



WBQB OFFICIAL RULES: SPRING BIG MONEY MYSTERY VOICE CONTEST 2025

ELIGIBILITY: NO PURCHASE NECESSARY. Contest is only open to residents of the United States, who are eighteen (18) years or older on date of entry and abide by these Official Rules.

- **There is a limit of one (1) prize per household in this Contest.**
- **If you or someone in your household won a prize of \$500 or more in a B101.5-sponsored contest in the past thirty (30) days (counting backwards from 5/27/25) you are not eligible to win a prize in this Contest.**

This Contest is void where prohibited by law, rule, regulation or ordinance. Employees and directors of Centennial Broadcasting II, LLC, d.b.a. WBQB (B101.5), their affiliated companies, participating Sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies (and their immediate family members and those living in the same households) are ineligible. By participating, you agree to these Official Rules and to the decisions of the judges which are final and binding in all respects. Centennial Broadcasting II, LLC, d.b.a. WBQB assumes no responsibility whatsoever for any telephone charges, whether long distance, local toll, wireless or data use charges incurred by a contestant participating in this promotion.

SPONSOR: Centennial Broadcasting II, LLC, d.b.a. WBQB and B101.5 ("B101.5" or "Sponsor") is the sole sponsor of this SPRING BIG MONEY MYSTERY VOICE CONTEST 2025 ("Contest") that is responsible for awarding designated prize(s) to the verified winner(s) of the contest. Any advertisers of B101.5 identified as participating advertisers may have contributed to the available prizes in this Contest, but B101.5 is solely responsible for operating the Contest.

WHEN AND HOW TO PLAY:

This Contest will run weekdays (Monday through Friday only) starting Tuesday 5/27/25 and continue until 7/3/25 ("Contest Period"). Sponsor may end the contest period early.

During the Contest Period, B101.5 will reveal a "mystery voice" on air a minimum of four (4) times each weekday. Three (3) of these plays will occur at designated approximate pre-promoted broadcast times. The 4th play will occur with no prior on-air notification, however, listeners who have downloaded the B101.5 app (free to download via the Apple® and Google Play® app stores), and have enabled notifications, will receive push notifications indicating approximately when the "bonus playtime" will occur each day during the contest period. Push notifications will be sent at approximately 7am each weekday morning. Messaging and data rates may apply from the participant's provider. It is the responsibility of the participant to have all appropriate settings selected to receive push notifications from the B101.5 app.

When the “mystery voice” plays on-air, listeners must be caller number 10 to have the opportunity to identify the “mystery voice”. Only one guess will be allowed. Multiple answers are not permitted.

If the “mystery voice” is correctly identified that same entrant will win the current jackpot amount. Total amounts will vary as indicated in “PRIZE(S)” section below. A 10th caller that fails to correctly identify the “mystery voice” will not win and prize money will increase for the next play as indicated in “PRIZE(S)” section below. 10th callers who guess incorrectly will still be able to participate in future Big Money Mystery Voice plays.

“Mystery voices” are defined as anyone with a public persona. For example, movie or TV celebrities, social media influencers, athletes, politicians, or anyone with some notoriety on a local, national, or international scale anytime during their lives regardless of current popularity or status.

Sponsor’s time keeping device is the official time keeping device for purposes of this Contest, including any tie-breaker decisions. Sponsor will appoint a panel of qualified judges to judge who is the applicable 10th caller (being the first caller to have their call “get through” to B101.5 following airplay of the “mystery voice” on B101.5 on a weekday during the Contest Period). **B101.5 reserves the right to record all incoming phone calls and play them back on the air.**

PRIZE(S): Sponsor will award money prizes in this Contest as indicated below; at least four (4) money prizes will be available each weekday during the Contest Period. Each time a new “mystery voice” is revealed, the money prize will start at \$101.50. For each play with an incorrect guess, the money prize will increase as follows: \$48.50 added to guess #2 for a total of \$150, and \$50 for each successive incorrect guess thereafter. The “approximate retail value” of each prize is the same as the announced money amount of the prize (all in U.S. Dollars).

As indicated in “WHEN AND HOW TO PLAY” above, winning the available prize on a weekday during the Contest Period is contingent on being the 10th caller and correctly identifying the then-current “mystery voice”. **All persons meeting the criteria to “win” a prize are only potential winners until their eligibility to be a winner is confirmed by Sponsor, which may not be possible in “real-time” or “on-air.”**

Money prizes will be paid in the form of a check. A winner adjacent to B101.5 in Central Virginia can claim in person and mailed to other winners as mutually agreed between such person and Sponsor. Checks will be available within 15 to 20 days of the end of the Contest for pick up on a weekday during Sponsor’s business hours. Sponsor will not replace lost, stolen, or damaged checks.

RESTRICTIONS: Limit one (1) winner per household in this Contest. Sponsor, its affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this Contest, are not responsible for any undeliverable messages, dropped calls, failure of any electronic equipment, computer, internet, phone or mobile transmissions and/or network connections, nor are they responsible for any inaccuracies in information in connection with the Contest,

or for any technical or human error which may occur in the processing of attempted calls by contestants. Sponsor reserves the right to suspend, discontinue, change, extend, halt and/or restart the Contest at any time if the Contest cannot be administered as planned or due to circumstances beyond Sponsor's control. Any such changes will be reflected in an update to these Official Rules. Entrants should not use bots or non-human intervention (e.g., computerized entry software) to enter; entrants who do so risk disqualification.

UNCLAIMED PRIZES NEED NOT BE AWARDED. Prize(s) will only be awarded upon winner verification of eligibility to claim a prize under these Official Rules. All decisions of judges in this Contest are final. Taxes, fees or other charges in connection with claiming or using a prize, if any, are the sole responsibility of winner(s). By accepting a prize, winner(s) release and discharge Sponsor, its affiliated companies, participating sponsors, information providers, content providers, subsidiaries, advertisers, advertising agencies, promotional and marketing agencies, and any other companies involved with or otherwise providing services related to this Contest, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of any prize or from participation in this Contest. Any prize not claimed within thirty (30) days of notification to a potential winner that they are the potential winner will be forfeited and become property of Sponsor.

Contest or promotional winnings by the same person in one calendar year, valued at more than \$599.99 alone or in the aggregate, will be reported by Sponsor to the IRS and state and local governments in accordance with applicable law. Winner(s) are solely responsible for any tax implications of winning a prize.

NOTIFICATION AND AWARDING OF PRIZE(S): Potential winners may be requested to sign and return an Affidavit of Eligibility and Publicity/Liability Release ("Affidavit"), within ten (10) days of receipt, as a condition to claiming a prize. The Affidavit must be completed in full and may be accompanied by a request to complete and return IRS Form W-9 (Request for Tax Payer Identification Number). The information in the potential winner's Affidavit and any Form W-9 must be complete and correct and must match any information provided in potential winner's entry and/or in their government-issued photo ID, or potential winner may be disqualified. If potential winner cannot be contacted, is ineligible, fails to claim a prize or fails to return the completed and executed Affidavit/Form W-9 as required, or if a prize notification or prize is returned as undeliverable, prize will be forfeited. Unclaimed prizes need not be awarded.

PUBLICITY RELEASE. By accepting a prize, a winner, except where prohibited by law, grants Sponsor, Sponsor's designees and their affiliated companies the right to use the winner's name, likeness, picture, portrait, hometown, voice, biographical information and written submissions and written or oral statements in connection with the Contest, for advertising and promotional purposes without additional compensation, notice or review.

WINNER VERIFICATION. Prize will be awarded upon confirmation of potential winner's eligibility. Potential winner must present his/her government-issued photo ID as directed by Sponsor. Potential winners will be contacted by phone call or email in Sponsor's discretion.

LIMITS ON LIABILITY. By accepting a prize, each winner releases Sponsor and its parents,

subsidiaries, affiliates, related companies, agents, employees, offices, shareholders, suppliers, licensees, and retailers and their advertising, contest and production companies and agencies (collectively, "Released Parties") from any and all liability for any loss, harm, damages, cost or expense, including without limitation property damage, personal injury and/or death, arising out of participating in this Contest, use or misuse of any prize, merchandise delivery and violation of publicity rights.

The Released Parties are not responsible for lost, interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other error of any kind whether human, mechanical or electronic, including those resulting from the efforts of hackers. Persons found tampering with or abusing any aspect of this Contest, as solely determined by the judges, will be disqualified. If disqualified for any of the above abuses, Sponsor reserves the right to terminate a contestant's eligibility to participate in this and other contests of Sponsor. In the event any portion of this Contest is compromised by virus, bugs, hackers, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupts, or impairs the administration, security, fairness or proper play of the Contest, Sponsor reserves the right, at its sole discretion, to suspend or terminate the Contest.

WINNERS' LISTS: For a Winners List or copy of these Official Rules, send your request with a self-addressed, stamped envelope for receipt by October 3, 2025 to **Winners' List – Spring Big Money Mystery Voice Contest 2025**, c/o WBQB (B101.5), 1914 Mimosa Street, Fredericksburg, VA, 22405.

These Official Rules govern this Contest; this Contest has its own rules and is not subject to any general contest rules on www.b1015.com or in the B101.5 mobile app.