

2020 Wagner's Wishlist Contest Rules

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

Starting on Monday, December 7, 2020 and ending on Friday, December 11, 2020, on Newsradio 620 WTMJ Jeff Wagner's Show (12pm-3pm CST), fans will have the chance to win a grand prize of a \$60 gift certificate to Cedar Crest Ice Cream each day. Fans can qualify to win the prize by commenting on the daily Wagner's Wishlist post on the official WTMJ Facebook page with what they think the grand total price is of the corresponding item(s). The WTMJ Facebook page will post a new Wagner's Wishlist item(s) each weekday at 8am CST which fans must comment on by 2pm CST to be eligible to win that day. The fan that guesses the grand total price on or closest without going over to the exact price for the corresponding graphic that day will win the prize. If multiple fans correctly guess the exact price, they will be put in a random drawing to win the grand prize that day. Fans may comment once each day of the promotion but may only win once. There will be a total of (5) grand prize winners by the end of the promotion.

1. HOW TO ENTER

- a. These rules govern the Wagner's Wishlist promotion (the "Promotion") being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 ("GKB") beginning on Monday, December 7, 2020 at 8am CST and ending on Friday, December 11, 2020 at 3pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Comment on the daily Wagner's Wishlist Facebook post on the WTMJ page between 8am CST - 2pm CST with what you think the grand total price is of the corresponding item(s) without going over. At 2pm CST on each weekday of the promotion, the WTMJ marketing team will determine the fan whose guess was correct or closest to the exact price. If multiple fans correctly guess the exact price, all the fans who submitted that answer will be put into a random drawing to determine the winner.
- i. To participate in the Promotion, you must visit and like the official WTMJ Facebook page at <https://www.facebook.com/620wtmj> ("Page"). You must have a valid Facebook account in order to enter. If you do not already have one, you can create a Facebook account at no cost by visiting <http://www.facebook.com>. Limit one (1) entry per eligible person per day during the Entry Period regardless if entrant has more than one email address or Facebook account. Multiple participants are not permitted to share the same email address or Facebook. Participants wanting to enter the contest

must also comment on the daily Wagner's Wishlist post by 2pm CST on the above official WTMJ Facebook page. Fans must guess the price without going over of the corresponding item in the daily post to be eligible to win the grand prize. The WTMJ Facebook page will post a new Wagner's Wishlist item each weekday at 8am CST for the contest. Eligible comments received before 2pm CST will then be reviewed by the WTMJ marketing team and chosen based on the guess given and the total price of the item(s) posted. The grand prize winners will then be contacted by the marketing team through Facebook with further instructions on receiving their prize. If multiple entrants comment the same closest answer without going over, all the entrants will be put into a random drawing to determine the winner. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of Facebook as a means of entry will be subject to Facebook's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Facebook. Further, entrant specifically agrees to release Facebook from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

- c. (1) entry is allowed per Facebook account per day for this contest.

Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to notify fans and to not update contest rules or the webpage when such situations occur.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 and who reside in Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, Milwaukee metropolitan area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.

- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. (5) grand prizes will be awarded in this Promotion meaning (1) grand prize awarded each day of the contest. Each prize consists of the following:
 - \$60 gift certificate to Cedar Crest Ice Cream
- b. All prizes or prize certificates will be mailed to the (5) grand prize winners. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate.
- b. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. (1) winner will be selected each weekday starting on Monday, December 7, 2020 at 8am CST through Friday, December 11, 2020 at 2pm CST for (5) winners total. Winners will be determined based on the prices guessed by eligible comments and the exact price of the item(s) posted on the corresponding days. In the event of multiple same entries, the grand prize winner will be determined by a random drawing.
- c. All final winners will be determined by Friday, December 11, 2020 at 5pm CST.
- d. Odds of winning a grand prize is dependent upon the how close eligible guesses are to the exact price of the corresponding item(s) in the daily post without going over. If multiple people correctly guess the exact price of the item, they will be put in a random drawing to win the grand prize that day.
- e. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of winning or prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required

affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or

winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Friday, December 11, 2020 to “Wagner’s Wishlist – Official Rules,” Attn: Promotions, GKB 720 E Capitol Drive, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Friday, February 12, 2021. to the above address marked “Wagner’s Wishlist – Winner List.” The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at WTMJ.com.

Administrator: Good Karma Brands Milwaukee, LLC, 720 E Capitol Drive, Milwaukee, WI 53212

Sponsor: Cedar Crest Ice Cream, 7269 WI-60 Trunk, Cedarburg, WI 53012