



### **102.3 Max Fm and Miller Lite Bike Night Rules**

Beginning May 30, 2008 and running through August 25, 2008, 102.3 Max Fm will register listeners to win two (2) tickets to the Harley Davidson 105<sup>th</sup> Anniversary Celebration. At each of the thirteen (13) Bike Night stops, one entry will be drawn from the official registration box and the winner will receive one pair of tickets to the Harley Davidson 105<sup>th</sup> Anniversary Celebration in Milwaukee, WI. During the thirteen (13) Bike Night stops with Miller Lite, 102.3 Max Fm will also allow listeners to enter their motorcycle in a judging competition. Official numbers will be placed on entrants motorcycles and patrons will be allowed to vote on their favorite. Ballots will be anonymous and will be placed in an official registration box. At the end of each live broadcast, the motorcycle with the most fan votes will receive a \$100 gift certificate courtesy of Walters Brothers Harley Davidson.

At each of the thirteen Bike Night Stops, an official registration box with 102.3 Max Fm registrations pads will be set up for people to enter. Toward the end of each live appearance, ten (10) hand-printed entries will be drawn from the official registration box. Once it has been determined that ten (10) eligible entrants have been chosen and are present, the hand-printed registration slips will be placed back into the emptied registration box for the “drawn down”. One (1) name at a time will be pulled from the box. The process will continue until only one (1) entry slip remains. The person whose name is on the last official entry slip will be named the winner. Pending the fulfillment of all eligibility requirements, that person will receive two (2) tickets to the 105<sup>th</sup> Anniversary Celebration in Milwaukee, WI.

#### **PRIZES:**

At each of the thirteen (13) Bike Night live-appearances conducted by 102.3 Max FM and Miller Lite, one (1) Gift Certificate to Walters Brothers Harley Davidson, 615 S. Maxwell Rd, Bartonville, IL 61607, will be given to the owner of the motorcycle voted “Fan Favorite”. (Prize valued at \$100).

At each of the thirteen (13) Bike Night live-appearances, two (2) tickets to the Harley Davidson 105<sup>th</sup> Anniversary Celebration will be given to the winner of the “draw down”. Tickets are good for admission to the two day festival on Summerfest grounds in Milwaukee, WI, August 29<sup>th</sup> and August 30<sup>th</sup>. Tickets do not include transportation to and from the event or accommodations at the festival. (Prize valued at \$130)

#### **ODDS OF WINNING:**

The odds of becoming a finalist in the drawing for 105<sup>th</sup> Anniversary tickets will vary based on the number of contest participants at each location. The odds of winning once being chosen as a finalist are approximately one (1) in ten (10). The odds of winning the \$100 gift certificate to Walters Brothers Harley Davidson will depend upon the number of bikes entered at each location.

#### **ELIGIBILITY:**

Employees, immediate family members and household members of JMP Radio Group LLC, Miller Brewing Company, Baumgarten Distributing, and employees of all other media outlets are not eligible to enter. Owners, employees and vendors of businesses hosting live appearances promoting Bike Nights are not eligible to enter during the live event, but may enter at other locations.

Participants must be 21 years or older to enter. 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 they deem the contest rules were not followed.

**PRIZES (cont'):**

All prizes awarded through 102.3 Max Fm are non-transferable nor may a prize be substituted at the request of a contest winner. 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.

**RELEASE:**

Upon accepting any contest prize from 102.3 Max Fm and/or sponsor, winner releases 102.3 Max Fm and/or sponsor of any and all liability or further claims. 102.3 Max Fm may use voice recordings to prevent contest fraud. 102.3 Max Fm is not liable for any lost or stolen entries, prizes or contest information. The decision of the judge is final.