

CONTEST RULES

Mississippi Radio Group

WWMS-FM, WZLQ-FM, WSYE-FM, WELO-FM/AM

A complete copy of these rules can be obtained at the offices of the Mississippi Radio Group at 2214 South Gloster Street, Tupelo, MS 38801 during normal business hours, which are Monday-Friday between 8:30am and 5:00pm Central Standard Time. Or by sending a self-addressed, stamped envelope to the above address. The Contest Rules are posted online at www.miss98.net, www.z985.net, www.sunny933fm.com, www.pulseoftupelo.com, and www.msradiogroup.com.

No purchase necessary. Contest is open to the general public with the exception of employees, agents, subsidiaries and affiliates of Mississippi Radio Group and its related companies, participating sponsors, employees of competing media, their immediate families and household members. Must be 18 years or older to win.

Winners must wait thirty (30) days after winning any contest with the Mississippi Radio Group before becoming eligible to win, unless otherwise stated by the Mississippi Radio Group and/or its stations. Only one winner per household in a thirty (30) day period. In the event of any disputes, the Mississippi Radio Group's determination of the winner will be final. All prizes awarded "as is", are nontransferable and cannot be exchanged. Winner will be responsible for taxes due.

The Mississippi Radio Group and its representatives shall not be responsible for the failure of participating sponsors to deliver prizes as promised due to damage, theft or other incidentals. All entrants and winners agree that the Mississippi Radio Group, its stations and affiliates shall have no liability and shall be held blameless for any injury, misfortune, or damage to either persons or property insured by entering, participating in, winning, or losing any contest by use-non-use of any prize received.

All prizes must be claimed in person at a location determined by the Mississippi Radio Group during regular business hours and within ten (10) business days of winning, excluding holidays, unless

otherwise stated. After such time, ownership of said prize reverts back to the station to be disposed of at their discretion. The winner then loses all claims and rights to said prize.

Proper identification must be presented to claim prize(s). Winner may be asked to complete a Winner's Affidavit and Release. All entry blanks, forms, devices, materials, audio, video and images, as well as all information contained on or within, gathered during the course of entry shall become sole property of the Mississippi Radio Group to be used, disposed of or destroyed at their discretion. The Mississippi Radio Group reserves the right to modify contest rules as deemed necessary at any time. The Mississippi Radio Group reserves the right to change contest dates or end any contest at any time. Void where prohibited.

Text Message Sweepstakes and Contests

After you send in the text message as instructed by the on-air talent and/or social media promotor, you will receive one (1) entry into the Sweepstakes or Contest. You will be charged for each text message sent or received from your device according to the terms and conditions of your Service Agreement with your wireless carrier. Your standard text and data rates may apply. Each wireless carrier's rate plan may vary, and entrants should contact their wireless carrier for information on text messaging rate plans and charges relating to your participation in the sweepstakes or contest. Any text message form of entry into a sweepstakes or contest will be deemed made by the named account holder whose mobile phone number is assigned at the time of entry to the text-message enabled wireless device used to text the entry. Each text message sent to or received by a service subscriber of any wireless carrier may incur a standard text messaging charge in accordance with that carrier's (Terms and Conditions) applicable to such subscriber's particular voice/data rate plan. Contact our wireless carrier for text messaging plan details.

Facebook Contests

Multiple participants are not permitted to share the same email address or Facebook account. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Promotion administrator. Online entrants are subject to all notices posted online. Use of Facebook as a means of entry will be subject to Facebook's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to Station and not Facebook. Further, entrant specifically agrees to release Facebook from

any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

Instagram Contests

Multiple participants are not permitted to share the same email address or Instagram account. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Promotion administrator. Online entrants are subject to all notices posted online. Use of Instagram as a means of entry will be subject to Instagram's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to Station and not Instagram. Further, entrant specifically agrees to release Instagram from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram.

Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entrant who does not meet the eligibility requirements and will also delete any entry as required by law.

Concert/Event Tickets

Tickets will be subject to the terms and conditions as set forth by the issuer of the tickets. Tickets valid only on the date(s) printed on the tickets. Tickets are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time. Lost or stolen tickets will not be replaced. Tickets may not be sold to a third party. If a prize-related event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of the Promotion Entities, their sole responsibility to the winner will be to award the remaining available elements of the prize and no substitution or compensation will be provided for the un-awarded elements of the prize. The Station, in its sole discretion, reserves the right to deny entry to or to remove the winner and/or guest(s) if either engages in disruptive behavior or in a manner with intent to annoy, abuse, threaten or harass any other person at the event. No more than the stated number of prizes specified in these official rules will be awarded. The Prize or prize certificate may be claimed at the office of the Station at the address below during regular business hours. Prize must be picked up during regular business hours at the Station at the address above by 5:00PM Central Standard Time. Prize will not be mailed to the winner, unless otherwise stated.

The Prize(s) is not transferable, and no substitution, assignment, or cash equivalent of prize is permitted, except by the Station (solely at its discretion), which reserves the right to substitute a prize or prize portion with another prize or prize portion of greater or equal value. The prize(s) are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Entrants acknowledge that the Promotion Entities have not made, nor are in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties expressed or implied, in fact or in law, whether now or hereafter enacted concerning any prize, including without limitation, implied warranties of quality, merchantability, mechanical condition, or fitness for a particular purpose, except for any express manufacturer's warranty as may be included with the prize or as may be separately provided to participants by law. Other restrictions may apply.

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

Potential prize winner(s) will be notified by telephone, email or Social Media Direct Message and/or wall post. If the Station is unable to contact a potential winner within ten (10) days or time period determined by station that is needed for winner to attend the event, Station may select an alternate winner by random drawing from the remaining entries. Prize(s) will be awarded only upon confirmation of eligibility and completion of all requisite releases. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release or prize will be forfeited and an alternate winner will not be selected. If a winner has not reached the age of majority in his/her state of residence, the prize will be awarded in the name of his/her parent or legal guardian. If a potential winner cannot be contacted, fails to sign and return the required fully-executed affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

Participation in the Promotion and/or acceptance of prize constitutes entrant's and/or winner's (and guest's, if applicable) permission for the Station or its agents to interview the winner(s) (or guest(s), if applicable), to photograph, film, and record each winner (or guest, if applicable), and to use in commerce and in any media now or hereafter known throughout the world in perpetuity, his/her name, prize won, hometown (city and state), biographic information, likeness, photograph, voice, audio or video recording, and/or any statements made by him/her regarding the Station, the Promotion, and/or its sponsor(s) for purposes of trade, publicity, or promotion without notice or additional compensation, notification, or permission, in perpetuity except where prohibited by law.

Each winner (and guest, if applicable) agrees to sign a publicity release confirming such consent prior to acceptance of the prize, except where prohibited by law.

Participation in the Promotion and/or acceptance of prize constitutes entrant's and/or winner's (and guest's, if applicable) agreement to release, discharge, and hold harmless the Promotion's sponsor(s), the Station, its licensee, their respective parent, subsidiary and affiliated entities, their advertising and promotional agencies, prize suppliers, and participating sponsors, and their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns (collectively, "Released Parties") from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion, including, but not limited to, personal injury, death, or damage to or loss of property, which may occur in connection with, preparation for, travel to, or participation in Promotion, or delivery, possession, acceptance and/or use or misuse of prize or participation in any Promotion-related activity, including but not limited to any claims based on publicity rights, defamation, or invasion of privacy and merchandise delivery.

If for any reason this Promotion cannot be executed as planned, including but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, and/or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right, in its sole discretion to, to modify the procedure for selecting winners, unless the nature of the event giving rise to such termination renders it impossible to select winner(s).

The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering, or the administration of the Promotion or in the announcement of a prize; (ii) incorrect or inaccurate entry information, human error, failure, or omission; (iii) unauthorized human intervention; (iv) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, or late entries; (v) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems or for telephone service outages, delays, busy signals, poor signals or signal interference, accidental disconnection, equipment malfunctions, and any other technological failures of any kind; or (vi) any cancellations, delays, diversions, or substitutions or omissions whatsoever by any transportation providers or any other persons or entities providing any services to winner(s) (and guest(s), if applicable) including any results thereof

such as changes in services or location necessitated by same. Further, the Released Parties are not responsible if any part of a Promotion prize that cannot be awarded due to acts of God, acts of war, natural disasters, weather, acts of terrorism, or other factors beyond the Released Parties' control.

Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods may void that entrant's entries and that entrant may be disqualified. The use of any device to automate entry is prohibited. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, promotion entry services or proxies) will void all entries by that entrant at the Station's discretion. The Promotion administrator's computer or telephone system is the official time keeping device for this Promotion. In the event of a dispute, online entries will be deemed to have been submitted by the Authorized Account Holder of the email address submitted at the time of entry. "Authorized Account Holder" means the natural person who is assigned to an email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address. For phone or mobile entries, the authorized account holder is the natural person who is assigned to the text or mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station's website. Failure to comply with the rules of the Promotion may result in an entrant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station reserves the right to disqualify that entrant from entering and/or winning this and future Station-administered Promotions and to prosecute and seek damages to the fullest extent permitted by law.

How Winners Are Chosen

The criteria and process for selecting winners will typically be stated on a website, Facebook, Instagram, Twitter page or on-air. Information from online sweepstakes that require a contestant to register, will be collected into a database. The winner will be randomly chosen by number. (i.e. random.org or other system that pulls a random number) The registrant in the database from that number is declared winner. All social media contest winners are chosen randomly from an online random winner selector program (i.e. woobox.com).

The Station reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Promotion Entities, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.

Station is not responsible for problems accessing the Station websites, Facebook pages, Twitter or Instagram pages, for problems sending a text, technical or atmospheric conditions that disrupt the completion of a website or text entry, or any other problems which may or may not result from station sweepstakes and contests.

MISSISSIPPI RADIO GROUP 2016