

The following promotion is intended for participants in the United States only, and will be governed by United States laws. Do not proceed in this promotion if you are not eligible or not currently located in the United States. Further eligibility restrictions are contained in the official rules below.

VIN TO WIN CONTEST

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern the Vin to Win promotion (“Promotion”), which is being conducted by KMLE, KOOL, & KALV (“Station”). The Promotion begins on November 6, 2017 and ends on November 30, 2017 (“Promotion Dates”).
- b. To enter the Promotion, entrant may enter onsite beginning on November 6, 2017 at 7:00am Mountain Standard Time (“MST”) and ending on November 26, 2017 at 7:00pm MST (“Entry Period”).

Participating Desert Ford Dealers include:

DEALERSHIP	STREET ADDRESS	CITY	ST	ZIP	HOURS
Bell Ford	2401 W. Bell Road	Phoenix	AZ	85023	Mon– Fri: 8:00am -9:00pm MST Sat: 8:00am -8:00 pm MST Sun: 10:00am -6:00pm MST
Berge Ford	460 E. Auto Center Drive	Mesa	AZ	85204	Mon– Fri: 8:00am -9:00pm MST Sat: 8:00am -8:30pm MST Sun: 11:00am -6:00pm MST
Camelback Ford Lincoln	1330 E. Camelback Road	Phoenix	AZ	85014	Mon– Sat: 8:00am -9:00pm MST Sun: 10:00am - 6:00pm MST
Earnhardt Ford	7300 W. Orchid Lane	Chandler	AZ	85226	Mon– Fri: 7:00am -9:00pm Sat: 7:00 am - 8:00 pm MST Sun: 10:00 am - 6:00 pm MST
Chapman Ford	7100 E. McDowell Road	Scottsdale	AZ	85257	Mon– Fri: 8:00am -9:00pm MST Sat: 8:00am -7:00pm MST Sun: 12:00am -5:00pm MST
Peoria Ford	9130 W. Bell	Peoria	AZ	85382	Mon– Sat: 7:00am -9:00pm MST Sun: 9:00am -7:00pm MST
AutoNation Ford Scottsdale	8555 E Frank Lloyd Wright Blvd	Scottsdale	AZ	85260	Mon– Sat: 8:00am- 9:00pm MST Sun.: 9:00am - 7:00pm MST
Rodeo Ford	13680 W. Test Drive	Goodyear	AZ	85338	Mon– Fri: 7:00am -9:00pm MST Sat: 7:00am - 8:00pm MST Sun: 10:00am - 6:00pm MST

San Tan Ford	1429 E. Motorplex Loop	Gilbert	AZ	85296	Mon– Fri: 7:00am - 9:00pm MST Sat: 7:00am - 8:00pm MST Sun: 10:00am - 6:00pm MST
Don Sanderson Ford	6400 N. 51st Ave	Glendale	AZ	85301	Mon– Fri: 8:00am - 9:00pm MST Sat: 8:00am - 6:00pm MST Sun: closed
Surprise Ford	16825 West Waddell Road	Surprise	AZ	85388	Mon– Sat: 7:00am - 9:00pm MST Sun: 9:00am - 8:00pm MST
Robert Horne Ford, LLC	3400 S. Tomahawk Road	Apache Junction	AZ	85219	Mon– Fri: 7:00 am - 8:00pm MST Sat.: 7:00am - 7:00pm MST Sun.: 10:00am - 5:00pm MST
Jones Ford Buckeye	24600 West Yuma Road	Buckeye	AZ	85326	Mon– Fri: 8:00am - 7:00pm MST Sat: 8:00am - 6:00pm MST Sun: closed

- i. To enter on-site, visit one (1) of the above listed participating dealerships at the times listed above during the Entry Period to obtain an official entry form (available while supplies last), legibly hand write your first name and last name, complete address, city, state, zip code, telephone number (including area code), date of birth, and guess a four (4) digit number (from 0000-9999) on an official entry form and place the completed entry form in the dedicated collection box. P.O. Boxes are not permitted. All entries must be received by 7:00pm MST on Sunday, November 26, 2017. Entries submitted may not be acknowledged or returned. Failure to provide all required information may result in disqualification.
- c. Only one (1) entry per person is permitted. There will be up to a total of sixty-five (65) Finalists and one (1) winner selected, if any.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all legal U.S. residents who are 18 years of age or older at time of entry and who reside in Arizona. Void everywhere else and where prohibited or restricted by law. Employees, officers, directors and agents of Desert Ford Dealers, the Station, CBS Radio Inc., each of their respective parents, subsidiaries, and affiliates, the Station’s advertising and promotion agencies, and participating sponsors or prize suppliers (collectively, the “Promotion Entities”) and other radio stations in the Station’s market, the members of their immediate families (spouses, parents, children, and siblings, regardless of where they reside) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations. By participating, entrant agrees to comply with these Official Rules and the decisions of the Station, which are final and binding in all respects, and entrant agrees to waive any right to claim ambiguity in the Promotion or Official Rules, except where prohibited by law.
- b. Listeners are eligible to win a prize in a Promotion conducted by the Station only once every thirty (30) days and only once every six (6) months if the prize is valued

over \$600. Only one (1) winner per household is permitted in any Station-conducted promotion.

- c. Winner must provide valid government-issued photo identification and sign and return any required affidavit of eligibility and/or liability/publicity release before claiming prize. The prize winner must possess and show proof of a valid US driver's license and auto insurance.
- d. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entrant who does not meet the eligibility requirements and will also delete any entry as required by law.

3. PRIZES

- a. A maximum of one (1) prize may be awarded. The prize, if awarded, is \$25,000 (to be awarded in the form of a corporate check) and a 2018 Ford F-150 Plus from Desert Ford Dealers with a maximum retail value not to exceed \$75,000, such figure is based on Manufacturers Suggested Retail Price ("MSRP") of vehicle. Prize's actual retail value may vary from the ARV stated herein due to the selection of options, accessories, or delivery location. Winner must accept delivery of vehicle from the sponsor designated dealer, or as otherwise specified by Sponsor. Administrator will solely designate and specify available vehicle including make, model, color and options for Grand Prize winner's prize award. Grand Prize winner may not substitute, exchange, or apply the vehicle's value towards a higher cost or alternate vehicle. Designated vehicle must be the Sponsor designated vehicle that is currently in designated dealer's stock of inventory. Administrator reserves the right to award an alternate year model (*i.e.* 2017, if the 2018 model is not available at the time of prize award. If the designated prize vehicle MSRP is under \$75,000, the winner will not be awarded the difference between the vehicle's actual MSRP and \$75,000. Grand Prize winner is responsible for paying any and all sales tax on prize award at time of delivery, estimated at approximately \$4,500 (based on a 6.0% tax value) but may vary depending on the state and county in which the vehicle is awarded. Grand Prize Winner shall be solely responsible for any and all applicable taxes, including sales tax, as well as title, plate fees, registration and documentation fees, insurance (proof of which must be shown prior to taking possession of vehicle), dealer preparation fees and destination charges (if any), operating and maintenance expenses and any other fees and expenses not specified herein associated with the receipt and use of the prize. Selection of vehicle color, options and equipment will be determined by Station in its sole discretion and will be based on dealer stock/availability. Dealer incentives or rebates will not be credited or applied to any vehicle won. Winner must take possession of vehicle at a dealership designated by the Station or its designee within forty-five (45) days following winning (or once winner's vehicle becomes available). Winner is solely responsible for all costs associated with any permitted or available vehicle upgrade/option package and/or accessories. If required by law, winner must have a current and valid U.S. driver's

license and proof of insurance to take delivery. Vehicle awarded may differ from any vehicle shown in Promotion materials.

- b. The prize will be awarded in the event that the official Promotion finalist meets all requirements described herein as well as any additional requirements, terms, and conditions imposed by the Station at the time of the Promotion. The maximum Approximate Retail Value (“ARV”) of the prize is \$100,000. The prize winner shall be solely responsible for any applicable taxes or any other fees and expenses not specified herein associated with the receipt and use of the prize.
- c. No more than the stated number of prizes specified in these official rules will be awarded. All prizes or prize certificates must be claimed at the office of the Station at the address below during regular business hours. The winner(s) will forfeit any prize(s) or prize certificate(s) not claimed within ten (10) days of winning. Unless otherwise specified or required by law, if a prize is not claimed no alternate winner will be selected and the prize will become the property of the Station. The Station may opt to deliver the prize to the winner by mail or overnight courier solely at its discretion. In the event that the Station delivers the prize to the winner by mail or courier with the winner’s consent, the winner assumes the risk of the prize’s loss, damage or delay.
- d. Prize(s) is not transferable, and no substitution, assignment or cash equivalent of prize(s) is permitted, except by the Station (solely at its discretion), which reserves the right to substitute a prize or prize portion with another prize or prize portion of greater or equal value. The prize(s) are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Promotion Entities are not responsible for winners' limitations that prevent acceptance or use of prize(s). The Prize(s) is provided as is. Entrants acknowledge that the Promotion Entities have not made, and are not in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties, expressed or implied, whether by contract or law, concerning any prize, including without limitation, implied warranties of quality, merchantability, mechanical condition or fitness for a particular purpose, with the exception of any standard manufacturer’s warranty that may apply. Other restrictions may apply.

4. POTENTIAL WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Sixty-Five (65) potential Finalists will be selected in the Promotion. On November 27, 2017 at approximately 8:30am MST five (5) Finalists will be selected from each of the thirteen (13) participating Desert Ford Dealer in a random drawing of all eligible onsite entries received from each dealership.

- c. A pre-determined winning four (4) digit code will be randomly selected for this Promotion by an independent third party insurance company, and placed in a sealed security envelope. The predetermined winning number will fall between 0000 and 9999, inclusive, and may be any number within the provided range. On or about November 30, 2017, the Station will contact the independent third party with the sixty-five (65) guesses from each respective Finalist's entry form. If any of the Finalist's guesses from their entry form match the winning four (4) digit number, the Finalist with the matching four (4) digit number on their entry form will win the prize, upon confirmation of eligibility. In the case of more than one Finalist having the matching number, a random drawing will be conducted to determine the winner. If no Finalist successfully matches the predetermined four (4) digit number code in exact order according to the Promotion rules and contract terms and conditions, no prize will be awarded.
- d. Odds of being selected as a Finalist depend upon the number of eligible entries received. The odds of winning the prize, once selected as a Finalist, are 1 in 10,000.
- e. Potential winner, if there is one, will be notified by telephone on or around November 30, 2017. Prize(s) will be awarded only upon confirmation of eligibility and completion of all requisite releases. Check prizes, if awarded, will be issued within six to eight weeks following confirmation of eligibility and completion of all requisite releases and IRS forms. Upon notification or notification attempt, the potential winner(s) will be required to respond to such notification attempt and execute and return an affidavit of acceptance, eligibility, liability and publicity release within ten (10) days of such notification or notification attempt or prize(s) will be forfeited and an alternate winner will not be selected. If a winner has not reached the age of majority in his/her state of residence, the prize(s) will be awarded in the name of his/her parent or legal guardian. If a potential winner(s) is deemed ineligible for any reason, cannot be contacted, fails to sign and return the required fully-executed affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize(s). The Promotion Entities are not responsible for any changes in an entrant or winner's email address, phone number, mailing address or other contact information.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). The winner(s) may 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(s) valued at \$600 or more or for any prizes awarded by the Station (or any other CBS Radio station in Station's market) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent upon request will result in forfeiture of the prize(s). Such winnings of \$600 or more will be reported to the IRS.

- b. Participation in the Promotion and/or acceptance of prize(s) constitutes entrant's and/or winner's (and guest's, if applicable) permission for the Station or its designees to interview the winner(s) (or guest(s), if applicable), to photograph, film and record each winner (or guest, if applicable), and to use in commerce, advertising and in any media, now or hereafter known, throughout the world, in perpetuity, his/her name, prize(s) won, hometown (city and state), biographic information, likeness, photograph, voice, audio or video recording and/or any statements made by him/her regarding the Station, the Promotion and/or its sponsor(s) for purposes of trade, publicity or promotion without notice or additional compensation, notification or permission, except where prohibited by law. Each winner (and guest, if applicable) agrees to sign a publicity release confirming such consent prior to acceptance of the prize, except where prohibited by law.
- c. Participation in the Promotion and/or acceptance of prize(s) constitutes entrant's and/or winner's (and guest's, if applicable) agreement to release, discharge, and hold harmless the Promotion Entities and their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns (collectively, the "Released Parties") from and against any and all claims or liability arising directly or indirectly from any prize(s) awarded and participation in the Promotion, including, but not limited to, personal injury, death or damage to or loss of property, which may occur in connection with, preparation for, travel to, or participation in the Promotion, or delivery, possession, acceptance and/or use or misuse of any prize or participation in any Promotion-related activity, including, but not limited to, any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery.
- d. If for any reason this Promotion cannot be executed as planned, including but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend and/or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right, in its sole discretion, to modify the procedure for selecting winner(s), unless the nature of the event giving rise to such termination renders it impossible to select winner(s).
- e. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize(s); (ii) incorrect or inaccurate entry information, human error, failure or omission; (iii) unauthorized human intervention; (iv) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, unsuccessful, or late entries or notifications; (v) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, telephone or text message service outages, delays, busy signals, poor signals or signal interference, accidental disconnection or equipment malfunctions or any other technological problems or failures of any kind;

or (vi) any cancellations, delays, diversions, substitutions or omissions whatsoever by any transportation providers or any other persons or entities providing any services to winner(s) (and guest(s), if applicable) including any results thereof such as changes in services or location necessitated by same. Further, the Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of God, acts of war, natural disasters, weather, acts of terrorism or other factors beyond the Released Parties' control.

- f. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins or any other methods may void that entrant's entries and that entrant may be disqualified. The use of any device to automate entry is prohibited. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, promotion entry services or proxies) will void all entries by that entrant at the Station's discretion. The Station's or its Promotion administrator's computer or telephone system is the official time keeping device for this Promotion. In the event of a dispute, online entries will be deemed to have been submitted by the Authorized Account Holder. The "Authorized Account Holder" is the natural person who (i) is assigned to an email address by an internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address or (ii) is assigned to the text or mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. The Station, in its sole discretion, reserves the right to disqualify any person who it believes is tampering with the entry process or the operation of the Promotion. Failure to comply with the rules of the Promotion may result in an entrant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station may disqualify that entrant from entering and/or winning this and any or all future Station-administered Promotions and seek damages to the fullest extent permitted by law.
- g. The Station reserves the right to modify these rules for clarification or equitable purposes without materially affecting the terms and conditions of the Promotion, including, without limitation, the substitution of a prize(s) of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Promotion Entities, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel, terminate, suspend or modify the Promotion and shall not be required to award a substitute prize(s). If any provision of these Official Rules is irrevocably inconsistent with any provision set forth on the Contest webpage, then the provision of these Official Rules will prevail but solely to the extent of the inconsistency.
- h. Except where prohibited, by entering the Promotion, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize(s) awarded shall be resolved individually, without resort

to any form of class action, and exclusively by state or federal courts situated in New York, NY; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall such costs include attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including, without limitation, lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have any damages awarded multiplied or increased. New York law governs the interpretation and construction of these Official Rules and all aspects related thereto.

- i. For a copy of these Official Rules, send a self-addressed stamped envelope (VT residents may omit return postage) for receipt by the first business day following the end of the Promotion Dates to "Vin to Win Contest– Official Rules," Attn: Promotions, CBS Radio, 840 North Central Ave, Phoenix, AZ 85004. For the names of the prize winner(s) send a self-addressed stamped envelope (VT residents may omit return postage) for receipt within 60 days following the end of the Promotion Dates to the above address marked "Vin to Win – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of the Station and may be posted online at <http://live1015phoenix.cbslocal.com/>, <http://kml1079.cbslocal.com/>, and <http://kool.cbslocal.com/>.

6. PRIVACY

- a. By participating in the Promotion, you agree to the Station's Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at <http://live1015phoenix.cbslocal.com/>, <http://kml1079.cbslocal.com/>, and <http://kool.cbslocal.com/>. In the event of conflict between the Station's Terms of Use Agreement and these Official Rules, the terms of these Official Rules shall apply.

Administrator: CBS Radio, 4840 North Central Ave, Phoenix, AZ 85004.

Sponsor: Desert Ford Dealers, 16435 N. Scottsdale Rd, Suite 195, Scottsdale, AZ 85254

CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.