

Guy's Big Project B98.5 Sweepstakes

OFFICIAL RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

2. **Eligibility.** Subject to the additional restrictions below, the Guy's Big Project B98.5 Sweepstakes (the "Sweepstakes") is open to legal residents of the state of Georgia who are 18 years or older and are residents of the state of Georgia and hold a valid Georgia driver's license or Georgia state ID at the time of entry. Employees of Cox Radio, Inc., d/b/a WSB-FM ("Sponsor"), Allied Integrated Marketing, Scripps Networks, LLC, and each of their respective affiliated companies, subsidiaries, and advertising and promotional agencies, and the family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term "family members" includes spouses, parents, grandparents, siblings, children, grandchildren and in-laws, regardless of where they live.

Limit: Only one (1) prize winner may be selected from the same household every sixty (60) days in connection with any contest and/or sweepstakes sponsored or administered by any of the CMG-Atlanta radio stations (i.e., WSB-AM, WSB-FM, WSBB, WTSH, WALR and WSRV). If you or a member of your household has won a prize from any CMG-Atlanta radio station within the last sixty (60) days, you will be ineligible to receive a prize in this Sweepstakes.

3. **How To Enter.** The Sweepstakes will begin at 2:30 PM (E.T.) November 30, 2017 and end at 11:59 PM (E.T.) on December 10, 2017 (the "Sweepstakes Period"). Sponsor will be the official timekeeper for the Sweepstakes.
Enter by visiting the Guy's Big Project B98.5 Sweepstakes official quiz and registration page at <http://www.B985.com> or the B98.5 mobile app and completing all of the required information and following all posted instructions.
 - (i) To enter via Sponsor's website, you must complete the following steps:
 1. Enter by visiting the "Contests" page at <http://www.B985.com>, selecting the Guy's Big Project B98.5 Sweepstakes link and completing all of the required information and following all posted instructions.
 2. By participating in the Sweepstakes via Sponsor's website, you agree to be bound by Sponsor's Visitor Agreement (http://www.B985.com/visitor_agreement/) and Privacy Policy (http://www.B985.com/privacy_policy/), which are hereby incorporated by reference.

 - (ii) To enter via Sponsor's mobile app, you must complete the following steps (standard data rates may apply):
 1. Download and install the "B98.5" mobile app (the "App") on a compatible mobile device from either Google® Play or the iTunes® App Store.
 2. Once you have installed the App, click the Guy's Big Project B98.5 Sweepstakes tab on the App's main menu to register for the Sweepstakes. Follow the instructions on the registration page and complete all of the required information to submit an official entry form. All of the information you provide must be complete and accurate. Entrants who submit an invalid phone number or email address may be disqualified in Sponsor's sole discretion.
 3. By participating in the Sweepstakes via the App, you agree to be bound by the App's terms of use and privacy policy (http://www.B985.com/privacy_policy/), which is hereby incorporated by reference.

Failure to complete any of the steps in this section may result in the disqualification of your attempted entry as determined in Sponsor's sole discretion. Sponsor is not responsible for any issue that may prevent a Participant (as defined below) from being able to download or access the App or complete his/her entry.

An entry received through either the Sponsor's website or the App, consistent with these Official Rules, will result in one (1) entry for the Sweepstakes. Limit one (1) entry per person and per email address during the Sweepstakes Period regardless of whether entering via the website, Android app or iOS app.

Maximum one (1) entry per person and per email address during the Sweepstakes Period.

The use of multiple identities and/or accounts is prohibited, and any attempt to obtain more than the stated number of entries will void that participant's entries and may result in participant's disqualification. Incomplete, forged, altered, automated, mechanically-reproduced, lost, late, misdirected, garbled or illegible entries will be disqualified. Sponsor will not be responsible for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender, Sponsor, or Sponsor's Sweepstakes application service provider. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent, provided that such person satisfies all other Sweepstakes eligibility requirements. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account.

All entries become property of Sponsor and none will be returned. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons who submit false or misleading entry information or who Sponsor determines to be tampering with or abusing any aspect of the Sweepstakes.

4. **Winner Selection and Odds.** On or about December 11, 2017, Sponsor will select one (1) potential Grand Prize Winner in a random drawing from among all eligible entries received during the Sweepstakes Period.

Odds of winning depend on the number of eligible entries received.

5. **Prize Description**
One (1) Grand Prize: Subject to verification of eligibility and compliance with these Official Rules, one (1) Grand Prize Winner will receive a high-end television (ARV: \$ 1,500).

The ARV of electronic prizes is subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Winners will not receive difference between the actual retail value at the beginning of the Sweepstakes and the actual retail value at the time of prize delivery. Exact details, including band, size and type of television shall be determined in the sole discretion of Sponsor.

6. **Winner Notification and Acceptance.** Potential winners will be notified on or about December 11, 2017 at the telephone number and/or email address provided on the potential winner's entry form.

In order to claim a prize, potential winner must respond to Sponsor's notification within te (48) hours of notice or attempted notice.

To claim his/her prize, the potential winner must personally visit Sponsor's offices at 1601 W. Peachtree Street, Atlanta, GA 30309 within thirty (30) days after notification (office visits must be between the hours of 9 a.m. (E.S.T.) and 5 p.m. (E.S.T.) weekdays) and must present a valid government-issued Georgia state photo ID.

Potential winners may be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law), which must be notarized and returned within thirty (30) days of notification.

Sponsor's inability to reach a potential winner after a reasonable (as solely determined by Sponsor) effort has been made, the failure of a potential winner to timely respond to a prize notification, the return of any prize notification as undeliverable, and/or a potential winner's failure to comply with any term or condition of these Official Rules may, in Sponsor's sole discretion, result in the potential winner's disqualification and the selection of a substitute winner by a random drawing from among all remaining eligible entries received during the Sweepstakes Period. Sponsor will conduct up to three (3) alternate drawings, after which the prize will remain unawarded.

A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT'S ELIGIBILITY.

A winner may waive the right to receive a prize. Prizes are non-assignable and nontransferable and cannot be redeemed for cash. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability. Sponsor reserves the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. Winner is solely responsible for reporting and payment of any taxes on a prize. Winner may be required to provide his/her valid Social Security Number to Sponsor for tax purposes and/or complete an IRS W-9 form in order to claim a prize. Winners are solely responsible for all federal, state and local taxes on prize value and, as applicable, will be issued an IRS Form 1099 based on the prize value determined by Sponsor. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Publicity.** Except where prohibited, acceptance of any prize constitutes the winner's irrevocable consent to the publication or other use by Sponsor and its licensees of his or her name, biographical information and likeness in any media, including the Internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation.

Each winner further grants Sponsor, and its affiliates, digital properties, and advertising, promotion and production agencies, permission to use his or her name, address or likeness in any and all advertising and promotional materials, in any manner or media whatsoever, including websites operated by Sponsor, for purposes of advertising, trade or promotion, without additional compensation.

Each winner acknowledges and agrees that he or she shall have no right of approval, no claim to any compensation, and no claim arising out of the use, alteration, or distortion of his or her name or address.

8. **Participation.** By participating, participants agree to be bound by these Official Rules and the decisions of Sponsor and any Sweepstakes judges or administrators selected by Sponsor, which are final and binding in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. In the event the Sweepstakes is compromised a virus, non-authorized human

intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Proof of sending or submission of an entry will not be deemed proof of receipt by Sponsor.

9. **Release.** BY PARTICIPATING IN THE SWEEPSTAKES, EACH PARTICIPANT AGREES TO FULLY RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS SPONSOR, COX MEDIA GROUP, LLC., COX ENTERPRISES, INC., ALLIED INTEGRATED MARKETING, SCRIPPS NETWORKS, LLC., AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, AND SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE SWEEPSTAKES, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE SWEEPSTAKES; (2) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; OR (3) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE SWEEPSTAKES OR ANY PRIZE.

10. **Limitations of Liability.** BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANTS ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEB SITE AND THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT SPONSOR MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE PRIZE(S) AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN IMPLIED WARRANTIES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, THE LIABILITY OF THE RELEASED PARTIES IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.)

THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY PARTICIPANTS, PRINTING OR PRODUCTION ERRORS, OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR EMPLOYED IN THE SWEEPSTAKES; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE ENTRY PROCESS OR THE SWEEPSTAKES; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE SWEEPSTAKES, THE PROCESSING OF ENTRIES, OR THE NOTIFICATION OF ANY WINNER; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM A PARTICIPANT'S PARTICIPATION IN THE SWEEPSTAKES OR RECEIPT OR USE OR MISUSE OF ANY PRIZE.

Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award the prizes by a random drawing among all legitimate eligible prize claims.

11. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined

to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

12. **Sponsor.** The Guy's Big Project B98.5 Sweepstakes is sponsored by Cox Radio, Inc., d/b/a WSB-FM. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials or announcements relating to the Sweepstakes. For a list of winners (available after December 18, 2017) or a copy of these Official Rules, visit <http://www.B985.com> or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Guy's Big Project B98.5 Sweepstakes, 1601 W. Peachtree Street, Atlanta, GA 30309 Attn: Amanda Allwood/WSB-FM Promotions. If you have any questions regarding this Sweepstakes, please contact Amanda.allwood@coxinc.com.