

Contest Name: “CYK Secret Sound” (herein defined as the “Contest”)

Station: WCYK/99.7 CYK (herein defined as the “station”)

Station Address: 1150 Pepsi Place, Suite 300, Charlottesville VA, 22901

A. Description of Contest:

- The “CYK Secret Sound” is a Contest that will offer listeners multiple opportunities to call in one or more times a day to try to name the Secret Sound (as defined below) on 99.7 CYK beginning 10/12/17 and ending no later than 12/6/17 (herein defined as “Contest Period”). Station reserves the right to change Contest Period at its discretion based on programming convenience, Contest popularity, and overall success.
- Any individual calling the CYK Contest line at (855) 997-1997 or (434) 975-9970 is considered an Entrant within the meaning of this Contest. Entrants may be recorded and Entrant calls may be broadcast on air in the station’s sole discretion.

B. How Contest is played:

- Each weekday that the Contest is offered during the Contest Period, the station will play an undefined sound effect (herein defined as “Secret Sound”) at different times on air between the hours of 6am - 7pm. The station expects that a Secret Sound will be played for the first time on a day that the Contest is offered at or around 8:10 am, however the station reserves the right to play a day’s first Secret Sound at a different time. After the Secret Sound is played for the first time on a given day and the caller number is announced (e.g., the 9th caller), CYK Contest lines will be opened to listeners can try to call to be the correctly-numbered caller and to submit a correct entry. The caller number selected who submits to the station via telephone a valid entry correctly identifying the Secret Sound will win a prize of at least five hundred dollars (\$500.00). All winners subject to verification. Callers may be disqualified if the station determines that they are using automated dialers, multiple phones, speed-dialing, or other dialing methods that the station, in its discretion, determines could give the caller an unfair advantage.
- If no Entrant correctly identifies the Secret Sound after the first time it is played on a given day, the station will play the same Secret Sound subsequently during that day; after each such playing of the Secret Sound, CYK Contest lines will be opened to listeners seeking to submit an entry (in the manner described above). The station expects that if there is no winner after the first playing of the Secret Sound on a given day, the Secret Sound will be played a second time at or around 1:10 pm, however the station reserves the right to play the Secret Sound for the second time on a given day at a different time. Similarly, if no Entrant correctly identifies the Secret Sound after the second time it is played on a given day, the station will play the same Secret Sound a third time during that day, after which the CYK Contest lines will be opened to listeners seeking to submit an entry. The station expects that if there is no winner after the second playing of the Secret Sound on a given day, the Secret Sound will be played a third time at or around

4:10 pm, however the station reserves the right to play the Secret Sound for the third time on a given day at a different time. The station reserves the right to play a day's Secret Sound at additional times in its sole discretion.

- If there is no Secret Sound winner on any given day during the Contest Period, the Contest will continue onto the next weekday with the same Secret Sound being aired. The Secret Sound will continue to carry over to the next weekday until an Entrant correctly identifies the "Secret Sound". The Station reserves the right to end or change a Secret Sound at any time.
- Once an Entrant has correctly identified the Secret Sound for a given day, the Contest will terminate on that day, and a new Secret Sound will be played on air the following weekday within the Contest Period.
- The station reserves the right to end or change the dollar amounts at any time. Limit one prize per person during the Contest Period.
- To submit a valid entry to the station, Entrants must call the CYK Contest line, at (855) 997-1997 or (434) 975-9970, after the Secret Sound is played with the correct answer to what the Secret Sound is.
- Important Note: By entering the Contest, Entrant agrees that any entry submitted to the station is the sole property of CYK 99.7, and may be aired in whole or in excerpt by the station. Entries submitted to the station will not be returned.
- The station reserves the right to broadcast hints as needed and to post incorrect guesses as to the Secret Sound online at www.997CYK.com
- The station may, in its sole direction, choose not to announce a Secret Sound on any weekday during the Contest Period. Contest entries will not be considered on days which no Sound is announced.

THE FOLLOWING GENERAL RULES APPLY TO ALL MONTICELLO MEDIA LLC BROADCASTING CONTESTS:

MONTICELLO MEDIA LLC GENERAL CONTEST RULES

1. Must be 18 years old or older to win and a legal U.S. and Virginia resident.
2. Employees of WCYK or its parent company Monticello Media LLC, their respective immediate families, affiliates, and client sponsors are ineligible to win. The term "immediate family" includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including "in-laws."
3. All prizes must be picked up within 30 days from Monticello Media during business hours, Monday-Friday, 8:30 am - 4:30 pm. Prizes will be forfeited or reassigned if not claimed within 30 days from date of winning.
4. To claim prize, winner must provide valid, government-issued photo identification, satisfactory to WCYK/Monticello Media in its sole discretion.
5. In the event of a tie, the winner will be determined by random drawing or another means deemed appropriate by WCYK.
6. All prizes are awarded "as is." No change or conversion of prize for cash will be permitted. Other than cash prizes, prizes have no cash value and may not be

- substituted or transferred by winner. WCYK reserves the right to substitute a prize of equal or greater value if the scheduled prize becomes unavailable.
7. Date and time of promotion can change at anytime due to the discretion of the general manager and/or promotions department.
 8. All decisions by WCYK management are final.
 9. All State, Local, Federal and/or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued at over \$600.00 will be issued an IRS form 1099 to report their winnings. Winners may be required to provide their social security number to WCYK for tax reporting purposes, and are solely responsible for payment of all taxes incurred as a result of the award of a prize.
 10. If winner requests for prize to be mailed, station does not maintain liability for damaged or lost prizes.
 11. By entering the Contest, all participants release and hold harmless the promotion sponsors, WCYK, Monticello Media LLC, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents (collectively, the "Released Parties") from any and all liability and any injuries, loss or damage of any kind arising from or in connection with the Contest and any prize won.
 12. The Released Parties undertake no liability or responsibility, and make no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the Contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the Contest, by the winner and/or winner's guest(s).
 13. The Released Parties are not responsible for damage to a prize or loss of a prize or prize certificate after the prize has been claimed. Winners must inspect their prizes before leaving the station.
 14. The Released Parties are not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, misdirected, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in the Contest, or by any human error which may occur in the execution of the Contest.
 15. If, for any reason, the Contest is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of WCYK, station management reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and/or determine an alternate method of awarding the prize(s).
 16. Entry into any Contest constitutes full, exclusive permission for WCYK and promotion sponsors/prize providers and their respective affiliates to broadcast

- and/or to photograph or publish the participant's name, voice, recorded comments, biographical information, face and likeness for promotional purposes, in any medium, without compensation.
17. Violations of any of these rules or attempts to win any contest by fraud, deception, or cheating shall be grounds for WCYK to disqualify that individual from participating in all current and future contests as well as forfeiture of any prizes won by fraudulent means.
 18. Contestants can only win a prize in a WCYK contest once every 30 days.
 19. Failure to conform to all contest rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant or on a contestant's behalf, will result in the contestant's disqualification and forfeiture of any prize won. WCYK reserves the right to rule ineligible listeners who, in WCYK's sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by WCYK or its affiliates. WCYK reserves the right to cancel, suspend and/or modify the Contest and the Contest rules at any time, which changes will become effective upon announcement. By taking part in the Contest, participants agree to be bound by these rules and all decisions of the judges, who are employees of WCYK and whose decisions with respect to all aspects of the Contest are final and binding.
 20. Requests for lists of Contest winners must be mailed to WCYK and received by WCYK within 60 days of the end of the contest, with a self-addressed stamped envelope.
 21. All Federal, State and Local laws and regulations apply.

WCYK, 1150 Pepsi Place - 3rd floor - Charlottesville, VA

For questions, contact 434.978.4408.