



Miller Chill Fiesta Trip Giveaway Contest

CONTEST: Beginning July 18, 2008 and running thru August 15, 2008, 102.3 MAX FM will conduct a Miller Chill Fiesta Trip 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 be selected at random to win the grand prize. The qualifier must be present at the "Grand Prize Party" to be eligible to win the grand prize. **This contest is open to individuals ages 21 and above.**

QUALIFICATION: 102.3 MAX FM will conduct remote broadcasts throughout the run of this contest. At each broadcast, participants will have the opportunity to fill out an official 102.3 MAX FM entry slip and place it in an official registration box. At the completion of the broadcast, at least 10 names will be drawn at random. These individuals will be qualified for the grand prize and will be invited to the giveaway party.

August 15, 2008 between 7pm and 8:30pm at the Grand Prize Party, participants will also have the opportunity to register to become a "last chance" qualifier. At 8:30pm ten qualifiers will be selected by random draw from official entry forms deposited into the official entry box. These qualifiers must meet all eligibility requirements.

The Chill Fiesta Remote locations follow:

1. Cam's Place – Farmington Road in Peoria – 7/18/08 10pm-Midnight
2. Eastport Bar and Grill -- 703 Mariner's Way in East Peoria – 8/1/08 9pm-11pm
3. Crazy Charlie's – Chillicothe – 8/8/08 – 9pm-11pm
4. Building G -- 10307 State Street in Mossville -- 8/15/08 9pm-11pm
5. Sully's -- 121 SW Adams Street – 8/20/08 – 6pm-8pm

GRAND PRIZE: A 3 night 4 day trip for 2 to an all inclusive resort in Mexico. The Trip includes roundtrip airfare from Peoria, IL. Some restrictions and blackout dates apply. Specific trip details will be arranged with the winner. The value of this trip is \$1820.00.

GRAND PRIZE SELECTION: The Grand Prize Party will take place at Sully's, 121 SW Adams Street, Peoria., August 20, 2008 starting at 6pm. There is no admission charge for the party. The Qualifiers must attend party and register (check in) by no later than 7:30pm. Each Qualifier must be present in person and provide photo ID to be eligible for the grand prize. **Qualifiers may not send a representative.** Each qualifier will write their name on an official entry form, and they will deposit this slip into a rotating drum device.

At approximately 7:45pm, a representative of 102.3 MAX FM will begin the process of selecting a grand prize winner by drawing out 10 names from the rotating drum. 102.3 MAX FM reserves the right to draw names until 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 10 finalists will be placed back in the rotating drum. The same representative will then begin a "draw down" from the final 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.

Qualifiers must be present at the "Grand Prize Party" to be eligible to win the grand prize. Full legal names of both travelers must be presented to 102.3 MAX FM by August 20, 2008 at 5pm. Both travelers must be at least 21 years of age.

ODDS OF WINNING: The odds of becoming a qualifier will vary based on the number of contest participants. Odds of winning once a qualifier reaches the final 10 are 1 in 10.

RESTRICTIONS: Each on-site registration entry must be hand printed on an official 102.3 MAX FM entry blank. No photocopies or mechanically reproduced entries will be honored. Participants are limited to one (1) entry per day and per location. There is no purchase necessary. 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.

ELIGIBILITY: Employees and immediate family members and household members of JMP Radio Group LLC, Miller Brewing Company, Baumgarten Distributing Company, 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 reserves the right to enforce the following: 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. 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.

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 and a **separate**, specific release to be completed by the individual accompanying the winner on the trip. Upon accepting any contest prize from 102.3 MAX FM or sponsor participating in a contest on 102.3 MAX FM, the winner and individual accompanying the winner on the trip 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. 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.

102.3 MAX FM is not liable or responsible for travel delays or event cancellations/postponements. Participation in the Miller Chill Fiesta Trip Giveaway contest constitutes acceptance of all applicable rules.

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.