting' will result in disqualification of all parties involved in order to prevent any collusion. No negotiations or agreement between Participants pertaining to any Temptation Prizes or the grand prize will be permitted. Any negotiations or agreement among Participants to share a prize may result in disqualification in the sole discretion of the judges.
- ee. The official judges possess the sole final and absolute authority and discretion to interpret and enforce these official contest rules.

4. Prizes:

- a. One (1) Grand Prize: The grand prize consists of the following:
- One (1) Trip for Two(2) to the Hyatt Grand Champions Resort in Indian Wells, Ca (October 9, 2009-October 11, 2009)
 - Any Temptation Prizes that have not been awarded to other Participants
- Total ARV of Grand Prize: \$3500, but may vary depending upon whether Grand Prize winner receives a Temptation Prize.
- b. Grand Prize Winner must take possession of the grand prize by no later than October 1, 2009. The Station will provide the Grand Prize winner with the contact information. 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 loss. The Station is not responsible for the safe arrival of a prize or prize certificate.
- b. Four (4) Temptation Prizes: Each Temptation Prize winner will receive one (1) of the following, as selected by the Station in accordance with these rules:
1. One Apple iPhone Courtesy of AT&T (AV=\$199)
 2. Complete Lasik Eye Surgery
 3. A Trip for Two (2) to Los Angeles, CA courtesy of Epic Records (ARV=\$1000)
 4. 2 day / 1 Night Stay at Mountaineer Gaming and Racetrack (ARV=\$500)
- c. All Temptation Prizes may be picked up at the office of the Station at the address below. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. 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 loss. The Station is not responsible for the safe arrival of a prize or prize certificate.
- d. There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion, 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. Other restrictions may apply.
- e. Temptation Prizes must be redeemed within 6 months of winning.

7. Conditions:

- a. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by the Station in a calendar

year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize.

- b. By participating in the contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize or prize certificate, the Station in its sole discretion may require contest winners (and their travel companions, if any) to sign a liability release, agreeing to hold the Station, its corporate licensee, its parent, subsidiary and affiliated corporations, and the 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 participation in the contest.
- d. The Station reserves the right to make changes in the rules of the contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.
- e. Failure to comply with the contest rules may result in an entrant's disqualification solely at the discretion of the Station.
- f. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the contest, or in the announcement of a prize.
- g. Copies of the written contest rules and a list of winners (when complete) are available during regular business hours at the main studio of WBZW, 651 Holiday Drive Foster Plaza 5, Pittsburgh Pa 15220 or by sending a self-addressed stamped envelope to WBZW

