



Harley-Davidson Street Bob Giveaway

CONTEST: Beginning May 25, 2010 and running thru September 11, 2010, 102.3 Max FM will conduct a Harley-Davidson Street Bob Giveaway Contest. During the contest run, participants will have the opportunity to qualify to win the grand prize. All qualifiers will be invited to a "Grand Prize Party" where one (1) qualifier will win the grand prize. The qualifier must be present to be eligible to win the grand prize.

QUALIFICATION: This contest has four methods for qualification:

1. Beginning June 1, 2010 and running weekdays thru September 10, 2010, potential participants will be prompted to listen to 102.3 Max FM between 6am and 5pm. Each time a special contest sounder plays in its entirety, caller six (6) at 309-671-1023 will become qualified to win the grand prize.
2. Beginning May 27, 2010 and running thru September 2, 2010, 102.3 Max FM will make numerous live appearances at Bike Nights. During these broadcasts, five participants will be selected as grand prize qualifiers. Qualifiers will be selected by random draw from official entry forms deposited into the official entry box. Participants must be in attendance at the time of the drawing to be eligible. Participants will be limited to one entry per live appearance. For a complete list of Bike Nights visit www.1023maxfm.com.
3. May 25, 2010 and running thru September 9, 2010, potential participants will be prompted to visit Walters Brothers Harley-Davidson (615 S. Maxwell Road in Peoria) where they can enter to become a grand prize qualifier. Each week during the contest run five entries will be randomly selected to become grand prize qualifiers. Qualifiers will be selected by random draw from official entry forms deposited into an official entry box. Participants will be limited to one entry per day.
4. September 11, 2010 between 2pm and 5pm at the Grand Prize Party, participants will have the opportunity to register to become a "last chance" qualifier. At 5pm 10 qualifiers will be selected by random draw from official entry forms deposited into the official entry box. These qualifiers must meet all eligibility requirements and must be present at the time of the drawing.

Entries provided for the random draw must be hand printed. No photocopies or mechanically reproduced entries will be honored. The same person may qualify only once during the entire contest period. On air qualifiers will be verbally provided with the basic details of the grand prize drawing, including date, time, and requirement to be present to win at the grand prize party. Qualifiers from live appearance broadcasts will be provided with details in person or via phone by a representative of 102.3 Max FM if not available during the broadcast. **Qualifiers must be present at the "Grand Prize Party" to be eligible to win the grand prize.**

GRAND PRIZE: The Grand Prize is a 2010 Harley-Davidson Street Bob motorcycle. The value of this prize is \$12,999.00. The vehicle will be delivered with the remainder of the manufacturer's standard warranty from the "in service" date. Beyond this, the vehicle will be delivered "as is," including accumulated mileage, and has no additional warranty of any type, expressed or implied, as to the merchantability or fitness for any particular purpose. Not included: Any and all applicable federal, state, or local sales and income tax, title, license and document fees and insurance. Such taxes and fees are the sole responsibility of the winner. Pending eligibility, the winner must take possession of vehicle within 10 days of grand prize drawing. Prize must be accepted as described above. No cash substitutes are offered. Winner must sign agreement stating that they will not resell vehicle for a period of sixty (60) days. In the event winner fails to meet all eligibility rules, an alternate grand prize winner will be selected by virtue of a random drawing from all other eligible qualifiers. Grand Prize is not transferable without written consent of JMP Radio Group, LLC.

GRAND PRIZE SELECTION: The Grand Prize Party will take place at Walters Brothers Harley-Davidson, 615 South Maxwell Road in Peoria, Saturday, September 11, 2010 starting at 2pm. There is no admission charge for the party. Qualifier must attend party and register (check in) by no later than 4pm. Qualifier must be present in person and provide photo ID to be eligible for the grand prize. **Qualifier may not send a representative.** Qualifiers must sign release stating that they understand and agree to comply with the "official rules" of the contest. Each qualifier will write their name on an official entry form, and they will deposit this slip into a rotating drum device.

At approximately 5:45pm, a representative of 102.3 Max FM will begin the process of selecting a grand prize winner by drawing out ten (10) names from the rotating drum. 102.3 Max FM reserves the right to draw names until ten (10) finalists who are present have been secured. After the station representative verifies that the 10 people drawn are

present, the remaining names will be removed from the rotating drum. The names of the ten (10) finalists will be placed back in the rotating drum. The same representative will then begin a "draw down" from the final ten (10) qualifiers. One name at a time will be pulled from the drum. This process will continue until only one entry slip remains in the drum. The person whose name is on the last official entry slip in the rotating drum will be named as the official grand prize winner. Pending the fulfillment of all eligibility requirements, that person will be the winner and will receive the grand prize. Winner must meet all legal requirements before receiving prize.

ODDS OF WINNING: The odds of becoming a qualifier will vary based on the number of contest participants. The odds of the qualifier reaching the final ten who will be involved in the drawdown will vary based on the number of qualifiers present for the Grand Prize drawing. Odds of winning once a qualifier reaches the final ten are 1 in 10.

ELIGIBILITY: Employees and immediate family members and household members of JMP Radio Group LLC, Walters Brothers Harley-Davidson, Miller Brewing Company, Baumgarten Distributing Company and employees of all other media outlets are not eligible to enter. Owners, employees and vendors of businesses hosting live appearances (Bike Nights) promoting the Harley Davidson Giveaway are not eligible to enter during the live event, but may enter at other locations or via other accepted methods of entry. **Participants must be 21 years to older to be eligible to qualify for or win this contest.** 102.3 Max FM 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. 102.3 Max FM reserves the right to disqualify any contestant if 102.3 Max FM deems the contest rules were not followed. Each person is limited to one qualification per contest. 102.3 Max FM contests are void when and where prohibited by law.

PRIZES: All prizes awarded through 102.3 Max FM 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. 102.3 Max FM reserves the right to substitute a prize of equal or greater value in the event specified prize offered is unavailable. If a winner does not claim his/her prize within the allotted 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 102.3 Max FM studios must be picked up during regular business hours at 331 Fulton Street, Suite 1200, Peoria, Illinois.

RELEASE: 102.3 Max FM and / or sponsor participating in a contest on 102.3 Max FM will require a release form to be completed by the winner. Upon accepting any contest prize from 102.3 Max FM or sponsor participating in a contest on 102.3 Max FM, winner releases 102.3 Max FM and any and all sponsors of any liability or further claims. 102.3 Max FM may use voice recordings to prevent contest fraud.

102.3 Max FM cannot be held liable or responsible for any telephone, cell phone, or computer failures, malfunctions or irregularities during a contest. 102.3 Max FM is not liable for any lost or stolen entries, prizes or contest information. Listeners may experience a delay from the over the air broadcast signal when listening on-line. 102.3 Max FM is not responsible for missed "cue to call" opportunities caused by this delay. The decision of the judge is final. **All winners are responsible for reporting and paying taxes on prizes received.** All entrants agree to grant 102.3 Max FM unlimited use of their name, voice, picture, quotation or facsimile, without consideration, in conjunction with their participation in any given contest.

IDENTIFICATION: In order for a winner to claim a prize, 102.3 Max FM requires picture identification. 102.3 Max FM may require any or all of the following: driver's license, state ID, passport and / or birth certificate. 102.3 Max FM reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented. 102.3 Max FM 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. 102.3 Max FM 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, 102.3 MAX FM, 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 102.3 MAX FM management is final.