

“Pampers Text To Win”

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 “Pampers Text to Win” promotion (the “Promotion”) being conducted by K-Frog (KFRG/KXFG) (the “Station”) beginning on May 19th, 2010 at 12:00am Pacific Time (“PT”) and ending on May 25th, 2010, 2010 at 4:30pm PT.

- b. To participate in the Promotion, you may enter via the following methods:

Log onto kfrog.com and follow the links and instructions to enter the Promotion and submit your first name and last name, complete address, city, state, zip code, telephone number, date of birth and a valid email address in the online entry form. Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. All entries submitted become the sole property of the Station and will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station’s computer is the official time keeping device for the Promotion. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems.

During the Promotion dates, listeners can text the keyword, “**Pampers**” to “42540” to enter the Promotion. The Station is not responsible for telephone service outages, delays, equipment malfunctions and any other technological difficulties that may prevent an individual from sending a text message. Standard text messaging fees may apply, and the Station is not responsible for any fees incurred by an entrant for this method of entry.

- c. All online and text entries must be received by May 25th, 2010 at 4:30pm PT.
- d. One entry per person per method.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in Southern California. Employees of the Station, its licensee, the licensee’s parent, subsidiary and affiliated entities, Station’s advertising and promotional agencies, its participating sponsors, other radio stations in the Riverside/ San Bernardino and Temecula metropolitan area, the members of their immediate families (spouse, parent, sibling or child) 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 and is void where prohibited.
- 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 promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize.

- 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 entry from individuals who do not meet the eligibility requirements. The Station will also delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. PRIZES

- a. One (1) prize will be awarded in this Promotion. The prize consists of the following:

Prize is a \$500.00 Stater Bros. Gift Card. Card has no expiration date. ARV: \$500.00 The Station accepts no responsibility for repairing any real or supposed damage to any prize.
- b. All prizes or prize certificates will be handled by the Station. The winner will forfeit any prize or prize certificate not claimed within 30 days. 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.
- c. There is no substitution, transfer or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Two (2) names will be selected in a random drawing of all eligible entries received on May 25th, 2010. One (1) name will be drawn from the text entries and one (1) name will be drawn from the online entries. Those two (2) names will be put in a box and a Station employee will pick out one (1) winning name. The name that is drawn from the box will be the Promotion winner, pending confirmation of eligibility. The Station will notify the potential winner via telephone immediately following the random drawing.
- c. The Promotion winner will be determined on May 25th, 2010 at 4:45pm PT.
- d. Odds of winning the Prize depends upon the number of email and text entries received.
- e. Winner need not listen to the Station or be present to win.
- f. The winner will be notified by phone call on May 26th, 2010 at 9:00am PT. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited and an alternate winner may be selected. If an alternative winner is needed the remaining name in the box will be chosen. If a potential winner cannot be contacted, fails to sign and return the required 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.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner 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 (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 will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.

- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion 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 Promotion winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless the Station, its licensee, the licensee's parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- 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 Station 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 or modify the Promotion. If the Promotion is terminated before the original end date, the Station will select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date.
- e. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station's website. Failure to comply with the rules of the Promotion may result in a contestant'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 reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. The Station reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, 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 or modify the Promotion and shall not be required to award a substitute prize.
- g. The Station is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by May 25th, 2010 to "Pampers Text to Win- Official Rules," Attn: Promotions, KFRG, 900 E. Washington Street, Suite 315, Colton, Ca 92324. For the names of the prize winners send a self-addressed stamped envelope for receipt by June 25th, 2010 to the above address marked "Pampers Text 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 shall be posted online at kfrog.com.

6. PRIVACY

- a. By use of the Station's website or by entering the Promotion through the Station's website, you agree to the website's Terms of Use Agreement located at kfrog.com and to the use of your personal information as described in the Privacy Policy located at kfrog.com.

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