

KCBS MYSTERY NEWSMAKER /BIKE TO WORK BIKE GIVEAWAY CONTEST OFFICIAL RULES

No purchase necessary to enter or win. A purchase will not increase your chance of winning. Void where prohibited.

1. How to Enter the Contest:

- a. The KCBS MYSTERY NEWSMAKER BIKE TO WORK BIKE GIVEAWAY contest (the “Contest”) will begin on Monday May 5, 2008 at approximately 7:40am PT and end on Friday May 9, 2008 at approximately 4:40pm PT. The contest will occur weekdays only. (“Contest Period”)**
- b. To participate in the contest, contestants must listen to KCBS at 7:40am PT each weekday during the above mentioned dates to hear an audio sound bite of the “Daily Mystery Newsmaker” (the Newsmaker will be someone whose voice has been in the news). Contestants must then listen again later that day at 4:40pm PT for instructions to call the KCBS Contest line to identify the “Daily Mystery Newsmaker”. Upon being instructed to do so, the seventh caller to reach the contest line at 415 392-2417 and correctly identify that day’s Daily Mystery Newsmaker will become a Daily winner and win one (1) prize, upon confirmation of eligibility. Five (5) Daily winners will be selected during the Contest Period. If the caller’s answer is incorrect the station will take the next caller in cue and the incorrect caller will be instructed to call in again.**
- c. Contestants may also visit www.kcbs.com weekdays during the contest period (between 10am and 4pm PT) to learn more about the contest, the prize, and obtain daily clues that may help them in identifying the Mystery Newsmaker.**
- d. The station is not responsible for telephone service outages, delays, busy signals, equipment malfunctions and any other technological glitches that may prevent an individual from completing his/her phone call.**
- e. There is no limit to the number of times a person may attempt to call in to win, but a person may only win once during this contest.**

2. Eligibility Restrictions:

- a. The contest is open to all KCBS listeners who are 21 years of age or older and who reside in the San Francisco/San Jose metropolitan areas. Employees of KCBS, its licensee, CBS Radio, Inc., its Parent Corporation, subsidiaries and affiliated entities, affiliated advertising agencies , participating sponsors/promotional partners, other radio stations in the San**

Francisco/San Jose metropolitan areas and the members of their immediate families and/or households are ineligible to participate or win.

- b. Listeners are eligible to win a KCBS contest only once every sixty (60) days and a prize valued at \$600 or more only once every six (6) months. Only one winner per household is permitted in any contest.**
- c. Winner must provide government issued photo ID and sign and return any required Affidavits of Eligibility and/or Publicity/Liability Release in order to receive his or her prize.**

3. Prizes:

- a. A total of five (5) daily winners will be selected during the contest period. Each winner will win a gift certificate for a TREK SU 2.0 Urban bike from Chain Reaction. Estimated Value of each bike is \$549.00.**
- b. All prizes or prize certificates may be picked up at the office of KCBS, 865 Battery Street, San Francisco. Any prize not claimed within forty-five (45) days of winning will be forfeited by the winner. In the event that a prize 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. KCBS is not responsible for the safe arrival of a prize.**
- c. RESTRICTIONS: Limit one (1) prize per person or household. Sponsor reserves the right to substitute a prize of equal or greater value if the advertised prize is unavailable for any reason. All taxes, fees, and surcharges on the prize are the sole responsibility of the winner.**

4. Selection of Winners:

- a. Decisions of station management with respect to the contest are final.**
- b. Five (5) winners will be selected as described above in section 1 of these Official Rules.**
- c. Odds of winning depend upon the number and order of phone calls received and the contestants' ability to correctly identify the Daily Mystery Newsmaker for that particular day.**
- d. Winners must listen to win.**
- e. Winner must execute and return any required Affidavit of Eligibility/Release of Liability Prize Acceptance Form within ten days of notification attempt or prize will be forfeited and an alternate winner will not be chosen.**

5. Conditions:

- a. Payment of all federal, state and local taxes is the sole responsibility of the winner. Winners may be required to sign an IRS Form W-9 or the equivalent.**
- b. By participating in the contest, the winner or winners 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 awarding any prize or prize certificate, the station in its sole discretion will require contest winners (and their travel companions, if any) to sign a liability release, agreeing to hold the station, its corporate licensee, its parent, subsidiary and affiliated companies 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. KCBS reserves the right to make changes in the rules of the contest, including the substitution of a prize or prizes of equivalent value, which will become effective upon announcement.**
- e. Failure to comply with the contest rules may result in a contestant's disqualification solely at the discretion of KCBS.**
- f. KCBS 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 are available during regular business hours at the main studio of KCBS, 865 Battery Street, San Francisco, CA 94111 or by sending a self-addressed stamped envelope to KCBS.**

6. INTERNET SWEEPSTAKES PRIVACY POLICY

- a. By use of this website and by entering the Contest, you agree to the Station's Web Site Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: www.kcbs.com.**