

**NEW COUNTRY 101-FIVE'S "EASTER EGG HUNT (TAYLOR'S VERSION)" CONTEST  
OFFICIAL RULES**

A complete copy of these rules can be obtained by contacting radio station WKHX-FM ("Station"), owned and operated by Atlanta Radio, LLC, 780 Johnson Ferry Rd Suite 500, Atlanta, GA 30342 during available business hours Monday through Friday, on the Station website [www.newcountry1015.com](http://www.newcountry1015.com), or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the **New Country 101-FIVE's "EASTER EGG HUNT (TAYLOR'S VERSION)"** Contest (the "Contest") substantially as described in these rules, and by participating, each entrant agrees as follows:

1. **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.**

**Eligibility.** This Contest is open only to legal U.S. residents of the Station's Designated Market Area ("DMA") as defined by Nielsen Audio, excluding Florida and New York residents, age eighteen (18) years or older at the time of entry with a valid Social Security number, who have not won a prize from the Station in the last thirty (30) days or a prize valued at \$500 or more in the last thirty (30) days, and whose immediate family members or household members have not won a prize from the Station in the last thirty (30) days or a prize valued at \$500 or more in the thirty (30) days. **Void where prohibited by law.** Employees of Station, Atlanta Radio, LLC, and each of their parent companies, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Station's DMA, and the immediate family members and household members of all such employees are not eligible to participate. The term "immediate family members" includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term "household members" refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Station's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. **Contest Period.** The Contest entry period will begin at **7:00am ET on Monday, April 17, 2023** and will **run** through **1:30pm ET on Sunday, April 23, 2023** (the "Contest Period"). The Station's computer is the official time keeping device for this Contest.

3. **How to Enter.**

(i) **On-Air:** Listen to the Station weekdays during the Contest Period. At or around **7:05am ET and 4:05pm ET** each weekday (each, a "Contest Round"), when the Station plays the "cue-to-call," listeners must call the Station at 404-741-1015. Callers one (1), two (2), three (3), four (4) and five (5) to the Station, as determined by the Station in its sole discretion, will be the qualifiers for that Contest Round and be eligible to win a Prize at the Finale Event (all as defined below) (each a "Qualifier") after providing the Station the listener's name and phone number, subject to verification and compliance with these Contest Rules. **There will be up to fifty (50) on-air Qualifiers.** All entries may be played on the air. ***Time Delay Between Over-the-Air Analog Signal and Internet Broadcast:*** Due to the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station online may hear the cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener entering this Contest on-air may be diminished. **LIMIT ONE QUALIFICATION PER PERSON.**

(ii) **Online:** Visit the Station's website [www.newcountry1015.com](http://www.newcountry1015.com) during the Contest Period, click on the "Contest" link, click on the "Easter Egg Hunt (Taylor's Version)" Contest link, and complete an entry form. All entries must be received by 5:00pm ET on Thursday, April 20, 2023 to be eligible for a chance to become a Qualifier. **Limit one (1) entry per person, regardless of how many email**

**addresses a person may possess and use.** On or about 5:01pm ET on April 20, 2023, Station will select thirty-eight (38) entries to be a Qualifier in a random drawing from among all valid entries received by Station during the Contest Period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to submit more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entry and the entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, inappropriate or misdirected registrations, all of which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned the telephone number by the wireless carrier or an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. Station reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion. No mail-in entries will be accepted. Each potential Qualifier will be contacted using the email address and/or telephone number provided with the entry to verify eligibility and compliance with the terms of these rules.

(iii) **Finale Event:** Attend the finale event on Sunday, April 23, 2023 from 1:00pm to 1:30pm ET at Coolray Field, located at 2500 Buford Dr, Lawrenceville, GA 30043 (“Finale Event”) and complete an entry form. **Limit one (1) entry per person.** All entries must be received by 1:30pm ET on Sunday, April 23, 2023 to be eligible to win. Entrants may not line up at the entrance of the Finale Event location until 12:00pm ET. **Incomplete or illegible entry forms, as determined in the Station’s sole discretion, will be considered not entered for purposes of this Contest.** On or about 1:30pm ET on Sunday, April 23, 2023, Station will select thirteen (13) entries to be a Qualifier in a random drawing from among all valid Finale Event entries, subject to verification of eligibility and compliance with the terms of these rules. All Finale Event entrants **MUST** be present at the Finale Event at the time of the drawing to be eligible to be a Qualifier. The selected Qualifier will have three (3) minutes to check in with Station after their name is selected and announced. Failure to check in with Station in the allotted time will result in disqualification, and the Station will select another entry to be a Qualifier. If any Qualifiers from the On-Air or Online entry methods do not check-in with a Station representative at the designated time (as defined below), Station will replace those disqualified participants with new eligible Qualifiers from the Finale Event entries in a random drawing.

4. **Winner Selection. All Qualifiers must attend the Finale Event and check in with Station no later than 1:30pm ET.** When Qualifiers arrive at the venue, they will be instructed to check in at the designated Station area and complete a check-in registration form with all required information including: name, cell phone number, and date of birth. ALL Qualifiers **MUST** present a current, valid government issued photo ID and check in with the Station no later than 1:30pm ET and remain present throughout the Finale Event. **NO PROXIES WILL BE ALLOWED FOR ANY REASON.** **Should a Qualifier not check-in by the stated deadline, not have a current, valid government issued photo ID, and/or leave the premises after properly being checked-in, then the Qualifier will be immediately disqualified and no longer be eligible to win a Prize.** After Qualifier check-in is complete, Station will fill vacant Qualifier spots with Finale Event entries using the process described in Section 3(iii) above so there are one hundred one (101) Qualifiers to participate in the Easter Egg Hunt.

**Easter Egg Selection by Qualifiers at Finale Event:** If there are fewer than one hundred one (101) properly registered and present Qualifiers, Station will remove the necessary amount of Easter Eggs to equal the number of properly registered and in attendance Qualifiers at the Finale Event. Prior to the Finale Event, Station will randomly assign a Prize to each number. Qualifiers will be randomly assigned

a number between one (1) and one hundred one (101) upon check-in. That number will be the number on the Easter Egg that the Qualifiers will search for during the Easter Egg Hunt (as defined below). **Once ALL Qualifiers have been assigned a random number, on or about 2:00pm ET, Station will begin the Easter Egg Hunt. MUST BE PRESENT TO WIN..** Station will allot twenty (20) minutes for Easter Egg Hunting. If the Qualifier does not or cannot find their assigned Easter Egg, they will still win the Prize associated with their Easter Egg number.

**Easter Egg Hunt (Taylor’s Version) Rules:**

-Prizes may be on display at the Finale Event. Touching any of the Prizing before prizing is awarded is prohibited. If any Qualifier attempts to tamper with the Prizing before it has been awarded, they will be disqualified.

**- In the event of a mechanical, technical or human error resulting in a hidden or missing Easter Egg,** Station will continue the event as planned, as the Egg Hunt is not critical to the determination of the Prizes Qualifiers will win.

**-Once the Easter Egg Hunt is complete, Station will gather the Qualifiers to announce the corresponding Prize with each numbered egg. Station has full discretion on the order of the Prize reveals.**

Station’s decisions as to the administration and operation of the Contest and the selection of the potential winner are final and binding in all matters related to the Contest. Failure to claim the prize within three (3) days of verification as a winner will result in disqualification and forfeiture of the prize.

5. **Verification of Potential Winner.** THE ELIGIBILITY OF ALL POTENTIAL CONTEST WINNERS IS SUBJECT TO VERIFICATION BY STATIONS WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. The potential winner may be notified by email and/or telephone call after the date of random drawing and/or winner determination. The potential winner will be required to sign and return to Station, within three (3) days of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) in order to claim his/her prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release will be deemed to have accepted the contest prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries.

6. **Prizes.** Up to One Hundred One (101) Prizes will be awarded in this Contest. Each Prize may contain one (1) or more items. The available items to be included in each Prize are as follows:

Prize	Quantity	Approximate Retail Value (“ARV”)
Two (2) Gwinnett Stripers Ticket Vouchers Valid for an upcoming game in the 2023 season	101	\$20.00
one (1) Official Taylor Swift Merchandise T-shirt	24	\$40
one (1) Taylor Swift CD	10	\$13
One (1) Taylor Swift reputation tour Atlanta	40	\$5

patch		
One (1) Guitar signed by Taylor Swift	1	\$250
Two (2) Tickets to see Taylor Swift at Mercedes Benz Stadium on Friday, April 28, 2023	2	\$500
Two (2) Tickets to see Taylor Swift at Mercedes Benz Stadium on Saturday, April 29, 2023	1	\$500

**TOTAL ARV OF ALL CONTEST PRIZES IS: FOUR THOUSAND NINE HUNDRED SIXTY DOLLARS (\$4,960.00).**

Winner is responsible for all taxes associated with prize receipt and/or use. Odds of winning a prize depend on a number of factors including the number of eligible entries received during the Contest Period and listeners participating at any given time.

There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, in its sole discretion and to the extent permitted by law, 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. Any tickets and/or gift certificates/cards awarded as part of a prize will be subject to the terms and conditions set forth by the issuer and are valid only on the date(s) printed on the tickets or gift certificates/cards. Other restrictions may apply.

If any prize or a portion of any prize is postponed, cancelled, or otherwise unavailable due to disease, epidemic, pandemic, quarantine, any acts of government and/or any reason that is beyond the control of Station or any Sponsor, then no substitution shall be provided. Station and any Sponsors make no representation or warranty about the safety of any prize. By accepting and using a prize, each winner acknowledges and assumes all risks of accepting and using the prize, and any other the risks associated with the prize.

7. **Entry Conditions and Release.** By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Station, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Station, Cumulus Media New Holdings Inc., and each of their subsidiaries, related and affiliated companies, participating sponsors, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a entrant’s entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys’ fees) arising out of or relating to an entrant's participation in the Contest and/or entrant’s acceptance, use, non-use or misuse of the prize.
8. **Publicity.** Participation in the Contest constitutes entrant’s consent to use by the Station and its agent of entrant’s name, likeness, photograph, voice, opinions, entry, and/or biographical information (including

hometown and state) for promotional purposes in any media, worldwide, without further payment or consideration, unless otherwise prohibited by law.

9. **Taxes.** All State, Local, Federal and/or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in any given year will be issued an IRS Form 1099 to report their winnings.
10. **General Conditions.** Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or acting in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Station reserves the right to seek damages from any such person to the fullest extent permitted by law. Station's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
11. **Limitations of Liability.** The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by Station, entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (b) technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Contest; (d) technical or human error that may occur in the administration of the Contest or the processing of entries; or (e) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use, non-use or misuse of any prize. No more than the stated number of prizes will be awarded. In event that a production, technical, programming or other error causes more than stated number of prizes as set forth in these Official Rules to be claimed, Station reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.
12. **Disputes.** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate state court located in the Station's listening area; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Station in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the state in which the Station is located, without giving effect to any choice of law or conflict of law rules (whether of the state in which the Station is located or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state in which the Station is located.
13. **Entrant's Personal Information.** Information collected from entrants is subject to Station's Privacy Policy, which is available on the Station's website under the "Privacy Policy" link. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained therein, shall become the sole property of Station to be used, disposed of or destroyed in its sole

discretion. Station is not responsible for any incorrect or inaccurate information entered by website users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to Station's website.

14. **Contest Results.** A winners list may be obtained within thirty (30) days after the Contest Period expires by sending a self-addressed stamped envelope to the Station identified below.

**CONTEST SPONSOR: Atlanta Radio LLC, 780 Johnson Ferry Rd. NE, Atlanta, GA 30342**

**PRIZE PROVIDERS: Gwinnett Stripers, 2500 Buford Dr, Lawrenceville, GA 30043**

**UMG Nashville, 222 2nd Ave South, Suite 2200 Nashville, TN 37201**

**Messina Touring Group, LLC 6836 Bee Caves Rd. Bldg III, Ste. 300 Austin, TX 78746.**