



Lite Rock Spring Break Getaway Official Rules

CONTEST: Beginning February 1, 2010 and running thru February 26, 2010, Lite Rock 107 will conduct the Lite Rock Spring Break Getaway Contest. During the contest run, participants will have the opportunity to qualify to win the grand prize.

QUALIFICATION: This contest has 2 methods of qualification:

1. Beginning February 1, 2010 and running thru February 26, 2010, potential participants will be prompted to visit flypia.com where they can register to become a qualifier for the grand prize. February 27, 2010, 10 entries will be selected at random to become grand prize qualifiers. Participants will be limited to one entry on-line during the contest run; duplicate entries will be deleted.
2. Beginning February 8, 2010 and running weekdays thru February 19, 2010, potential participants will be prompted to listen to Lite Rock 107 between 9am and 5pm. One time each day during that time frame when a special contest sounder plays, caller fifteen at 309-698-1069 or 800-597-1069 will become qualified to win the grand prize and will win a \$50.00 gift certificate to the Shoppes at Grand Prairie.

Participants can only qualify one time for the grand prize. Only on-air qualifiers will win a qualifier prize

PRIZES: Ten \$50.00 gift certificates to the Shoppes at Grand Prairie will be awarded to the on-air qualifiers. The total value of the qualifier prizes is \$500.00.

The grand prize is a round trip for four to Tampa Bay/ St. Petersburg, Florida. The package includes vouchers good toward airfare direct from Peoria to Tampa Bay/ St. Petersburg, Florida via Allegiant Air and a \$500.00 gift certificate to Suzi Davis Travel to be used towards hotel accommodations. The grand prize winner will also receive a \$300.00 gift card from the Shoppes at Grand Prairie. The value of this prize package is approximately \$2400.00. (The prize value of airline vouchers are assessed by determining the highest possible amount charged for the tickets. Winners will be responsible for taxes on the entire amount listed here despite posted rates at the time the vouchers are utilized.)

GRAND PRIZE SELECTION: March 1, 2010 qualifiers from on-air and on-line will be combined for a random grand prize drawing. One name will be drawn at random from all contest qualifiers and, pending verification of eligibility, will be declared the winner of the grand prize. The name of the grand prize winner will be announced March 1, 2010 at 8:55am during the Morning Wake-Up club with Randy and Stacy. The promotions department for Lite Rock 107 will also contact the winners within 3 business days so they can collect the Grand Prize.

ODDS OF WINNING: The odds of winning are dependant upon the number of entries received.

ELIGIBILITY: Employees and immediate family members and household members of JMP Radio Group LLC, The General Wayne A. Downing Peoria International Airport, Allegiant Airlines, The Shoppes at Grand Prairie and employees of all other media outlets are not eligible to enter. **Participants must be 21 years to older to be eligible to qualify for or win this contest.** Lite Rock 107 reserves the right to disqualify any contestant who is financed, aided, encouraged or prompted by an employee or family member of any radio subsidiary within 100 miles of Peoria. Lite Rock 107 reserves the right to disqualify any contestant if Lite Rock 107 deems the contest rules were not followed. Lite Rock 107 reserves the right to enforce the following: No contest winners whether they are on-air or off, shall be allowed to win more than once inside a 30 day period. Any person who has won any contest on Lite Rock 107 or household member is again eligible to win another contest only after 30 days have passed since their previous win. This includes all contests pertaining to the station. A person or household member will be allowed to register for a consecutive contest as long as the winning dates are 30 days apart. Each person is limited to one qualification per contest. Lite Rock 107 contests are void when and where prohibited by law.

PRIZES: All prizes awarded through Lite Rock 107 are non-transferable nor may a prize be substituted at the request of a contest winner, nor may a prize be substituted for cash. The prize indicated by station personnel to be won in a contest is the only prize awarded and given only to the person who is designated as the winner. Lite Rock 107 reserves the right to substitute a prize of equal or greater value in the event specified prize offered is unavailable. All prizes awarded by Lite Rock 107 must be claimed within 30 days of the date the prize was won. If a winner does not claim his/her prize within the 30 day period, the prize is forfeited and eligibility restrictions mentioned in these rules still apply to that winner for future contests. All prizes designated for pick up at the Lite Rock 107 studios must be picked up during regular business hours at 331 Fulton Street, Suite 1200, Peoria, Illinois.

RELEASE: Lite Rock 107 and / or sponsor participating in a contest on Lite Rock 107 may require a release form to be completed by the winner. Upon accepting any contest prize from Lite Rock 107 or sponsor participating in a contest on Lite Rock 107, the winner releases Lite Rock 107 and any and all sponsors of any liability or further claims. Lite Rock 107 may use voice recordings to prevent contest fraud.

Lite Rock 107 cannot be held liable or responsible for any telephone, cell phone, or computer failures, malfunctions or irregularities during a contest. On-line listeners may experience a delay from the actual over-the-air transmission. Lite Rock 107 is not liable for any lost or stolen entries, prizes or contest information. The decision of the judge is final. **All winners are responsible for reporting and paying taxes on prizes received.** All entrants agree to grant Lite Rock 107 unlimited use of their name, voice, picture, quotation or facsimile, without consideration, in conjunction with their participation in any given contest.

Lite Rock 107 is not liable or responsible for travel delays. Participation in this contest constitutes acceptance of all applicable rules.

IDENTIFICATION: In order for a winner to claim a prize, Lite Rock 107 requires picture identification. Lite Rock 107 may require any or all of the following: driver's license, state ID, passport and / or birth certificate. Lite Rock 107 reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented. Lite Rock 107 requires a contestant to truthfully respond with all pertinent information it deems necessary for station records including but not restricted to legal name, address, telephone number, birth date and social security number. Lite Rock 107 may disqualify a contestant immediately upon learning the contestant has responded with false information.

CHANGE: With regard to this or any of its other contests, Lite Rock 107, in its sole discretion, reserves the right to 1) change the applicable rules and/or procedures, and 2) change the applicable dates and/or duration. In the event of any dispute pertaining to this contest, the decision of Lite Rock 107 management is final.