

**WIXX 101.1 FM PICK YOUR PURSE
OFFICIAL RULES**

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WIXX Pick Your Purse
- .02 SPONSORS: Appleton International Airport and assorted other sponsors
- .03 DESCRIPTION OF PRIZE(S): designer purses and assorted other prizes
- .04 VALUE OF PRIZE(S): assorted values
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Green Bay-Appleton, WI DMA
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER: Complete an entry form located on the WIXX 101.1 FM website at www.wixx.com
AND/OR
 Complete an entry form available at the following locations:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 On the mobile landing page accessed directly thru link received by texting "PURSE" to 30111 (standard rates may apply)
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 11/06/2015 at 8:00am CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX Pick Your Purse Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 09/28/2015 at approx. 8:00am CST
Promotion Ends: 11/06/2015 at approx 8:40am CST
- .11 NUMBER OF WINNERS: approx 90
- .12 METHOD OF SELECTION OF WINNER(S): Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about _____ at _____ CST at 1420 Bellevue St, Green Bay, WI 54311
OR
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT: Winner(s) need to be present to win
OR
 Winner(s) need not be present to win

- .14 DEADLINE FOR CLAIMING/
REDEEMING PRIZE(S): Friday, November 6, 2015 at approx 5:00pm at Appleton International Airport, W6390 Challenger Drive, Appleton, WI 54914. If you are unavailable to pick up at that time additional arrangements will be made for your personal pick up after that date. Additional information will follow to all purse winners. Actual winner can only pick up purse after November 6, 2015 at 1420 Bellevue St. Green Bay, WI 54311. Failure to pick up prize before November 20, 2015 will void prize with no further prize consideration.
- .15 ALL PRIZES WILL BE AWARDED: Yes
OR
 No
- .16 ALTERNATE WINNER(S): Yes
(if potential winner(s) do(es) not OR
qualify, decline(s) acceptance of No
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST ADDRESS: WIXX Pick Your Purse Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WIXX Pick Your Purse Winner List, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 11/07/2015
- .20 PROXY ALLOWED AT PRIZE PARTY: Yes
(additional information OR
will be sent on party registration No
form)

Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc.

Winner will be required to show Photo ID before completing winner paperwork.

This will be done at Midwest Communications located at 1420 Bellevue St, Green Bay, WI at a designated time.

If you would be unable to attend party you can pick up your purse in person after that date at 1420 Bellevue St, Green Bay, WI 54311 at a pre-set date and time during standard business hours with pick up before 4:30 pm on November 20, 2015.

Winner will receive a 1099 in the amount of value in the prize package if combination of value is \$600.00 and over. In addition, all state sales tax must be paid before prize can be released to the winner.

Winner is responsible for all taxes and additional expenses, including but not limited to any: baggage fees, itinerary change fees, gratuities, tour provider/airline fuel surcharge fees, personal incidentals, passport fees and trip interruption costs.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays or trip interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

ADDENDUM B

METHOD OF SELECTION OF WINNER

Winning names will be announced at approx 8:40am, 11:40am and 4:40pm. The person whose name is called will have fifteen (15) minutes to call 920-406-1011 to claim their prize, a designer handbag of their choice. The contestant may only choose from purses on display at wixx.com and not already "picked" at that time. Once a purse is "picked" it will be removed from availability on the website and designated as "picked." If the person whose name is announced and does not call back within 15 minutes, the prize will be forfeited with no further prize/cash consideration. Their name will then be re-submitted for future drawings. The contest will resume again at the next playtime. Entries not selected can be retained for subsequent drawings. All prize claims are subject to verification of the claimant's eligibility and compliance with the Official Rules.

****Winner must pick purse at the time calling back, no exceptions. Once winner chooses that purse/prize, that decision is final. No substitutions allowed.****

Note: due to the nature of our programs that are heard on-line over the Internet, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests heard on the broadcast station or "wixx app", and will be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for 30 seconds up to several minutes. This means that when WIXX announces winning names in this contest, listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contest on a conventional FM radio.

For this contest, WIXX will start counting down the 15 minutes as noted above when the announcement is made on the radio (ie FM broadcast signal at 101.1).

All prize claims are subject to verification of the claimant's identification as the actual person named on the selected entry, eligibility and compliance with these contest rules. WIXX/Midwest Communications, Inc. will verify the actual intended winner by checking appropriate personal identification such as driver's license, passport or other state or federal identification. Obtaining the verification information of the correct winner will initially be conducted by telephone by verifying their name, address, telephone number and/or email address.

Winners may be required to sign a "Contest Affidavit of Eligibility and Public Relations & Liability Release" and/or a Winner's Receipt that they must complete in order to receive the prize. No one may pick up the prize other than the winner unless proof of handicap or hardship is approved by WIXX/Midwest Communications, Inc management. Winners are responsible for all taxes on a prize and for any expense. Prizes awarded are not redeemable for cash.

If prize is transferable, prize cannot transfer before acceptance of prize. No substitution for a prize will be made at the request of the winner. WIXX/Midwest Communications, Inc. reserves the right to substitute a prize of similar value.

Winner may only qualify once per length of promotion for on-air giveaway. If the person whose name is announced does call back within 15 minutes but cannot choose a purse within the 15 minute time frame they will forfeit their prize without further consideration.

Final Grand Prize Qualifiers **MUST BE PRESENT TO WIN** unless proof of handicap or hardship is approved by WIXX/Midwest Communications, Inc. Management prior to event. Time, Date and Venue to Grand Prize event will be forwarded to the qualifiers. Rules are subject to change without notice.

Please note: All registered WIXX Pick Your Purse daily winners are eligible for the Grand Prize. This includes the 8:40am, 11:40am and 4:40pm winners.

Bonus purse winners (including but not limited to Win Live On Location, etc) are not eligible for the Grand Prize, however, they are still eligible to be a daily purse winner.

WIXX/Midwest Communications, Inc. reserves the right to amend the rules to any contest at any time.

The decision of Midwest Communications, Inc. is final. rr.