

Contest Name: *Elf Contest*

Station: WOKK, WJXM, WZKS, WJDQ

Station Address: 3436 Old Highway 45 North, Meridian, MS 39301

Telephone: 601-693-2661

The Radio People, Mississippi Broadcasters, its subsidiaries and affiliated companies (the "Company"), will conduct the contest substantially as described in these rules, and by participating, each participant agrees as follows:

1. Elf Contest will allow children to register for a chance to be one of Santa's helpers when he arrives at the Bonita Lakes Mall on November 18th at 11am

A. Dates of Contest: The contest will begin and end on or about Nov 1st- Nov 11th

B. How to Enter: contestants can enter by registering their child on radio station websites or day of the contest up until 9:30a. You may only register once.

C. How to Play: The Radio People are looking for the most energetic and creative elves to help Santa. All children registered through radio station websites or registered day of the event will come dressed in their best Elf attire on Saturday November 18h and will be judged on their appearance and overall Elf ness. Contest will begin at 10am.

D. Other Requirements: Elf winners will also receive pictures with Santa, will be on hand to welcome Santa, will have their picture on radio station websites and facebook pages. Winning Elves will also attend Santa's lunch on Dec 2nd at noon and Cookies & Milk on Dec 9 at 9am. Mall will contact winners.

2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are: Winner will receive gift certificates from mall for \$25 to Toy's R Us, gift certificate from the Radio People for \$50 also to Toys R Us. If a winner is disqualified, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. Eligibility and Limitations.

Participants and winner(s) must be U.S. residents at least 5-8 years old as determined by the Company. A parent or guardian of any participant who is a minor must sign a release on behalf of the minor to be eligible to receive a prize, but the Company reserves the right to refuse to award a prize to or on behalf of any minor. Only one (1) prize per household for this contest. Only one (1) prize per household from any of the Company's stations within any thirty (30) day period. Employees of the Company, this contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Telephone and Delivery Disclaimer.

Participants are restricted to the use of ordinary telephone equipment. The Company disclaims all liability for the inability of a participant to complete or continue a telephone call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Company's control, or otherwise. The Company disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Entries must be

handwritten. No photocopies or mechanical reproductions of entry forms is permitted. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the contest, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in this contest.

5. Publicity.

By participating, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use.

6. Release.

By participating, each participant and winner waives any and all claims of liability against the Company, its employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the contest, or from the use of any prize.

7. Taxes.

Any valuation of the prize(s) stated above 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. 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. Prizes are not transferrable or redeemable for cash. Any person winning over \$300 in prizes from a Station 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.

8. Decisions.

The Company reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the contest, or obtained winner status using fraudulent means. Further, the Company will resolve any disputes, conflicting claims or ambiguities concerning the rules and the Company's decisions concerning such disputes shall be final. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion.

9. Miscellaneous.

Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. No purchase necessary to participate or win. Void where prohibited. Odds of winning depend upon the number of participants. The Company may substitute prizes of equivalent value, amend the rules or discontinue the contest at any time as announced on the station. The Company disclaims any responsibility to notify participants of any aspect related to the conduct of this contest. Written copies of these rules are available during normal business hours at the business offices of the station and by mail upon written request with a stamped, self-addressed return envelope. All entries become the property of the Company and will not be returned.

10. Compliance with Law.

The conduct of this contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the contest, etc. as required by local and state law.