

## CONTEST NAME: "BIRTHDAY CLUB 2018" (Benchmark Contest)

### SPECIFIC CONTEST RULES

Effective Date: 6/4/2018 to 09/30/2018

Participating Radio Station(s)/Website Address(s)/Studio Address(s)/Phone #'(s):

WCEI-FM: Request Line (410) 822-9234  
and or

WINX-FM: Request Line (410) 770-9430

<http://www.forevermidshore.com/>

[306 Port Street Easton, MD 21601](#)

[Office Phone: \(410\) 822-3301](#)

**Declared Value of Prize(s): Random, individually awarded daily prizes each consisting of one coupon with an approximate value of \$5.80 redeemable at the Easton, MD Rita's Italian Ice location for one quart of Rita's Italian Ice and each a ("Daily Prize(s")).**

Forever Media, Inc. and its affiliates in conjunction with various sponsor(s) and/or prize provider(s) (collectively, "Forever") is conducting a contest named as set forth above ("Contest"). Forever may air contest(s) from time to time which are conducted by Forever's advertisers and other organizations that are not, sponsored or endorsed by, and/or for which, neither Forever, nor its radio stations, participate ("Non-Forever Contest(s)"). For any Non Forever Contest(s) please refer to the contest rules of the Non-Forever Contest Sponsor. Forever assumes no liability or responsibility in whole or in part for any Non-Forever Contest(s).

- 1) No purchase or payment necessary. Void where prohibited or restricted by law. Contestant(s) may only qualify one time during this promotion and only one qualifying contestant per household is permitted ("Participant(s) or singularly Participant"). For this Contest, Participant(s) may be 13 years or older to enter. However, if a winner(s) is under 18 years of age they must be accompanied by a parent or legal guardian when they pick up and to sign for them to take delivery of their Daily Prize(s).
- 2) From time to time during the Effective Date and at its sole discretion, Forever's Participating Radio Station(s) may be giving away the above described Daily Prize(s). Daily Prize(s) are not transferable. If the Winner declines a Daily Prize(s), there will not be any alternate prize available in substitution and that Daily Prize(s) will not be re- awarded and becomes the property of Forever.
  - o To win, Participant(s) are directed to the [www.forevermidshore.com](http://www.forevermidshore.com) website. To enter "The Birthday Club", complete an entry form which includes the name of the person celebrating a birthday, their contact information and date of birth, which will then be announced on the appropriate date. Birthday announcements are made between 6:40-7:00am, Monday through Friday. Birthdays falling on Saturday or Sunday will be announced the prior Friday.
  - o Each weekday during the Effective Date, one random winner will be drawn and announced from the qualifying registrants for that day. That Participant will be awarded a coupon redeemable for the above described Daily Prize(s), which must be picked up at the station. Prize is valid through the 2018 Rita's Italian Ice season (usually March through September).
  - o Any Forever Contest winner who, during the course of a calendar year wins more than \$600 in prizes in the aggregate from Forever will receive an IRS Form 1099.
- 3) Any questions or comments regarding the operation of the Contest must be made in writing to Participating Radio Station(s) Operations Director at the StudioAddress.
- 4) All Contest Rules are subject to change at the sole discretion of the Participating Radio Station(s) at their sole discretion. Forever retains the right to cancel this Contest for any reason at any time.

A copy of the official rules governing this Contest as well as Forever's General Contest Rules are available at the Participating Radio Station(s) Studio Address and on the Website address(s). Copies of the rules can be requested by sending a self- addressed stamped envelope to the Studio Address.

**The above Specific Contest Rules are to be applied in conjunction with the General Contest Rules in effect by Forever at the time of a Specific Contest and may be amended, supplemented, modified in all or part for a specific radio station or station(s) Events/Contests/Activities from time to time by Forever in its sole discretion. Forever at all times reserves the right to amend/supplement and/or modify these Specific Contest Rules with specific rules which shall be made available by the Forever radio station as appropriate and in the Forever radio station(s) sole discretion. Listeners' and potential contest Participant(s) are urged to acquaint themselves with these Specific Contest rules in advance of their participation. Where Specific Contest Rules are in place for a particular event, those Specific Contest Rules shall control over, where different, from the General Contest Rules.**

Forever Media Inc. its affiliates and their Radio Station(s) do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices.

THE REMAINDER OF THIS PAGE INTENTIONALLY LEFT BLANK

