

Contest Name: Choose Your Pathway, Pick Your Prize Scratcher and Sweepstakes (the "Contest")

Station(s): (KISV-FM, KRAB-FM, KHSL-FM, KALZ-FM, KBOS-FM, KRZR-FM, KCBL-AM, KEZL-AM, KFSO-FM, KHGE-FM, KRDU-AM, KSOF-FM, KPWR-FM, KIIS-FM, KLAC-AM, KTLK-AM, KFI-AM, KBIG-FM, KOST-FM, KHHT-FM, KYSR-FM, KHTN-FM, KDON-FM, KCAQ-FM, KVYB-FM, KKUU-FM, KEWB-FM, KGGI-FM, KBMB-FM, KDND-FM, KSFM-FM, KHYL-FM, KGBY-FM, KQJK-FM, KFBK-AM, KSTE-AM, KHTS-FM, KIOZ-FM, KGB-FM, KLSA-AM, KMYI-FM, KOGO-AM, KUSS-FM, XHTZ-FM, KMEL-FM, KYLD-FM, KIOI-FM, KISQ-FM, KKGX-AM, KKSF-FM, KNEW-AM, KCNL-FM, KUFX-FM, KEZR-FM, KWWV-FM, KXGX-FM, KHOP-FM, KWIN-FM, KFMI-FM, KQPM-FM, KROP-FM, KSIQ-FM, KSLG-FM, KXBX-FM) (the "Station")

Station(s) Address: 3181 Cameron Park Drive, Suite 104, Cameron Park, CA 95682

Telephone: (530)-677-2005

Clear Channel Broadcasting, Inc. its subsidiaries and affiliated companies, California Community Colleges, its subsidiaries and affiliated companies, Career Technical Education, its subsidiaries and affiliated companies, Runyon Saltzman & Einhorn (RSE) its subsidiaries and affiliated companies (together, the "Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

The Company may conduct the Contest concurrently and simultaneously on several participating radio stations owned and not owned by the Company, and in various States, and the Company may add or remove participating stations or change call letters of any participating station at any time during the Contest as announced on the affected station. Participating stations are listed above.

1. Description of Scratcher Contest/Participation.

- A. Dates of Contest: The Contest will begin on or about 12:01am, May 1, 2009 and end on or about 11:59pm on or about May 31, 2009.
  - a. Valid scratcher entries must contain all information requested. Incomplete and/or multiple entries will be disqualified. Deadline for each daily drawing is 11:59 pm on the preceding day.
  - b. NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited by law. Odds of winning depend upon the number of participants. Participants must be residents of California, 13 years of age or older on upon date of contest entry. If a winner is under the age of 18, the prize will be awarded to a parent or legal guardian.
- B. Instant Win Contest- How to Play
  - a. Contestants click on the virtual scratcher banner on the station website, and then rub off the designated scratch area on the game card to reveal if you have won an instant prize. 3,100,000 banner impressions will be delivered. Approximate odds of winning daily sweepstakes prizes are: 1 in 100,000. Odds of winning depend upon number of entrants.
    - i. A total of thirty-one (31) instant prizes will be awarded over the duration of the contest.
      - A. Daily entry period for Scratcher contest is 12:01am and 11:59pm of each contest day from May 1-31.
      - B. Winner must complete the instant win registration form by 11:59pm on the same day of the instant win. Company is not responsible for unclaimed prizes.
      - C. If a daily prize is not claimed as listed above, Company will select a daily winner from all Sweepstakes Entrants to date.
    - ii. Contestants can visit WhoDoUWant2B.com to view a calendar of daily prize giveaways.
  - b. Instant winners will complete a form with their name, email, zip code, and phone number. Winners will be contacted within one week of their instant win. Instant win prizes will be sent

via US mail no later than 30 days of the end of the contest, June 30, 2009. Contestants may only win one (1) instant win prize for the duration of the contest.

- c. One entry per person per contest day.

## 2. Description of Sweepstakes Contest/Participation.

- A. Grand Prize Sweepstakes- How to Play: Four ways to enter -
  - a. Contestants click on the virtual scratcher banner on the station website, and then rub off the designated scratch area on the game card to reveal if you have won an instant prize. Instant winners will be automatically entered into the Grand Prize drawing by entering their contact information to redeem their prize. Non-instant winners will be invited to link to the WhoDoUWant2B.com sweepstakes website to enter the Grand Prize drawing by entering their name, email, zip code, date of birth and phone number.
    - i. One entry per person per contest day.
  - b. Contestants may click on the generic banner on one of the station or third party websites between April 20 and May 31 to visit WhoDoUWant2B.com. Contestants can click on the Sweepstakes link to enter their name, email address, zip code, and phone number.
    - i. One Entry per person per contest day.
  - c. Contestants can visit WhoDoUWant2B.com between April 20 and May 31 to enter the sweepstakes. Contestants can click on the Sweepstakes link to enter their name, email address, zip code, and phone number.
    - i. One entry per person per contest day.
  - d. Contestants can mail a postcard with their name, email address, zip code and phone number to: Choose Your Pathway, Pick Your Prize Scratcher and Sweepstakes, 3181 Cameron Park Drive, Suite 104, Cameron Park, CA 95682.
    - i. All mail in entries must be postmarked by May 23, 2009 and received by close of business on May 28, 2009.
    - ii. One mail in entry per person per contest day.
- B. One grand prize winner will be selected on or about June 4, 2009. One winner will be selected from all entries received over the contest period. Winner will be contacted via telephone.

## 2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are (one prize per winner):

### A. Scratcher- Instant Win Prizes-

- a. May 1, 2009: \$50 i-Tunes gift card, ARV: \$50
- b. May 2, 2009: Nintendo Wii Fit, ARV: \$100
- c. May 3, 2009: \$50 Wendy's Gift Card, ARV: \$50
- d. May 4, 2009: 4GB iPod Shuffle, ARV: \$79
- e. May 5, 2009: \$50 Sports Chalet Gift Card, ARV: \$50
- f. May 6, 2009: \$100 American Express Gift Card, ARV: \$100
- g. May 7, 2009: DVD Player, ARV: \$100
- h. May 8, 2009: \$50 Blockbuster Gift Card, ARV: \$50
- i. May 9, 2009: \$100 Target Gift Card, ARV: \$100
- j. May 10, 2009: Sony Play Station Portable, ARV: \$170
- k. May 11, 2009: \$102 Netflix.com Gift Certificate, ARV: \$102
- l. May 12, 2009: \$50 Fandango.com Gift Certificate, ARV: \$50
- m. May 13, 2009: 32" Flat Screen TV, ARV: \$500
- n. May 14, 2009: \$50 Starbucks Gift Card, ARV: \$50
- o. May 15, 2009: Guitar Hero World Tour for Nintendo Wii, Xbox 360 or Play Station 3, ARV: \$190
  - i. Winner will designate game system at time of award.
- p. May 16, 2009: \$100 Amazon.com Gift Card, ARV: \$100
- q. May 17, 2009: Personal DVD Player, ARV: \$120
- r. May 18, 2009: \$50 Jamba Juice Gift Card, ARV: \$50
- s. May 19, 2009: \$100 Hot Topic Gift Card, ARV: \$100
- t. May 20, 2009: Flip Video Camera, ARV: \$130
- u. May 21, 2009: \$50 Game Stop Gift Card, ARV: \$50
- v. May 22, 2009: \$100 PacSun (Pacific Sunware ) Gift Card, ARV: \$100
- w. May 23, 2009: Laptop Computer, ARV: \$600

- x. May 24, 2009: \$50 Bath & Bodyworks Gift Card, ARV: \$50
  - y. May 25, 2009: Digital Camera, ARV: \$150
  - z. May 26, 2009: \$100 iTunes Gift Card, ARV: \$100
  - aa. May 27, 2009: Rock Band 2 Special Edition for Nintendo Wii, Xbox 360 or Play Station 3, ARV: \$190.
    - i. Winner will designate game system at time of award.
  - bb. May 28, 2009: \$50 Fandango.com Gift Card, ARV: \$50
  - cc. May 29, 2009: Nintendo Wii, ARV: \$249
  - dd. May 30, 2009: \$100 Best Buy Gift Card, ARV: \$100
  - ee. May 31, 2009: 8GB iPod Touch, ARV: \$229
- All prizes provided by Clear Channel

**B. Grand Prize**

- a. The Grand Prize Winner will select five (5) prizes from the above list.
- b. Winner must provide their five (5) prizes to the Company within ten days of time of award, June 4, 2009.

ARV is: up to \$1770

The prize(s) that may be awarded to the eligible winner(s) are not transferable, redeemable for cash or exchangeable for any other prize. No substitutions are allowed with any of the above prize(s) except by Amtrak for reason of unavailability in which a prize of equal or greater value will be awarded. Winner(s) must present state authorized identification prior to being awarded the prize. Certain prizes are date specific (i.e. concerts, trips) and the winner or winners must be available on the dates specified. If a winner cannot be contacted or is disqualified for any reason, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. Eligibility and Limitations. Participant(s) must be residents of California, 13 years of age or older on upon date of contest entry. Winner(s) must be U.S. residents at least 18-years old as determined by the Company and reside in the State of California. If a Contestant wishes to participate in the "Choose Your Pathway, Pick Your Prize Scratcher and Sweepstakes" and is less than 18 years of age, the prize will be awarded to the parent or legal guardian of that Contestant. The winner must be 18 years of age or older. Unless otherwise stated above, one (1) entry person per contest day. For the Scratcher contest, one (1) instant win per person for the duration of the contest. Employees of the Company, the Contest's participating sponsors, and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Telephone and Delivery Disclaimer. If a contest is a call in to win contest and/or a telephone is needed to participate in the Contest, participants are restricted to the use of ordinary telephone equipment. Participants that enable the "Caller ID" block function will not be allowed to participate unless they enter their correct area code and telephone number if prompted, or disable the features inhibiting their participation in the Contest. Participants using equipment not set up for toll free phone exchanges (800, 888, 877, 866, etc.) may experience call connection problems. The Company disclaims all liability for the inability of a participant to complete or continue a telephone call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Company's control, or otherwise. For all contests the Company disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Contest, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Contest. Entry forms in a

register-to-win contest must be handwritten. No photocopies or mechanical reproductions of entry forms are permitted.

5. Publicity; Use of Personal Information. By participating, where allowed by law, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

6. Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any injury, damages, loss, expense, delay, inconvenience or irregularity arising out of or relating to a prize, including its use, awarded in this Sweepstakes or the conduct of, or participation in, the Contest. In order to receive a prize, participants must sign an official waiver form provided by the Company.

7. Taxes. Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize(s) which are not specifically provided for in the official rules. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Company will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

8. Conduct and Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. Any attempt by an entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Contest is a violation of criminal and civil laws. Should such an attempt be made, the Company reserve the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law. Persons entering via the web (Internet) must provide a valid email address. It is the sole responsibility of the entrant to notify the sweepstakes judges in writing if the entrant changes his/her email address when entering the sweepstakes. To do so write to: Choose Your Pathway, Pick Your Prize Scratcher Contest and Sweepstakes, Attn: Anna Schweissinger, 3181 Cameron Park Drive, Suite 104, Cameron Park, CA 95682. In case of disputes as to the identity of a winner who entered online, such entry will be declared made by the registered user of the email account, and if a prize is won, and such registered user is a valid entrant, the prize will be awarded to such registered user.

9. Miscellaneous. Sponsors of this sweepstakes are Clear Channel Broadcasting, Inc. its subsidiaries and affiliated companies, Caltrans, the National Railroad Passenger Corporation ("Amtrak") its subsidiaries and affiliated companies, Glass McClure its subsidiaries and affiliated companies. Void where prohibited by law. Odds of winning depend upon the number of participants. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, or where required by law, a list of winners, visit the business office of the

Station during normal business hours or visit the Station's website. All entries become the property of the Company and will not be returned.

10. Compliance with Law. The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by local and state law.