

**The KRLD “El Fenix Lunch Giveaways”**  
**OFFICIAL CONTEST RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

1. **HOW TO ENTER**

- a. The KRLD “El Fenix Lunch Giveaways” contest will begin at approximately 10:00 a.m. Central Time (CT”) on Friday, January 4, 2008 and end at approximately 2:00 p.m. CT on Friday, March 28, 2008.
- b. To participate in the contest, listeners must listen to KRLD’s broadcast every Friday during the contest period, between 10:00 a.m. CT and 2:00 p.m. CT. When the anchor cues listeners to call, the listener must be the eighth (8<sup>th</sup>) caller to get through to 1-(214) 787-1081 to win the Grand Prize, upon confirmation of eligibility.
- c. KRLD is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her telephone call.
- d. There is no limit to the number of times a listener may attempt to call in but a listener may only qualify once. Limit one (1) entrant per household.

2. **ELIGIBILITY RESTRICTIONS**

- a. The contest is open to all KRLD listeners who are 18 years of age or older and legally reside in the Dallas/Fort Worth metropolitan area. Employees of KRLD, its licensee, CBS Radio Inc., CBS Corporation and affiliated entities, advertising agencies, participating sponsors/promotional partners, other radio stations in the Dallas/Fort Worth metropolitan area and the members of their immediate families are ineligible to participate or win.
- b. Listeners are eligible to win a prize valued at \$600.00 or more only once every six (6) months. Only one (1) winner per household is permitted in any contest.

3. **PRIZES**

- a. Thirteen (13) Grand Prize winners will each receive, upon confirmation of eligibility, one (1) certificate good for \$100.00 in food and non-alcoholic beverages at El Fenix. Not redeemable for cash except where required by law. Lost or stolen certificates will not be replaced. Approximate Retail Value (“ARV”) of prize is: \$100.00.
- b. All prizes or prize certificates may be picked up at the office of KRLD, 4131 North Central Expressway, Suite 500, Dallas, Texas 75204. 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. Winner will be subject to the terms and conditions of the provider of the prize certificate, including expiration dates. KRLD is not responsible for the safe arrival of a prize or prize certificate.

- e. There is no substitution, transfer or cash equivalent for prizes except that sponsor may at its sole discretion substitute prizes of equivalent value or cash. Other restrictions may apply.

#### 4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of KRLD management with respect to the contest are final.
- b. The eighth (8<sup>th</sup>) caller after the sound cue during KRLD's broadcasts on January 4, 2008, January 11, 2008, January 18, 2008, January 25, 2008, February 1, 2008, February 8, 2008, February 15, 2008, February 22, 2008, February 29, 2008, March 7, 2008, March 14, 2008, March 21, 2008, and March 28, 2008, will win the Grand prize (upon confirmation of eligibility).
- c. Odds of winning depend upon the number and order of calls received from eligible entrants.

#### 5. CONDITIONS

- a. Payments of all federal, state and local taxes are the sole responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- b. By participating in the contest, the winners and their guests agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest 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 the awarding of any prize or prize certificate, KRLD in its sole discretion may require contest winner (and their travel companions, if any) to sign a liability release agreeing to hold KRLD, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.
- d. KRLD reserves the right to make changes in the rules of the contest, including the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of KRLD, any events associated with the prize are delayed, rescheduled, postponed or cancelled, KRLD

reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

- e. Failure to comply with the contest rules may result in a contestant's disqualification at the sole discretion of KRLD.
- f. KRLD is not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.
- g. Copies of the written contest rules and a list of all winners (when complete) are available during regular business hours at the main studio of KRLD, 4131 North Central Expressway, Suite 500, Dallas, Texas 75204.