

KICKS 99.1 Hi-Lo Contest OFFICIAL RULES

*****NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN*****

*****NO PURCHASE OR PAYMENT WILL INCREASE CHANCES OF WINNING*****

1. CONTEST PERIOD: September 19-October 11, 2025 The Contest may be discontinued at any time without notice at the discretion of KICKS 99.1 and Brazos Communications West, LLC; dba West Texas Radio prior to these dates.

2. WHO MAY PLAY

Employees, agents, successors, and assignees of KHKX-FM / KICKS 99.1, Brazos Communications West, LLC, its advertising agencies and promotional companies involved in this Promotion, as well as family and household members of same, shall be ineligible to participate in the Promotion and shall be ineligible for any prize covered herein. The parties acknowledge that KHKX-FM / KICKS 99.1, and Brazos Communications West, LLC are not liable for reimbursement of any prizes otherwise payable to Promotion contestants who are in violation of this provision or any provision in the contest rules.

Contestants in the promotion must be (18) years of age or older. Photo ID required. Contest open exclusively to listeners in the KHKX-FM / KICKS 99.1 listening area. Employees of KHKX-FM / KICKS 99.1 and its partially and fully owned subsidiaries and participating sponsor(s), and the immediate families of those employees are disqualified from participation. No purchase is necessary.

3. CONDITIONS OF WINNING

Official rules are available at the KHKX-FM Offices located at 4519 N. Garfield Suite 17, Midland, TX, 79705, during normal business hours from 8:00 AM-5:00 PM Monday through Friday and on the station's website. Unless otherwise prohibited by law, by participating in the contest, contestants give permission for their name, photo and/or voice to be used for promotional purposes without compensation and agree to abide by contest rules as indicated herein. Winners must sign a promotional release form as a condition of receiving prize. Winner is responsible for all taxes.

4. CONTEST REQUIREMENTS FOR CLAIMING CASH PRIZES

Beginning (9/16/2024) listeners will be asked to participate by listening throughout the day Monday through Friday for a chance to win.

The announcement dates and times for the contest plays will be announced on air weekday mornings at 6:20 AM and 7:20 AM during the promotion period. There will be a maximum total of 150 opportunities (play attempts) to win cash prize amounts ranging from \$1 to \$1,000 over the course of the promotion. This rule may be modified at any time by the station.

Each weekday, KHKX-FM / KICKS 99.1 will solicit for listeners to participate as contestants in Contest by calling 432-520-9910. Each contestant will then receive one (1) guess in Contest. If the contestant successfully guesses the pre-determined dollar amount of the active prize for that Round (in \$1 increments between \$1 and \$1000) that person will win that amount, subject to adherence to these official rules. If he/she does not correctly guess the actual dollar amount of the current active prize, the on-air host(s) will tell him/her whether the actual amount is higher or lower. One (1) incorrect guess by a contestant will end his/her participation for that round. Incorrect guesses will be awarded a pair of tickets to Fiddlesticks Farms (\$50 value).

Contestants can participate once per day. Jackpot winners are precluded from playing for 30 days.

The winning contestants must give their name, mailing address, phone number, driver's license number, and Social Security number to claim cash prize. The claimant must also present their driver's license or Social Security card and valid I.D. for claim verification. Checks will be mailed to the address provided within 60 (sixty) days of the date the winning occurred.

The names and likenesses of winner(s) may be used by KHKX-FM / KICKS 99.1 and their designee(s) for promotional purposes without further compensation to the Promotion winner(s).

5. OTHER SPECIFICATIONS

No more than one (1) cash Contest winner per household will be allowed per calendar month. No prize substitutions. For the name of the winner(s), send a separate, self-addressed stamped envelope to: KHKX-FM, 4519 N. Garfield Suite 17, Midland, TX, 79705. Please include date in question. **Sums listed in promotional announcements are the total cumulative sum of all amounts from all contest plays to award prize money to date.**

6. TAXES

Winners are responsible for all federal, state and local taxes in conjunction with said prize(s). Any additional cost incurred, related to each prize as a result of accepting said prize, is/are the sole responsibility of the winner. Any winner taking receipt of any prize valued at \$600.00 or more is required to complete and submit an IRS Form W-9, to include the winner's full Social Security Number or equivalent. All winners whose Contest prize is or exceeds \$600.00 shall receive a 1099 IRS Tax form for the value of the prize(s) won, as stated in these contest rules.

7. STATION LIABILITY

Company is not responsible for any lost, disconnected, dropped, misdirected or incomplete telephone calls. 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 Company's control, or otherwise. For all contests, 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. Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, 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 Contest, and any injury or damage to entrant's or any other person's computer or telephone related to or resulting from participating in or downloading any information necessary to participate in Contest.

8. CONTEST RULES

KHKX-FM / KICKS 99.1 reserves the right to modify contest rules at any time without prior notice. Stations general contest rules also apply. Cash Winners may only win once every 30 days.