

2009 WDOK FIFTH THIRD BANK MEGA MONEY MACHINE

Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

Overview

WDOK and Fifth Third Bank are giving you a chance to win a grand prize of \$102,000 in the **WDOK-Fifth Third Bank Mega Money Machine** Contest. The “Promotion” begins on Friday, May 22, 2009 at 11 a.m. ET and ends when the grand prize is won, *or* on Wednesday, September 16, 2009 at 1:30 p.m. ET, *whichever comes first*.

Contestants can win the grand prize by having the WDOK logo appear on the pay line in each of the three windows of the machine once all reels have stopped spinning **and** the appropriate prize winning coupon is generated by the machine. This can be done during designated Mega Money Machine appearances described in the “Entry” section below.

Eligibility

No purchase necessary to enter or claim prize. The contest is open to listeners who resides in Cuyahoga, Lake, Lorain, Geauga, Medina, Summit and Portage counties and who are 18 years of age or older on the date of participation.

Employees, agents, successors, and assignees of WDOK-FM, its corporate licensee, its parent corporations, their affiliated entities, Fifth Third Bank, SCA Promotions, manufacturer of the Mega Money Machine, any coupon prize provider, their advertising agencies and promotional companies involved in this Promotion, persons employed by WDOK-FM, or their subsidiaries or affiliated entities either currently or during the previous twenty-four (24) months, employees of other radio stations in the Cleveland metro area, as well as family and household members of the same shall be ineligible to participate in the Promotion and shall be ineligible for any prize involved in the Promotion.

The contest is void where prohibited or restricted by law.

Entry

Members of the public can enter the contest as follows:

Contestants can take a chance at winning the jackpot by attending a designated Mega Money Machine appearance between May 22 and September 16, 2009. The date and time of each public appearance of the Mega Money Machine will be available several days in advance by listening to WDOK 102.1 FM, or on the internet by visiting WDOK.com. Contestants must stand in the contest line, and play on a first-come, first-serve basis. Each contestant may pull the Mega Money Machine handle *one time per appearance*. WDOK reserves the right to limit the number of Contestants that will be allowed to participate in the Promotion at any particular appearance on any particular date.

In order to play the contest, contestants must: 1) meet all eligibility requirements, and 2) sign the official “Player Log” which includes the contestant’s name, complete address, date of birth and

phone number. Contestants will then proceed to the WDOK-Fifth Third Bank Mega Money Machine and pull the machine handle, which will cause the reels to begin spinning. Where they stop will determine which prize the contestant wins.

If an eligible contestant's spin results in the display of the WDOK logo on the pay line in each of the three windows of the machine once all reels have stopped spinning and if the corresponding Grand Prize coupon prints, the contestant will be required to complete a winner's affidavit and release form. The form, prize board, summary report and E-Prom chip will be sent to SCA Promotions for verification by SCA and Oasis Services. Upon verification by SCA Promotions and Oasis Services, the contestant will be awarded the grand prize.

Additional Prizes

In addition to the Grand Prize, several pre-determined combinations have been programmed into the machine to produce additional, smaller prizes. If a contestant pulls the handle of the Mega Money Machine and any of these pre-determined combinations appear, a coupon will be printed for a prize that they have won. WDOK is not responsible for printing mechanism malfunctions. In the event of a printing mechanism malfunction (i.e. the coupon does not match the prize combination and prize description listed below), then the contestant will be permitted a second "pull" to receive a correctly printed coupon.

<u>Prize Combination</u>	<u>Prize</u>
3 WDOK logos	Grand Prize – \$102,000 Cash
3 Fifth Third Bank logos	WDOK Night Out (\$50.00 Dinner Gift Certificate and 2 movie, theater or concert tickets)
3 Melons	Nautica Queen Lunch Cruise (1 free ticket, approximate value \$23.95)
3 Grapes	Mystery Prize (various prizes ranging in value from \$5.00-\$100.00)
3 Apples	Hilarities 4 th Street Theatre (2 free admissions, approx. value <i>up to</i> \$30.00)
3 Plums	Panera Bread Gift Certificate (1 free "You Pick 2" meal, approx. value \$7.59)
3 Oranges	Miller Boat Line (2 free round-trip adult Ferry tickets from Catawba to Put-in-Bay, approx. value \$26.00)
3 Cherries	Zeppe's Pizzeria (1 free single-topping 8-cut pizza, approx. value \$12.78)
2 Melons + Any	Mr. Chicken (9 piece bucket of chicken & 1 large cole slaw, approx. value \$15.48)
2 Grapes + Any	Swings-N-Things (1 free "Plus Pass," approx. value \$15.99)
2 Apples + Any	Cleveland Metroparks Zoo & Rainforest (1 free adult admission, approx. value \$10.00)
2 Plums + Any	Monster Mini Golf (4 free rounds of miniature golf, approx. value \$30.00)
2 Oranges + Any	Rosati's Frozen Custard Gift Certificate (1 free medium Sundae, approx. value <i>up to</i> \$3.55)
2 Cherries + Any	Sonic Drive In (1 free combo meal, approx. value \$7.00)

At the beginning of the promotion, the WDOK Fifth Third Bank Mega Money Machine is pre-loaded with one (1) grand prize voucher; two (2) WDOK Night Out vouchers; and approximately sixteen hundred sixty-six (1666) vouchers for *each* of the remaining twelve (12) prizes. All prizes must be redeemed by the expiration date on the printed ticket. All winners of certificates will be subject to the terms and conditions as set forth by the providers of the gift certificate. Unlike other WDOK contests, multiple contestants from the same household may win smaller prizes in this specific Promotion. The only limitation is that individual contestants may win only once per appearance. Individual contestants may win two or more times in one day as long as the wins occur at separate appearances in different locations.

“Official” Grand Prize Winner

The Grand Prize is \$102,000 cash, payable following verification of Prize winner eligibility, and confirmation by the independent judging organization, SCA Promotion, and completion of affidavit of eligibility/liability release by prize winner. The odds of winning the grand prize are 1:16,777,216. There will be a maximum of one (1) grand prize that may be awarded. In order to win the Grand Prize, the spin must result in the WDOK logo appearing on the pay line in each of the three windows of the machine once all reels have stopped spinning **and** the appropriate prize winning coupon and corresponding summary report must be generated by the machine. In the event a contestant wins the Grand Prize, the WDOK Fifth Third Bank Mega Money Machine Contest will end. A maximum of 20,000 attempts to spin the WDOK Fifth Third Bank Mega Money Machine will be permitted throughout the duration of the contest. If no contestant spins the three (3) WDOK logos or the corresponding grand prize coupon doesn't print, no grand prize will be awarded.

The “official” Winner of the grand prize, if any, will be the contestant, meeting all eligibility requirements, whose pull of the machine handle results in ALL of the following: 1) causes the WDOK logo to appear on the pay line in each of the three windows of the machine once all reels have stopped spinning, 2) causes the Mega Money Machine to produce a printed ticket with the appropriate prize winning coupon, and 3) is verified by SCA Promotions on the corresponding summary report generated by the machine.

In the event the WDOK-Fifth Third Bank Mega Money Machine should generate the winning WDOK three (3) logo combination by a *potential* Winner, WDOK will begin the process to confirm that the winner meets the criteria listed above, and to certify eligibility of the Winner under the rules of this contest. This process should take approximately 3 to 5 business days.

Should the Mega Money Machine display the winning WDOK three (3) logo combination without printing a winning ticket, if it should print a winning ticket without displaying the winning WDOK three (3) logo combination in the machine window, or should the contestant be declared ineligible under the contest rules, the grand prize will *not* be awarded to the contestant. Instead, the contest will resume (with a re-programmed machine) until an official Winner is declared, or until September 16, 2009, whichever comes first. The memory of the Mega Money Machine is the sole determiner of whether a printed coupon and summary report has been generated that matches the pre-selected combination.

WDOK will not award prizes to Promotion contestants who are ineligible under the contest rules. A maximum of one grand prize may be awarded. If none of the Promotion contestants is able to match the winning WDOK three (3) logo combination, prize winning coupon and corresponding summary report, the grand prize will not be awarded.

Payment of Prizes: In the event an “official” grand prize Winner is verified, the grand prize will be payable in one installment of \$102,000. Prior to receiving the grand prize, the grand prize winner will be required to: 1) sign a statement of eligibility, 2) sign a Winner's Affidavit

& Release, 3) sign an Internal Revenue Service 1099 or W-9 form, and 4) sign a Winner's Release Form which gives permission to WDOK-FM, Fifth Third Bank, SCA Promotions, Inc., and any other prize providers to use name, voice and likeness of the grand prize winner; and show, replay and use photographs, video and audio clips of the grand prize winner in publicity and advertisements, without further compensation where permitted by law. The grand prize winner must sign all forms detailed in this paragraph to receive the grand prize. Refusal will constitute forfeiture of the prize.

All winners are responsible for paying any and all taxes on their prize(s) and must authorize the deduction of such taxes, if any, from the prize to the extent required by law. When required, prizes must be picked up at the offices of WDOK, 2644 St. Clair Ave., Cleveland, OH 44114. Any prize not claimed within ten (10) days of final notification of winning will be deemed forfeited by winner. In the event a prize is mailed to a winner, it will be with the prior written consent of the winner, and the winner therefore assumes the risk of loss. WDOK will not be responsible for the safe arrival of the prize. There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, at its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

Interpretation of Rules: By their participation in the Promotion, contestants agree to these contest rules. In case of dispute, the decisions of WDOK and Fifth Third Bank with regard to the application and interpretation of these rules and regulations shall be final. WDOK reserves the right to make changes in the rules of the contest, including substitution of a prize or prizes of equivalent or greater value, which will become effective upon announcement. Failure to comply with the contest rules may result in a contestant's disqualification at WDOK's sole discretion.

WDOK is not responsible for typographical or other errors in the printing, the offering or the administration of the contest, the announcement of a prize, or the failure of a sponsor and/or prize provider to redeem a prize coupon for the indicated prize.

By participating in the contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

Prior to awarding any prize or prize certificate, WDOK in its sole discretion may require contest winners (and their travel companions, if any) to sign a liability release, agreeing to hold WDOK, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.

If due to circumstances beyond the control of the WDOK, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

Copies of the written consent rules and the name of the grand prize winner (when complete) are available during regular business hours at the offices of WDOK Radio, 2644 St. Clair Ave., Cleveland, OH 44114; on the internet at WDOK.com; or by sending a self-addressed, stamped envelope to WDOK, One Radio Lane, Cleveland, OH 44114.