

### 103.3 THE EAGLE March Hoops Sweepstakes, Brought to you by Coors Light®

#### OFFICIAL RULES

NO PURCHASE NECESSARY: Promotion begins at or about 12:00:00 AM CT on 3/7/2016 and ends at 07:00:00 PM CT on 3/27/2016. Open only to legal U.S. residents of Oklahoma, 21+ years of age. For Official Rules, including how to enter, prize details and restrictions, visit [www.1033THEEAGLE.COM/CONTESTS](http://www.1033THEEAGLE.COM/CONTESTS). Void where prohibited. Message and data rates may apply. Purchase will not increase the odds of winning.

1. ELIGIBILITY: The 103.3 THE EAGLE March Hoops Sweepstakes (“Sweepstakes”) is open only to legal U.S. residents of OK, who are 21 years of age or older. Employees, directors, officers, and agents of KJSR-fm (“Sponsor”), Cox Media Group, MillerCoors LLC (“Prize Supplier”), LDF Distributing, Hard Rock Hotel and Casino, Cherokee Nation Enterprises, other retail partners and their respective parent companies, divisions, dealers, affiliates, limited liability companies, subsidiaries, distributors, advertising and promotional agencies, and suppliers involved in the Sweepstakes, as well as the members of each of their immediate families (spouse, parents, children, siblings and in-laws) and persons residing in the same household of such individuals are not eligible to enter or win. Employees of alcohol beverage retailers and distributors are also not eligible to enter or win. Void where prohibited by law.

2. PRIZE SUPPLIER: KJSR-fm is the sponsor of this contest. MillerCoors LLC is the Prize Supplier. Entrants in this Sweepstakes acknowledge that the Prize Supplier’s only involvement with Sweepstakes is as a Prize Supplier, and by entering, release the Prize Supplier from any and all liability with respect to the administration of the Sweepstakes, including, without limitation, the delivery, non-delivery, acceptance, use and/or misuse of Prizes or parts of any Prize.

3. HOW TO ENTER: NO PURCHASE IS NECESSARY. The Sweepstakes begins at or about 12:00:00 AM CT on 3/17/2016 and ends at 07:00:00 PM CST on 3/27/2016 (“Sweepstakes Period”). A total of one (1) Grand Prize winner will be selected at random from all qualifying winners to win the Grand Prize.

There are three (3) ways to win a qualifying prize and be registered to win the Grand Prize:

- A. ON-SITE EVENT REGISTRATION: Beginning 3/17/2016, and continuing through 3/27/2016, 103.3 The Eagle will host a series of four (4) live remote events at the Replay Sports Bar inside the Hard Rock Hotel and Casino during which time all eligible individuals may register to win the Grand Prize. The dates are scheduled for:
  - a. Thursday, March 17th 6p-8p
  - b. Friday, March 18th 7p-9p
  - c. Friday, March 25th 7p-9p
  - d. Sunday, March 27th 6p-8p

These dates and locations are subject to change at any time. In the event that date or location changes are made, details will be announced on air and posted publically at

<http://www.1033theeagle.com/s/contests>. All individuals must be 21+ to enter. Individuals may

register once per calendar day via this method. Individuals must be present to register, and may not register on behalf of another individual.

- B. ON-SITE REGISTRATION: Beginning 3/7/2016, and continuing through 3/27/2016, individuals may register to win by visiting the Replay Sports Bar inside the Hard Rock Hotel and Casino during regular operating hours and complete a registration form. All individuals must be 21+ to enter. Individuals may register once per calendar day via this method. Individuals must be present to register, and may not register on behalf of another individual.
- C. ALTERNATIVE REGISTRATION: Beginning 3/17/2016, and continuing through 5PM on 3/24/2016 individuals may register by completing the Alternative Entry form, found at <http://bit.ly/1LqjKIP>. Additionally, copies of this form can be found by visiting the KJSR Business Offices at 7136 S Yale Ave, Ste. 500, Tulsa OK 74136 during regular business hours. Individuals may register once via this method for the duration of the sweepstakes period. All Alternative registrations must be received no later than 5:00:00 PM CT on 3/24/2016.

#### 4. ODDS OF WINNING:

The odds of winning are slim and will depend on the total number of eligible contestants who register.

#### 5. GRAND PRIZE WINNER SELECTION/NOTIFICATION

One (1) Grand Prize winner will be selected at random from among all eligible registrations on or about 7:30:00 PM CT on Sunday, 3/27/2016 and contacted by phone.

#### 6. PRIZE AND APPROXIMATE RETAIL VALUE ("ARV"):

One (1) Grand Prize, prize includes:

- Two All-Session tickets to the NCAA Men's Final Four Basketball Tournament Games on April 2<sup>nd</sup> at NRG Stadium in Houston, Texas
- Two tickets to the NCAA Men's Championship Game on April 4<sup>th</sup> at NRG Stadium in Houston, Texas
- Two Passes to the NCAA Pregame Experience Party
- A \$1500 Gift Card for Travel Expenses
- Approximate Retail Value: \$4000

Important Notice: Winner must be 21 years of age or older. Winner will be responsible for all taxes and registration fees and any other incidental costs or expenses not identified in these rules. ARV of ARV of Grand Prize: \$4000

7. WINNER VERIFICATION: The potential winner is subject to verification of eligibility and compliance with these Official Rules. The potential Grand Prize winner will be required to sign and return an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited) within forty-eight (48) hours of attempted notification or prize will be forfeited in its entirety and may be awarded to an alternate winner. Failure to provide all required information and a signature on the documents will result in forfeiture of winner's right to claim a prize and may be awarded to an alternate winner, if time

permits. The potential winner may be subject to a background check before the prize will be awarded; if a potential winner has been convicted of a felony or any other crime that would reflect negatively on the Sponsor, the potential winner may be disqualified and the prize will be awarded to an alternate winner. In the event of noncompliance with these Official Rules, or if prize notification or prize is returned as undeliverable, the prize will be forfeited and may be awarded to an alternate winner, if time permits.

8. PRIZE TERMS: Prize is not transferable and includes only the items specifically listed as part of prize. No substitution or cash equivalent of prize is permitted except at the sole discretion of the Sponsor. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Any portion of prize not accepted by winner will be forfeited. Federal, state, and local taxes on prize and any expenses relating to the acceptance of and use of prize not specified herein are the responsibility of winners. Sponsor will issue an IRS Form 1099-MISC for each winner whose prize is valued at \$600 or more. Approximate retail values are as of the time the rules were printed and the value of a prize may fluctuate. A winner is not entitled to any difference between the ARV and the actual value of the prize at the time the prize is awarded.

9. ADDITIONAL TERMS: Sponsor is not responsible for late, lost, misdirected, mutilated, incomplete, illegible, or postage-due entries or mail. Sponsor is not responsible for incorrect or inaccurate entry information whether caused by entrant or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error which may occur in the processing of the entries. Sponsor assumes no responsibility for undeliverable text messages resulting from filtration of a user's internet service provider or wireless phone carrier network. Sponsor is also not responsible for any technical problems, malfunctions of any telephone service, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission that may affect the ability of consumers to participate, or for any damage to any participant's computer system/software related to or resulting from participation in this Sweepstakes. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants. Participants may not enter more than the maximum number of times allowed with multiple cellular phone numbers. Any participant who attempts to enter with multiple identities or uses any device or artifice to register/enter multiple times will be disqualified at Sponsor's sole discretion. In the event of a dispute regarding the identity of a winning entrant, the entry will be deemed made by the authorized account holder of the phone number from which a Text Message Entry was sent (i.e. the natural person assigned to the number by a phone service provider). Potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the phone number associated with the winning entry. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE/PHONE SERVER OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAW AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH ENTRANT, AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM

ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. Proof of submission of an entry will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for any typographical, technical, or other error in the Sweepstakes offer, administration of the Sweepstakes or in the announcement of prize winner. In the event of a printing/production/typographical error, irregular or invalid code/message or equipment error, neither, KJSR-fm, Cox Media Group, MillerCoors LLC, the Hard Rock Hotel and Casino, other participating retailers, their respective parent companies, their distributors, alcohol beverage retailers, affiliates, subsidiaries, advertising and promotion agencies, nor their respective agents or agencies shall have any liability. In no event will more than the number of prizes stated in these Official Rules be awarded. If, for any reason, more prize notifications are sent (or more claims are received) than the number of prizes offered, as set forth in these Official Rules, Sponsor reserves the right to award the intended number of prizes through a random drawing from among all eligible prize claims received. In the event Sponsor is prevented from continuing with the Sweepstakes or the integrity and/or feasibility of the Sweepstakes is severely undermined by any event beyond the control of Sponsor, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order, or regulation, order of any court or jurisdiction, infection by computer virus, unauthorized intervention, technical failures or other cause not reasonably within the control of Sponsor (each a "Force Majeure" event or occurrence), Sponsor shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the Sweepstakes without any further obligation. If Sponsor, in its discretion, elects to alter this Sweepstakes as a result of a Force Majeure event, a notice will be posted on [www.1033THEEAGLE.COM/s/contests](http://www.1033THEEAGLE.COM/s/contests). In the event of cancellation, Sponsor will award the prizes in a random drawing from among all valid and eligible entries received up to the time of such cancellation, providing a sufficient number of entries are received. By participating in this Sweepstakes and submitting an entry, each entrant agrees: (i) to be bound by these Official Rules, including all entry requirements; (ii) to hold Sponsor, Instagram® and each of their respective parent, representatives, directors, officers, agents, divisions, dealers, affiliates, limited liability companies, subsidiaries, distributors, advertising and promotional agencies, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims, injuries, damages, losses and liability that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any prize or any travel or activity related to the receipt or use of any prize; and (iii) that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize, including but not limited to its quality, mechanical condition or fitness for a particular purpose. Winner, by acceptance of a prize, grants to Sponsor and its designees the right to use winner's name, address (city and state of residence), photograph, voice, statements and/or other likeness and prize information in perpetuity for purposes of advertising and trade in any and all media now known or hereafter devised, throughout the world, without further compensation, or consideration, notification or permission, unless prohibited by law. Further, in such dispute, under no circumstances will entrant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental or consequential damages, including reasonable attorney's fees, other than participant's actual out of pocket expenses (i.e. costs associated with entering this Sweepstakes), and participant further waives all rights to have damages multiplied or

increased. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Please see the privacy policy located at <http://www.1033THEEAGLE.COM/s/contests> for details of Sponsor's policy regarding the use of personal information collected in connection with this Sweepstakes.

10. RULES REQUEST: For a copy of the official rules, log onto <http://www.1033THEEAGLE.COM/s/contests> or send a self-addressed, stamped envelope postmarked by 7/11/15 to: 103.3 THE EAGLE March Hoops Sweepstakes Rules Request – 7136 S Yale Ave #500 Tulsa, OK 74136

11. WINNER LIST: For the name of the winner, available after 3/29/2016, send a self-addressed stamped envelope, postmarked by 4/30/2016, to: 103.3 THE EAGLE March Hoops Sweepstakes Winner List – 7136 S Yale Ave #500 Tulsa, OK 74136.