

ALPHA MEDIA'S CONTEST-SPECIFIC RULES FOR THE "MADONNA LIVE IN LONDON" CONTEST

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

These contest-specific rules should be read in conjunction with Alpha Media's General Contest Rules, which are applicable to all contests conducted by Alpha Media Holdings LLC and/or its subsidiaries (including licensee subsidiaries).

Sponsor(s): All participating Alpha Media Stations*, Interscope Geffen A&M (collectively, "Sponsor").

1. Promotional Period: Madonna in London (the "Promotion") begins on or around Monday, September 16, 2019, at 7:00 am local time and ends on or around Friday, September 27, 2019 at 11:59pm local time, but each station will run at different periods throughout that window (the "Promotional Period").
2. Entry Deadline: The deadline to submit entries is 11:59pm local time on Friday, September 27, 2019.
3. Eligibility

(a) Madonna in London (the "Contest") is open to U.S. residents, 18 years of age or older, except employees of all Alpha Media stations, Interscope Geffen A&M (collectively, the "Sponsors"), other television and radio stations in all Alpha Media Market Areas, and their affiliates, subsidiaries, advertising or promotion agencies (if any), members of their respective families or persons living in the same household. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the United States and where prohibited.

(b) Listeners are eligible to win an Alpha Media contest prize valued at \$600.00 or more only once every six months.

(c) Participants must sign all contest release and waiver forms before accepting prize. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from any individual who does not meet the eligibility requirements, and will also delete any entry as required by law.

(d) WINNER AND GUEST ARE REQUIRED TO PROVIDE REQUISITE TRAVEL DOCUMENTATION OR VALID PASSPORTS AS NEEDED AND MUST POSSESS A CREDIT CARD FOR INCIDENTALS.

*The Contest will run on select Alpha Media stations. Please see below for the specific contest station list.

Anchorage	KEAG
Palm Springs	KDGL, KPSI
San Jose	KBAY, KEZR
Amarillo	KXGL
Saginaw	WGER
Canton	WHBC
Chicago	WSSR, WXLC, WZSR
San Antonio	KJXX
Dayton	WGTZ
Topeka	KSAJ
Louisville	WXMA

4. Entry Method:

One random listener will be chosen and contacted via the phone number they submitted in the entry form at the end of the contest period and awarded the prize. If contact is made with the randomly chosen listener, they will be awarded one (1) Round-trip airfare for two (2) from winning market to London (Airport TBD). Travel Dates are Thursday, February 12, 2020 and returning Monday, February 17, 2020. Hotel (TBD) accommodations for two (2), Single Room Double Occupancy for five (5) Nights February 12-16, 2020. Two (2) tickets to see Madonna on February 15, 2020 at the London Palladium.

Go to the station's website and follow the links and instructions to enter and submit the required information, which includes your first and last name, telephone number, city, state, zip code, and date of birth. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning the email address or the domain associated with the submitted email address. Multiple entrants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. The contest/sweepstakes administrator's computer is the official time-keeping device for the Promotion.

This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook, Twitter, or Google. By submission of an entry, an entrant releases Facebook, Twitter, and Google from any responsibility or liability for the Promotions administration, prizes or promotion. You are providing entry information to the Station and not to Facebook, Twitter, or Google.

To participate in the keyword entry portion of the contest, you must listen to the participating radio station in your area at PST/MT/CT/EST: 7:00am, 11:00am, 2:00pm, 5:00pm, 7:00pm. Times correspond to the participating station's time zone. Solicitation time may vary 15 minutes before or after PST/MT/CT/EST: 7:00am, 11:00am, 2:00pm, 5:00pm, 7:00pm. During those specific solicitation times per weekday, a secret keyword will be given over the air. When you hear the secret keyword you must enter the keyword online at the participating station's website.

If you are listening to a participating station in your area via internet streaming or smartphone app you are eligible to participate in the Contest. However, due to streaming delays, you may have difficulty participating in this on-air contest. Depending upon the length of the streaming delay, the entry window may be shortened or have already closed by the time you hear the call to enter. Listeners interested in participating in the Contest should listen to a participating station over the air on the radio.

Bonus entries can also be acquired through the Aptivada platform by sharing a unique url link with others to enter the contest (+10 entries), following 94.5 Bay FM on Twitter and/or Instagram (+2 entries), or getting the 94.5 Bay FM Skill on Alexa (+5 entries).

5. Prizes: One (1) Grand Prize Flyaway to include: Round-trip coach airfare from the winner's nearest international airport to London, UK (airport to be determined). Travel dates February 12, 2020 and February 17th, 2020. Hotel accommodations for five (5) nights at hotel (hotel to be determined). Two (2) tickets to see Madonna perform at the London Palladium February 15, 2020. Ground transportation, meals and spending money is not included. Prize valued at approximately \$5,000.00.

WINNER AND GUEST ARE REQUIRED TO PROVIDE REQUISITE TRAVEL DOCUMENTATION OR VALID PASSPORTS AS NEEDED AND MUST POSSESS A CREDIT CARD FOR INCIDENTALS.

6. Odds of Winning:

Odds of winning are based on the total number of entries.

7. Winner Selection and Notification:

Decisions of Station management with respect to the Promotion are final.

Winner will be randomly selected from the pool of participating qualifiers.

Winner will be notified by Alpha Media staff via phone on October 1, 2019, and will be recorded for future play back in any and all participating Markets. Alpha Media staff will call/try the phone number 3 times within a 5-minute window before deeming the number disqualified and moving to the next randomly selected winner. If contact is made with the randomly chosen listener, they will be awarded one (1) Grand Prize Flyaway to include: Round-trip coach airfare from the winner's nearest international airport to London, UK (airport to be determined). Travel dates February 12, 2020 and February 17th, 2020. Hotel accommodations for five (5) nights at hotel (hotel to be determined). Two (2) tickets to see Madonna perform at the London Palladium February 15, 2020. Ground transportation, meals and spending money is not included.

In the event there is no winner, prizes will be awarded to the next randomly chosen qualifier. Winners will be chosen by random number generator within Aptivada contesting platform. This will repeat for a period of sixty (60) minutes until the prize is awarded. If no randomly selected

entrant has answered the calls from Alpha Media at the time that 60 minutes has expired, no prize will be awarded.

All required documentation must be signed and submitted no later than October 15, 2019 at 5:00pm Pacific Time.

8. Conditions:

a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). Winner(s) will be required to complete and submit an IRS Form W-9 or the equivalent including a winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by the station conducting the Promotion (in combination with any prizes won in Promotions run by any other Alpha radio station) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.

b. Participating in the Promotion and acceptance of a prize constitutes a winner's and guest's (where applicable) permission for the Alpha or its agents to photograph, film and record each winner, and to use his/her name, address (city and state), likeness, photograph, voice, biographical information and/or any statements made by him/her regarding the Promotion or its sponsors for purposes of trade, publicity or promotion without additional financial or other compensation, and, Alpha may, where legal, require a winner (and guest or travel companion, where applicable) to sign a publicity release confirming such consent prior to acceptance of the prize. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release. In the case of a conflict in this paragraph 3 b and any similar paragraph in contest specific rules the general specific rules will govern.

c. To the fullest extent permitted by law, by participating in the Promotion, you:

i. agree to grant Alpha a non-exclusive, perpetual, worldwide license to edit, telecast, exhibit, rerun, reproduce, use, syndicate, license, print, distribute and otherwise exploit any items (including any photos, videos, audio, or written material) submitted as part of your contest entry (the "Materials"), or any portion thereof, in any manner and in any and all formats and media now known or hereafter devised, without payment to you or any third party;

ii. acknowledge that Alpha reserves the right, in its sole discretion, not to use the Materials at all; and

iii. represent and warrant that: you are at least as old as the age of majority in your state; you have the full legal right, power and authority to grant to Alpha the license provided for herein; you own or control the complete exhibition and other rights to the Materials you submitted for the purposes contemplated in this license; you are either the parent (or legal guardian) of any minor featured in the Materials or have received the express consent of the parent (or legal guardian) for any such minor to appear in the Materials and to enter the minor's likeness in the Materials in the contest; and neither the Materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or

constitute a libel or slander against, or violate any common law or any other right of, any person or entity.

d. Prior to awarding any prize or prize certificate, and depending on the nature of the prize and eligibility requirements of the Promotion, Alpha in its sole discretion may require verification of Promotion winner's or winners' identification by a showing of valid government-issued photo identification.

e. To the fullest extent permitted by law, by participating and/or accepting a prize, entrants, winner(s) and guests (if applicable) agree to release and hold harmless the station conducting the Promotion, its sponsor(s) and promotional partner(s), its advertising and promotion agencies, any social media platform utilized in the conduct of the Promotion (including but not limited to Facebook, Inc.) and each of their respective parent, subsidiary and affiliated entities, and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each of them (collectively, the "Released Parties") against any and all claims or liability arising directly or indirectly from the prize or participation in the Promotion. Alpha may also require eligible Promotion winner(s) and their guests or travel companions, if any (as well as each of their parent(s) or legal guardian(s), if winner(s), guest(s) or travel companion(s) are under the age of majority in their state of residence), to sign a liability release confirming such consent. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release.

f. The station conducting the Promotion, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process, the operation of the Promotion, or the operation of the station's website, Facebook Page, and/or any other social networking site used in the Promotion, or is otherwise in violation of the rules. The station conducting the Promotion further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the station's control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by the station in its sole discretion. Any attempt by an entrant or any person to deliberately damage any station website, Facebook Page, and/or any other social networking site used in the Promotion or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, the Alpha reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. The station's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of the station conducting the Promotion, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the station reserves the right, but not the obligation, to modify, terminate, suspend or cancel the Promotion and shall not be required to award a substitute prize.

g. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays,

computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals, or any other difficulties that may prevent an individual from sending or receiving a text message; or (iii) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of god, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Alpha's control.

9. Official Rules and Winner List: To obtain a copy of the General Contest Rules, these contest-specific rules, or a list of winner(s) following completion of the Promotion (please specify which), send a self-addressed, stamped envelope (VT residents may omit return postage) specifying "General Contest Rules," "Contest-Specific Rules," or "Winner List" to Madonna in London Winner List or Official Rules Request, Alpha Media, 5225 Hellyer Avenue, Suite 245, San Jose, CA 95138. A copy of the General Contest Rules, contest-specific rules, and a list of winner(s) (when complete) are also available during regular business hours at the main studio of Alpha Media, 5225 Hellyer Avenue, Suite 245, San Jose, CA 95138. All such requests must be received within thirty (30) days following completion of the Promotion.

10. Terms of Use Agreement & Privacy Policy: The Terms of Use Agreement of the station conducting the Promotion is located here: <http://www.alphamediausa.com/terms-of-use/>. The Privacy Policy of the station conducting the Promotion is located here: <http://www.alphamediausa.com/privacy-policy/>.