



Win Markley's Money Contest Official Rules

Beginning March 15, 2010 and running weekdays through June 4, 2010 (with the exception of May 31, 2010), 102.3 Max FM will conduct the Win Markley's Money contest. At 7:20am each day during the contest run, listeners will be prompted to call 309-671-1023. The sixth caller at that time will have the opportunity to answer a trivia question selected by 102.3 Max FM personnel. If the caller answers the question correctly within 6 seconds, they will be awarded the cash prize for the day. If they answer incorrectly, they will not win the cash prize and will be subject to the ridicule of the on-air personalities. The cash prize awarded will start at \$100.00 and will carryover to the next contest period if an incorrect answer is provided. The carryover will continue until a participant provides a correct answer. At that time, the winner will receive all the cash that has carried over from the last time a participant won and the process will start over again with \$100.00 during the next contest period.

The odds of winning will vary based on the number of participants. 102.3 Max FM has the potential to award approximately \$6,000.00 to contest winners. **Participants must be 18 years or older to be eligible to qualify for or win this contest.** Listeners can participate in this contest without limit. A single individual can win multiple times.

Employees and immediate family members and household members of JMP Radio Group LLC, and employees of all other media outlets are not eligible 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 102.3 Max FM deems the contest rules were not followed. 102.3 Max FM contests are void when and where prohibited by law.

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. All prizes awarded by 102.3 Max FM 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 102.3 Max FM studios must be picked up during regular business hours at 331 Fulton Street, Suite 1200, Peoria, Illinois.

102.3 Max FM and/or sponsor participating in a contest on 102.3 Max FM may require a release form to be completed by the winner and any other person or persons involved in accepting a prize. 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. Listeners may experience a delay between the on-air transmission and on-line stream. 102.3 Max FM is not liable for any lost or stolen entries, prizes, contest information or trivia question content. 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.

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. Prize fulfillment for this contest may take between 4 and 6 weeks. 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.

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.