



**KYGO 2010 March Music Madness (the "Contest")  
Official Contest Rules  
02/09/10**

**No purchase necessary. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited or restricted by law. All federal, state, and local regulations apply.**

1. No purchase necessary. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited or restricted by law. All federal, state, and local regulations apply. The Contest is sponsored by KYGO (the "Station").
2. **HOW TO ENTER:** Registration period begins at approximately 12am Monday, February 15, 2010 and ends on 11:59pm Sunday, February 28, 2010. Log on to the KYGO website at [www.kygo.com](http://www.kygo.com) and click the contest link for the KYGO March Music Madness Contest. Then participants may select who they believe who will be voted "County's Biggest Artist of 2010." Participants will be supplied with an online bracket with 32 different country artists online and will have to select which one of the 32 artists will win the championship round. Participants will have until 11:59 on Sunday, February 28, 2010 to make their picks. Participants must be Team KYGO Members prior to participation. To join TeamKYGO participants may log onto [www.kygo.com](http://www.kygo.com), complete the official online free registration form with their name, address, phone number, date of birth and a valid email address. Then each weeknight (Monday – Friday only) KYGO will host two battles from the bracket beginning Monday March 1, 2010. Each battle will last roughly one (1) hour in length with the first battle going from approximately 7p to approximately 8p and the second from approximately 8p to approximately 9p. Over the course of the hour listeners and participants may cast their vote for which country artist they think should move onto the next round by logging onto KYGO.com, texting into 95970 with the code word given on air for that hours battle (normal text rates apply), and/or calling on the request line at 303-631-2985. The artist that receives the most total votes from all three ways of voting during that hour will advance to the next round. This will continue each weeknight (Monday – Friday only) until Friday, March 19, 2010 at which point the bracket will be down to two remaining artists. The final championship match-up will take place Monday March 22, 2010 from approximately 7p to approximately 9p with the same three ways of voting as previously mentioned. The artist that receives the most total votes will be the "winner." All participants who selected the "winning" artist as their pick, prior to all of the battles, will be entered into a random drawing to win a Grand Prize Trip to the 2010 Academy of Country Music Awards Show. In the event that the "winning" artist was not selected by any of the participants, then all who entered the contest will be entered into a random drawing to win the Grand Prize. Only one entry per person will be permitted. All entries submitted become the sole property of the Station and will not be acknowledged or returned. KYGO has the right to delete any entry knowingly received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act or any entry containing profane or objectionable subject matter or images. 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 by assigning 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 Contest. All entries must be received by Sunday, February 28, 2010. The Stations assume no responsibility for entries not received. "Time Delay Between Over-the-Air Analog Signal and Other Signal Delivery: Due to the time delay that exists between the Station's analog and digital over-the-air signals and the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station digital or online signal may hear the cue to call later than listeners listening to Station's analog over-the-air signal.

3. **WINNER SELECTION:** Then on or around Monday, March 22, 2010 one (1) person will be the Grand Prize Winner. Odds of winning depend on the number of eligible entries received. Should there be multiple participants that select the correct "winning" artist then all those participants will be entered into a random drawing to win the Grand Prize. In the event that the "winning" artist was not by selected any of the participants, then all who entered the contest will be entered into a random drawing to win the Grand Prize.

**PRIZE:** One (1) Grand Prize Winner will be awarded the following Grand Prize:

- Three Nights Complimentary Hotel Accommodations for winner and one guest (double occupancy) at the MGM Grand Hotel, beginning Saturday, April 17<sup>th</sup>, 2010 checking out Tuesday, April 20<sup>th</sup> 2010.
  - Two Tickets to an exclusive invitation only VIP cocktail buffet featuring a concert by SUGARLAND and special guest BLAKE SHELTON on Saturday, April 17<sup>th</sup> 2010 sponsored by Dr Pepper
  - Two Tickets to the 45<sup>th</sup> Annual Academy of Country Music Awards on Sunday, April 18<sup>th</sup> 2010
    - Two Tickets to the ACM All-Star Jam following the Awards on Sunday, April 18<sup>th</sup>
    - Two Tickets to the ACM special taping (concert event) honoring BROOKS & DUNN, Monday, April 19<sup>th</sup> 2010
    - Ground transportation to/from the airport on-site in Las Vegas
    - Round trip airfare for two (2) from Denver, Colorado to Las Vegas, Nevada from Frontier Airlines.
- **Approximate Retail Value: \$2,000**

4. Odds of winning depend upon the number of eligible entries received. The Grand Prize winner will be notified by phone, email or US mail. Once notified the winner must claim their tickets no later than the deadline given by the staff of KYGO at the KYGO Business Office located at 7800 E. Orchard Rd. Ste. #400, Greenwood Village, CO. 80111. Prizes not claimed by the claim date will automatically revert back to the Station. Grand Prize Winner must present a valid Colorado or state issued ID or Drivers License to claim the prize. Prizes are non-transferable and may not be substituted, 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) set forth herein and do not include taxes, or any other expenses unless otherwise set forth in these rules. Other restrictions may apply.
5. **ELIGIBILITY RESTRICTIONS:** Contest is offered only to legal U.S. residents of Colorado who are 18 years of age or older at the time of entry. Only one winner per household. Employees of the Station, Lincoln Financial Media Company of Colorado, Lincoln National Corporation, Lincoln Financial Media Company, their parent, subsidiary, and affiliated companies, and their advertising or promotional agencies (collectively, the "Contest Entities"), and the immediate families or members of the same households of such individuals are not eligible. This Contest is not open to other Denver metro Radio/TV station employees, and their immediate families, agencies and representatives. The term "immediate family members" include spouses, grandparents, parents, siblings, children and grandchildren. No groups, clubs, or organizations may participate in this Contest or reproduce or distribute any portion of these rules to their members. Proof of age, identity, and eligibility must be furnished to the Station upon request. All entry form information must be complete and accurate. The Station will not award a prize to anyone not meeting eligibility requirements at the time of entry. Winners of a major any Station contest (any contest with prizes valued over \$599) within the past six months are not eligible. 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, and 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. The Station reserves the right to disqualify any entrant if these Contest rules are not followed. Military Exemption Clause: In the case of Active Military (United States Armed Forces) employees, who are based in Colorado but do not claim Colorado as their official residence on their Federal/State IRS Tax Forms are exempt from the Colorado Residency clause. Active Military based in Colorado do not need to be a legal resident of Colorado, however they must be based in Colorado under their US Armed Forces orders with the expectation that they will remain in Colorado for at least 6 more months.

6. **ADDITIONAL TERMS AND CONDITIONS:** Winner(s) will be required to waive any and all claims against the Station, Lincoln National Corporation, Lincoln Financial Media Company, their affiliates, employees, agents, and representatives for personal injury or loss which may occur from the participation in this Contest or from the receipt or use of any prize. By participating in this Contest entrants agree, except where prohibited by law, to release and discharge, hold harmless and indemnify the Contest Entities, their employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Contest, from any and all tax liability that may be imposed or associated with receipt or use of the prizes, and from and against any and all claims, actions, proceedings, and liability for any damages, expenses, fees, injury or losses (INCLUDING PERSONAL INJURY OR DEATH) sustained in connection with the receipt, ownership, or use of the prize or while traveling to, preparing for, or participating in any Contest-related or prize-related activity. By entering the Contest or by winning, entrants grant to the Contest Entities the right to publicize the participant's name, photograph, image, video, likeness, voice, statements, and biographical information for advertising, trade, and promotion purposes without compensation and without opportunity for review, except where prohibited by law. Winner(s) must execute any required affidavit of eligibility and liability and publicity release. The Station retains the discretion to make all decisions regarding the interpretation and application of these rules. All decisions of the Station are final and discretionary. In the event the selected winner(s) are/is ineligible or refuse(s) the prize or in the event the prize is forfeited for any other reason, the prize will be forfeited and revert back to the Station. The laws of the State of Colorado shall govern this Contest, without regard to Colorado's choice of law rules. The courts of Colorado shall be the exclusive forum for any dispute relating to these Rules and/or this Contest. All participants and winners agree, by their participation in the Contest, to submit to the personal jurisdiction of the courts of Colorado. Prize(s) may be considered income, and any and all taxes associated with prizes are responsibility of winner. Payments of all federal, state and local taxes are solely the responsibility of the winners. 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 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. Contest Entities, their affiliated, parent, and subsidiary companies, their employees, agents and officers, advertising and promotion agencies, and all others associated with the development and execution of this Contest are not responsible for: (1) problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, facsimile, or cable lines and/or phone or IP numbers that are beyond their control—this includes, but is not limited to: a busy signal, operator interference, cellular interference, Internet congestion, technical or atmospheric conditions that disrupt the completion of a phone call, facsimile transmission, email transmission, or cable modem service, any error, omission, interruption, defect or delay in operation or transmission at any website, or wireless calling/text message carrier service, interrupted or unavailable network, server or other connections; failure of any entry to be received in whole or in part by Sponsor due to technical problems, telephone service problems, human error or traffic congestion on the Internet or at any website, or wireless calling/text message carrier service; communications line, hardware and/or software failures, malfunction of phones (including wireless phones/handsets), phone lines, other communications malfunctions, unavailable network connections, cellular equipment towers, telephone systems or wireless service; damage to any computer (software or hardware) resulting from participation in the Sweepstakes, or damage to

mobile phone or other PDA device or other Internet interruptions or malfunctions or for technical or other difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the playing of the Contest or that may prohibit, prevent, or interfere with the acquisition, completion, or submission of an entry; failures of or other problems relating to computer hardware, software, the Internet, or similar systems, including but not limited to difficulties relating to contestants' ISP, DSL, or cable modem access, "worms," or viruses or any other problems of any description or nature which may prohibit, prevent or interfere with the acquisition, completion or submission of an entry; (2) typographical or other errors in the printing, the offering or the administration of the Contest, or in the announcement of a prize or any other materials relating to the Contest; (3) lost, misdirected, illegible, incomplete, or delayed entry forms; (4) cancellations, postponements, or delays; (5) Acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or other similar causes beyond the control of the Contest Entities, their affiliated, parent, and subsidiary companies, advertising and promotional agencies and their immediate assigns, making it inadvisable, illegal, impossible, or impractical to continue the Contest or to perform under these Rules. In the event of any of the foregoing or in the event of an ownership or format change, Sponsor reserves the right to suspend, terminate, modify, or continue the Contest, in its sole discretion. Contest Entities make no warranty, guarantee, or representation of any kind concerning any prize, and Contest Entities specifically DISCLAIM ANY IMPLIED WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY.

7. **OFFICIAL RULES AND LIST OF WINNERS:** To receive a copy of these official Contest Rules, visit KYGO or send an SASE to, 7800 E. Orchard Rd. Ste. #400, Greenwood Village, CO 80111. Official rules supersede all other published editions. The Station reserves the right to change, alter, or amend these Contest rules as necessary, in their sole discretion, to ensure the fair administration of the Contest or to comply with applicable law. A list of winners' names is available at the Station, "KYGO c/o March Music Madness Winner List", 7800 E. Orchard Rd. Ste. #400, Greenwood Village, CO 80111, provided you send an SASE after April 30, 2010.