

## **Quad Cities' CW/Star 93.5 "Prize Unexpected" February 2010 Contest Rules**

1. Eligibility – To be eligible to participate, viewers must be eighteen (18) years of age or older and reside in the KGCW-TV viewing area, which consists of the following Illinois counties: Bureau, Carroll, Hancock, Henderson, Henry, Jo Daviess, Knox, LaSalle, Lee, McDonough, Mercer, Ogle, Rock Island, Stark, Warren and Whiteside; and the following Iowa counties: Cedar, Clinton, Des Moines, Henry, Jackson, Lee, Louisa, Muscatine and Scott. Employees of KGCW-TV, KLJB-TV, KQCS Star 93.5 FM, Cumulus Broadcasting, Capri College of Cosmetology, I.N.N., Fusion, their parent companies, advertising agencies, fulfillment companies, printers, distributors and mailers and the immediate families (or non-family members of the same household) of each are not eligible to play. The term "immediate families" includes spouses, grandparents, parents, siblings, children and grandchildren. The term "non-family members" include boyfriends, girlfriends, roommates or tenants at the same address.
2. How to Play – Viewers 18 years of age and older must watch LIFE UNEXPECTED, Mondays at 8:00pm on KGCW-TV on the following dates: February 8<sup>th</sup>, February 15<sup>th</sup>, February 22<sup>nd</sup> and March 1<sup>st</sup>, 2010. Within each of these shows KGCW-TV will run a :10 contest commercial that contains that week's "Clue Unexpected." Viewers must then listen to Jeff James on KQCS Star 93.5 FM the following Tuesday morning between 6-10am for their chance to call in and win one of two weekly prizes.
3. Contest Dates – The 'watch' portion runs the following Mondays – February 8<sup>th</sup>, February 15<sup>th</sup>, February 22<sup>nd</sup> and March 1<sup>st</sup>, 2010. The 'listen' portion runs the following Tuesdays – February 9<sup>th</sup>, February 16<sup>th</sup>, February 23<sup>rd</sup> and March 2<sup>nd</sup>, 2010. The Quad Cities' CW reserves the right to end the contest at any time without advance warning.
4. Selection of Contest Winners – The first two callers who can correctly identify that week's "Clue Unexpected" win a weekly prize. There are two prizes awarded each week for four (4) weeks.
5. Prizes – There will be eight (8) prizes, awarded twice a week for four weeks. Prizes include the following: a Nintendo Wii console system; two separate iPod Touches, 8GB each; two separate \$200 gift certificates to Necker's Jewelers; two separate \$200 gift certificates to Serenity Salon & Day Spa; a \$200 Simon gift card. The catch – callers will not know what prize they are winning until they've won. KGCW-TV reserves the right to change out one prize for another prize of equal value without advance warning.
6. General Conditions – No purchase necessary. Purchase will not improve an entrant's chances of winning. KGCW-TV and KQCS Star 93.5 FM will not be responsible for loss of service to contest number due to overload, busy signals or any other reason that may prevent any individual from completing his/her call. If there is any interruption of power at KGCW-TV or KQCS Star 93.5 FM during the contest play, the contest will be replayed at the resumption of service. All viewers who have won ANY KGCW-TV contests are ineligible for 30 days from the date of that contest's completion. By entering, each entrant accepts and agrees to be bound by these rules. Decisions of KGCW-TV shall be final and binding. Taxes are the sole responsibility of the winner. Prizes cannot be transferred, redeemed for cash or exchanged. No substitute prizes, except at the discretion of KGCW-TV, will be allowed. If this happens, KGCW-TV will substitute prizes of identical value. By entering, each contestant consents to the use of his/her voice, name and likeness for broadcast transmission, advertising and promotion in connection with the contest. KGCW-TV makes no warranty, representation or agreement that any videotape or likeness of the winners will be broadcast or otherwise used in any manner. The winners must execute an affidavit of eligibility, liability release and/or publicity release and any other documentation that KGCW-TV requires. Failure to return any of the affidavits, releases or other required documentation within ten (10) days of receipt shall result in forfeiture of the prize and an alternate winner will be selected. Void where prohibited by law. All federal, state and local laws apply. KGCW-TV, KLJB-TV, KQCS Star 93.5 FM, Cumulus Broadcasting, I.N.N., Fusion, their parent, subsidiary, affiliated and related entities, and the officers, directors, employees, licensees and assignees of each accept no responsibility or liability in connection with any injuries, losses or damages of any kind caused by or resulting from the acceptance, possession or usage of any prize awarded hereunder. **KGCW-TV reserves the right to revise and update the rules without advance notice.**
7. Rules – Rules are available at [www.kgcwv.com](http://www.kgcwv.com), and at KGCW-TV, 937 East 53<sup>rd</sup> Street Suite D, Davenport, IA 52807.
8. Who Won – A list of prize winners can be requested in writing to the address above.
9. Sponsors – KGCW-TV, KQCS Star 93.5 FM, Capri College of Cosmetology.