

# OFFICIAL CONTEST RULES & REGULATIONS FOR "2016 HONDA CIVIC"

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING.  
VOID WHERE PROHIBITED.

1. These rules govern the "DCH PARAMUS HONDA CIVIC" contest (the "Contest") being conducted by WSKQ-FM La Mega 97.9 (the "Station") beginning on Monday, March 6<sup>th</sup> 2017 and ending on Thursday, April 13<sup>th</sup> 2017. The Station and DCH Paramus Honda are the Sole Sponsors of this Contest.
2. ELIGIBILITY
  - A. Contestants must (i) be at least 18 years of age to participate, (ii) have a valid NY,NJ,CT or PA Driver's License, and (iii) have a valid social security number and card, or a valid taxpayer identification number ("TIN").
  - B. Employees of DCH Paramus Honda and its affiliates, the Station, Spanish Broadcasting System, Inc., its affiliates, subsidiaries and their public relations agencies, participating sponsors and "family" members ("family" is defined as spouse, parents, children, sibling, aunts, uncles, cousins and grandparents) are ineligible.
  - C. One prize per winner from each immediate "family" ("family" is defined as spouse, parents, children, sibling, aunts, uncles, cousins and grandparents) and/or "household" ("household" is defined as anyone living at the same address) from the stations combined is allowed within a sixty (60) day period.
  - D. Any individual who wins \$600 (six hundred dollars) or more must provide the Stations and / or DCH Paramus Honda with valid identification and a valid TIN or social security card and number, and a valid government-issued photo identification which contains the individual's current address before any prize will be awarded. Failure to present a valid social security card or TIN may result in a disqualification of the winner, in which case the prize shall be forfeited. The SSN or Tin will only be used for purposes of IRS Form 1099 Reporting.
  - E. **If a winner selected is later determined by the Station to be ineligible, no prize will be awarded to the ineligible contestant and the Station reserves the right to select an alternative winner.**
  - F. If participant has previously won a prize of a car in a contest sponsored by Station or its affiliates within the past five (5) years, he or she is ineligible to participate or win.
3. NATURE OF CONTEST:

Entrants will have the opportunity to register for the grand prize (see below) four (4) different ways, as follows:

- A. **ON AIR QUALIFYING:** Entrants must listen to the Station each day beginning on Monday, March 6<sup>th</sup> 2017 and ending on Thursday, April 13<sup>th</sup> 2017 between the hours of 6:00AM through 12:00AM Eastern Time ("ET") for the cue to call. Upon hearing the cue to call, the designated caller at (212) 315-9790 will have the opportunity to qualify to participate in the grand prize drawing upon confirmation of eligibility. The potential qualifiers will be announced live on-air by one of the radio station DJs. Up to six (6) daily potential qualifiers may be selected per day beginning Monday, March 6<sup>th</sup> 2017 and ending on Thursday, April 13<sup>th</sup> 2017 for a total of two hundred and thirty-four (234) qualifiers. Up to twenty-five (25) qualifiers from this list will be randomly selected and will receive an invitation to participate in the grand prize drawing on Thursday, April 13<sup>th</sup> 2017. Qualifiers who are invited to participate in the grand prize drawing will be notified on or before Monday, April 10<sup>th</sup> 2017. Each qualifier will be required to provide his or her first

and last name, complete address, telephone number and date of birth when he or she qualifies. The Station is not responsible for telephone outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his or her telephone call.

- B. **WEBSITE AND TEXTING REGISTRATION:** Go to the Station's website at [www.lamega.com](http://www.lamega.com) or text "DCH Paramus Honda" at 42330 beginning on Monday, Monday, March 6<sup>th</sup> 2017 and ending on Thursday, April 13<sup>th</sup> 2017 at 11:59 pm ET and enter the contest by using the DCH Paramus Honda registration page. Up to one hundred fifty (150) potential qualifiers from combined online and text registrations will be randomly selected to participate in the grand prize drawing on Thursday, April 13<sup>th</sup> 2017. Qualifiers who are selected will be notified on or before Monday, April 11<sup>th</sup> 2017. Each qualifier will be required to provide his or her first and last name, complete address, telephone number and date of birth when he or she qualifies. The Station is not responsible for internet outages, delays, or equipment malfunctions and any other technological difficulties that may prevent an individual from completing his or her registration.
- C. **STREET TEAM REGISTRATION AT DEALERSHIP:** By participating in La Mega Street Team visits to DCH Paramus Honda on selected dates (dates and times may vary, must be listening to La Mega 97.9 for dates and times of visits) and visiting dealership any day. Up to twenty-five (25) qualifiers from the registrants at the dealership will be randomly will be randomly selected to participate in the grand prize drawing. Each qualifier will be required to provide his or her first and last name, complete address, telephone number and date of birth when he or she qualifies. The Station is not responsible for difficulties that may prevent an individual from completing his or her registration. (prizes are limited and a first come first serve basis)

**Two Hundred (200) final qualifiers will be invited to DCH Paramus Honda to join WSKQ-FM on Thursday, April 13<sup>th</sup> 2017, 120 NJ-4, Paramus, NJ 07652, at 9am to participate in a drawing for the grand prize.** Prize is not transferable to any other party or person. All qualifiers must register with the Station at the designated check-in area at DCH Paramus Honda, 120 NJ-4, Paramus, NJ 07652 beginning at approximately 7:00AM ET and no later than 10:00AM ET to be eligible to participate in the grand prize drawing. **A qualifier not present by 10:00am will forfeit his/her chance to win the grand prize of DCH car giveaway.** Each qualifier's name will be placed in barrel, and the master of ceremony will randomly select fifteen (15) finalists for the grand prize round. Once the fifteen (15) grand prize round finalists have been selected, the master of ceremony will call the grand prize finalist's names in the order in which they were drawn. Each grand prize finalist will be instructed by the master of ceremony to cover his or her eyes and place a hand inside the drum to choose one (1) key. In the same order in which their names were drawn, the grand finalists will attempt to open the vehicle's door and start the vehicle. The finalist whose key opens the door and starts the vehicle wins a 2016 HONDA CIVIC 2 DOOR BLUE (Grand Prize) (see below) courtesy of DCH Paramus Honda. Retail value of lease grand prize (see below) is \$23,460.00. When a finalist's key opens the door and starts the car, no further attempts will be made and the Contest ends.

By participating in the Contest, participants agree to be bound by these Official Rules and the decisions of the Station whose decisions shall be final, binding and conclusive on all matters relating to this Contest. The Station reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or who the Station believes has violated any rule, gained unfair advantage in participating in the Contest, or obtained winner or qualifier status using fraudulent means. The Station will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Station's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Station, the Station reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Station deems appropriate. All decisions will be made by the Station and are final.

4. CONDITIONS FOR PARTICIPATION

The Station is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, traffic congestion on telephone lines.   

No mechanical duplication of entries will be allowed. The Station is not responsible for any connection problems or phone problems on the entry side. All entries become the exclusive property of the Station. By entering this Contest, participants agree to be bound by these Official Rules and the decisions of the Station whose decisions shall be final, binding and conclusive on all matters relating to this Contest.

The Station reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or who the Station believes has violated any rule, gained unfair advantage in participating in the Contest, or obtained winner status using fraudulent means. The Station will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Station's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Station, the Station reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Station deems appropriate. All decisions will be made by the Station and are final.

5. PRIZE:

One (1) lucky grand prize winner will win (1) Brand 2016 New Honda CIVIC 2 door sport courtesy of DCH Paramus Honda with a value of \$23,460.00 plus sales tax, tags and delivery fees. **Vin#**  
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- No substitutions permitted except at the sole discretion of the Station, in which case a prize of greater or equal value will be awarded. The Station makes no warranty with respect to the Contest prize and is not responsible for cancellation or postponement of the Contest. The cash equivalent of any portion of any Contest prize is not permitted, except at the Station's sole discretion. The Station will report value of prizes as required by law.
- Winner will be solely responsible for all expenses, costs and/or fees with respect to vehicle title, registration, auto insurance, license and registration fees, emissions inspection, additional equipment, all federal, state and local taxes, gasoline, vehicle maintenance, all other fees and expenses not specified herein associated with the receipt and use of the prize vehicle. The winner will accept the prize vehicle "as is." Winner must meet all leasing eligibility criteria required by DCH Paramus Honda. [Also include mileage limit and any other restrictions]

6. RETAIL VALUE: GRAND PRIZE: Total Approximate Retail Value ("ARV") for the entire promotion is plus 23,460.00 sales tax, tags and delivery fees

7. ODDS OF WINNING.

The odds of being an on-air qualifier depend upon the timing and the number of calls received. Odds of being an online, text or on-site qualifier depend on the number of entries received. The odds of being the grand prize winner depend on the number of qualifiers who attend the grand prize event.

8. RELEASE:

By participating in the Contest each participant waives any and all claims of liability against the Station, Spanish Broadcasting System, Inc., their respective subsidiaries, affiliates, DCH

Paramus Honda and participating sponsors and their respective employees, directors, shareholders and agents, from any and all claims, liabilities and damages arising directly or indirectly out of this the award of the prize or that may be sustained directly or indirectly in connection with this Contest, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize or for any claims, liabilities, losses, repairs, damage or injuries arising out of or in conjunction with the services, merchandise or other benefits obtained by the winner or this Contest. In order to receive a prize, participants must sign an official waiver form provided by the Station. Winner must sign a participant release form provided by Station on Thursday, April 13<sup>th</sup> 2017. Winner must also provide a driver's license upon winning and satisfy all other requirements and/or restrictions required by Honda and/or DCH Paramus Honda. Winner must also provide proof of valid car insurance under his or her name prior to receipt of prize.

9. REDEEMING OF PRIZE: Grand prize will be available at DCH Paramus Honda approximately a week after the day of the grand prize event.

10. PUBLICITY, USE OF PERSONAL INFORMATION:

By participating, all participants and winners grant DCH Paramus Honda, the Stations, and their respective affiliates the non-exclusive permission to use their names, characters, photographs, voices, biographical information and likenesses Personal Information in connection with promotion of the Contest and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, participants agree that DCH Paramus Honda, the Stations, and their respective affiliates may disclose Personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

11. Any tax or additional expenses incurred as a result of the prize are the sole responsibility of the winner. The value of any prize awarded to the winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize that is not specifically provided for in these official rules. Any person winning over \$600 in prizes will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.
12. Prizes may not be substituted, are not transferable, redeemable for cash or exchangeable for any other prize. Prizes may not be claimed or used by any person other than the winner.
13. The Station reserves the right to award additional prizes throughout the Contest.
14. Any rule changes after the Contest begins must not disadvantage Contest participants and will be announced promptly and conspicuously.
15. The Station, DCH Paramus Honda, and their respective affiliates each disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, and express or other delivery method, mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, traffic congestion on telephone lines.
16. Each winner must submit proof of eligibility and sign the release forms to claim the prize. Void where prohibited. In the event the Stations are prevented from continuing with the Contest or the integrity and/or feasibility of the Contest is severely undermined by an event beyond the Stations' control, the Stations and/or DCH Paramus Honda may substitute prizes of equal or greater value or discontinue the Contest at any time. In no event will the Stations and/or DCH Paramus Honda be obligated to award more than the number of prizes stated in these Official Rules. The Stations disclaim any responsibility to notify participants of any aspect related to the conduct of the Contest.
17. The conduct of the Contest is governed by the applicable laws of the U.S., which take precedence over any rule to the contrary herein. The Stations shall follow the applicable laws for

posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the contest, etc. as required by local, state and law.

18. A copy of these rules and regulations are available during normal business hours at the station and at each Station's website at [www.lamega.com](http://www.lamega.com) will be retained and available for public inspection at the Station's offices located at 26 west 56<sup>th</sup> St. New York, NY 10019.

[Acknowledgment Follows]

## AFFIDAVIT OF ELIGIBILITY

I have read and understood the rules governing the Official Contest Rules for "2016 Honda Civic" as they are set forth above. I authorize that the station can contact the U.S. Social Security Office to verify the validity of my SSN/TIN. Furthermore, I have been given the opportunity to have any questions answered by the radio station WSKQ staff, and I agree to abide by the contest rules.

I affirm, under penalty of perjury, that the information listed below is true and correct.

(Please Print)

Name:

Address:

City/State/Zip:

Phone #:

Social Security # or

TIN #:

Signature

Date