

ARTIE'S PICK A PURSE CONTEST RULES

A complete copy of these General Contest Rules can be obtained at the offices of radio station WBTF (the "Station") owned and operated by LM Communications, Inc. (the "Company"), 401 West Main Street, Suite 301. Lexington, KY. 40507, during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to the above address.

Value of purses range from \$100.00 to \$400.00.

Contest Specifics: Purses have been pre-selected and will be hidden at the start of the contest (10am) behind nine doors. Artie will solicit callers, Monday through Friday, beginning at 10am and ending at 2pm. One contestant will be chosen per hour. The hourly contestant will choose two boxes from a selection of nine. The objective is to open the boxes and find a match of the purse or purses that are to be awarded that day. If there is no winner that day, a new set of nine closed doors will start the contesting the next day. If the winning purse is selected by a contestant, the contest will end for the day and restart with a new selection of nine unopened boxes the next morning at 10am.

No substitutions will be allowed. Prizes cannot be redeemed for cash.

Winner will be required to sign a 1099 form if their collective winnings from the radio station or LM Communications radio stations exceeds \$600.00 for the 2016 calendar year.

If you have won any prizes from any LM COMMUNICATIONS, Inc. radio station in the last 45 days, you are not eligible to play the Pick A Purse Contest.

Contest Duration: April 25, 2016 to May 13, 2016. WBTF-FM reserves the right to end or extend the contest at any time.

The Pick A Purse Contest and all contests conducted on WBTF-FM adhere to the guidelines and contest and promotion rules of LM Communications, Inc.

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. All federal, state, and local regulations apply. No entrant is eligible to win more than one prize in any contest sponsored or conducted by LM Communications, Inc., within any 45-day period. Additionally, an individual may win other seasonal or one-time contests only ONCE for the duration of the contest.

2. Unless specified otherwise, only ONE member of a household is eligible to enter each contest.

3. Only residents of the Commonwealth of Kentucky are eligible to enter contests conducted or sponsored by LM Communications, Inc.

4. Unless otherwise specified, all prizes must be claimed in person at the Station at the address identified above during regular business hours and within ten (10) business days of winning,

excluding holidays. After such time, ownership of said prize reverts back to the Station to be disposed of at its discretion and becomes the property of LM Communications. The winner then loses all claims and rights to said prize.

5. The person claiming the prize as the winner must provide positive identification that is reasonably satisfactory to LM Communications, Inc.

6. Unless specified otherwise, you **MUST BE 18 YEARS OR OLDER TO WIN**. Eligibility and minimal age requirements vary depending on the nature of the contest. Subject to the specific contest rules; in general, all contestants must be at least 21 years old to be eligible for all contests affiliated with an alcoholic beverage manufacturer or distributor and must be at least 18 years old to be eligible to participate in contests that include hotel/motel accommodations, motor vehicles, boats, and/or air travel as prizes, unless otherwise stated in the Official Contest Rules.

7. All contests are open to the public to win. All winners, as a condition to claiming and receiving their prize, agree to grant to LM Communications, Inc., and its affiliates the right to use their name(s), photographs, likeness, and audio or video recordings of their voice(s) and image(s) for station promotion and other related purposes.

8. All prizes must be accepted “as is” and cannot be redeemed for cash value. If a winner is unable or unwilling to accept and agree to any condition or restriction contained in these Contest Rules, the Contest Release and/or any other conditions or restrictions of a prize, then the original winner forfeits the prize and an alternate winner will be selected. In that event, the original winner shall have no further claim against LM Communications, Inc., or its affiliates arising from the contest, including any claim to an alternative prize or other compensation.

9. Any valuation of the prize(s) stated in the Rules is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize(s) which are not specifically provided for in the official rules. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Company will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

10. LM Communications, Inc. Does not assume responsibility for damaged or otherwise unusable prizes or merchandise, and disclaims any and all warranties, including implied warranties of merchantability and fitness for a particular purpose.

11. LM Communications, Inc. does not assume any liability for loss, damage or injury, resulting from the acceptance or use of prizes, or participating in station events or activities. Winners must sign any and all release forms required by LM Communications, Inc., as a condition of acceptance of a prize,

12. Unless otherwise stated, the odds of winning a Station contest depend on a number of factors, including but not limited to the number of eligible entries received and the number of listeners participating at any given time.

13. No employee or immediate family members of LM Communications, Inc., of participating sponsors, or of any other radio television or cable TV company operating within a 100-mile radius of the LM Communications Inc.'s broadcast transmission tower is eligible to win. The term "immediate family members" includes spouses, parents, siblings, grandparents, children, grandchildren and cohabiting significant others.

14. ONE ENTRY PER CONTEST unless otherwise directed, duplicate entries will be eliminated before any drawing or selection process takes place. Contests involving multiple entrants will have a winner picked by the use of random drawing from among qualified entries.

15. By participating in a Station contest, each participant agrees to receive email communications from the Station regarding Station events and contests. Any participant that opts-out of these mailings will also remove themselves from the contest. By participating in the contest, where allowed by law, participants agree that the Station may disclose personal information obtained from participants in the contest to third parties and use such information for marketing and other purposes.

17. Event tickets must be picked up two (2) business days prior to the event or be forfeited.

18. Facebook promotions are in no way sponsored, endorsed or administered by, or associated with, Facebook.

19. Time Delay Between Over-the-Air Analog Signal and Other Signal Delivery: Due to 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 online may hear Contest information or a cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener winning this Contest may be diminished.

20. By participating in a Station contest, participants agree to be bound by the decisions of Station personnel. Participants who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Station will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the contest and all Station decisions concerning such disputes shall be final. If the conduct or outcome of a contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Station, the Station reserves the right to terminate the contest, or make such other decisions regarding the administration or outcome as the Station deems appropriate. All decisions made by the Station are final. The Station may waive any of these rules in its sole discretion. **ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF A STATION CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE**

OPERATION OF A STATION CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, STATION RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.