



Contest Name: Wild Country 99's 2017 Diaper Derby (the "Contest")

Station Call Letters: 98.9 KZPK-FM (the "Station")

Station(s) Address: 619 West Saint Germain St.

Telephone: (320) 251-1450

Leighton Broadcasting, First Steps Baby Expo, its subsidiaries and affiliated companies (together, the "Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agree as follows:

The Company may conduct the Contest concurrently and simultaneously on several participating radio stations owned and not owned by the Company, and in various States, and the Company may add or remove participating stations or change call letters of any participating station at any time during the Contest as announced on the affected station. Participating stations are listed above.

1. Description of Contest/Participation.

- A. Dates of Contest: The contest will begin and end on or about March 13, 2017 through April 8, 2017. a. Final Contest will be held at River's Edge Convention Center in St. Cloud, MN on April 8th, 2017.
- B. How to Enter: Beginning Monday, March 13, 2017 log onto the Station's website at www.wildcountry99.com and follow the Contest links to register for your baby to compete. Registration will be for parents with a baby no older than 14 months as of April 8, 2017. Deadline for registration is 11:59 p.m. on Sunday April 2, 2017. Only first 100 entries will be accepted. Valid contest entries must contain all information requested. Incomplete and/or multiple entries will be disqualified. All entries must include your name, email address, telephone number, and baby's date of birth and name.
- C. **The Event:** The Diaper Derby will take place on Saturday, April 8, 2017 at the River's Edge Convention Center (10 - 4th Ave S St Cloud, MN 56301- directions can be found at wildcountry99.com) Registered participants must check in at the Wild Country 99 booth at the First Steps Baby Expo by 12:45pm for check-in. The registered parent will place babies in heats (approximately 10 babies crawling at a time). The heats will begin around 1:00pm. When your baby's heat is called, please line up along the starting line on the mats with your child. Wild Country 99 staff or Promotions person will give the "ready, set, go" and babies should begin their crawl from the start to the finish line. The first 2 babies to touch the finish line win the heat. Wild Country 99 staff and the promotions staff on-site will be the judges and have final say in the winners of each heat as well as any babies who may be disqualified. Babies who place 1st or 2nd in their initial heat will be invited back for a final heat. The winner of the final heat wins the grand prize. Individual heat prizes may be awarded. Note: The qualifying/heat rules may change on the day of the event due to the amount of babies present.

Day of Event Rules:

- o Babies must be non-walking and can be no older than 14 months on April 8, 2017 - parent or legal guardian must bring with them a state issued legal document to show proof of age the day of the Diaper Derby (proof of age includes birth certificate, insurance card with date of birth or any other state issued legal document with the baby's name and date of birth).
- o Babies must be accompanied to the Diaper Derby by their parent/legal guardian.
- o The parent/legal guardian of every baby participating in the Diaper Derby must sign a copy of the official rules.
- o Babies must CRAWL from the start to the finish line (any baby that gets up and walks is immediately disqualified)
- o As soon as a Wild Country 99 staff person says "go" you may not touch your child.
- o Only two people may accompany a child - one to sit at the start line and one to sit at the finish line.
- o You may use toys, stuffed animals, cell phones, keys, etc to lure the babies to the finish line but NO FOOD OR DRINK may be used (bottles are OK if they are EMPTY).
- o Those accompanying the babies must stay behind the start and finish lines throughout the entire race.
- o Any baby not present at the time their heat is called is disqualified.
- o Online registration does not guarantee participation in the Diaper Derby, baby and parent/legal guardian must show up for check-in by 12:30pm with proof of age and sign the contest rules & release in order to participate.

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2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:

The Grand Prize will be a \$1,000 Coborn's Gift Card.

Prizes are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be redeemed within 60 days of the contest end date. If a winner cannot be contacted or 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 and at least 18-years old, as determined by the Company. If the contest is open to minors, 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, however, the Company reserves the right to refuse to award a prize to any minor. Unless otherwise stated above, only one (1) entry per person. Only one (1) prize per household for the Contest for any thirty (30) day period. Employees of the Company, the 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. Delivery Disclaimer. For all contests 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. The 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 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 the Contest. Entry forms in a register-to-win contest must be handwritten. No photocopies or mechanical reproductions of entry forms is permitted.

5. Publicity; Use of Personal Information. By participating, where allowed by law, 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. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

6. Consumer Created Content. If the entry for the Contest requires creative material from the participant/entrant, by submitting your entry: (1) you agree that your disclosure is gratuitous, unsolicited and without restriction and will not place the company or contest sponsors under any fiduciary or other obligation, that the company is free to disclose the ideas on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you; (2) you acknowledge that, by acceptance of your submission, the company and contest sponsors do not waive any rights to use similar or related ideas previously known to sponsor, or developed by their employees, or obtained from sources other than you; (3) you are verifying that you are the owner and producer of the submitted material and that no third party ownership rights exist to any material submitted, and (4) you are hereby granting the company and the station a perpetual, worldwide, non-exclusive, royalty-free, sub-licensable (through multiple tiers) right and license to use, publish, reproduce, display, perform, adapt, modify, distribute, have distributed and promote such content in any form, in all media now known or hereinafter created, anywhere in the world, for any purpose.

7. Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective 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. In order to receive a prize, participants must sign an official waiver form provided by the Company.

8. 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

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reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prizes which are not specifically provided for in the official rules. 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. Any person winning over \$600 in prizes from the Company 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.

9. Conduct and Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. Any attempt by an entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Company reserve the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

10. Miscellaneous. Void where prohibited. Odds of winning depend upon the number of participants. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, or where required by law, a list of winners, visit the business office of the Station during normal business hours or visit the Station's website. All entries become the property of the Company and will not be returned.

11. Compliance with Law. The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) 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.

12. Wild Country 99 Reserves the right to amend these rules at its sole discretion.

Print Name: _____

Signature: _____

Today's Date: _____

Baby Name: _____