

**KELO FM This One's for the Girls**  
**OFFICIAL RULES**

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

- .01 NAME OF PROMOTION: KELO-FM This One's for the Girls
- .02 SPONSORS: Billion Fiat
- .03 DESCRIPTION OF PRIZE(S): 24 month lease on 2014 FIAT 500L Easy. (Please see bottom of Addendum B for complete details of lease and options on vehicle.)
- .04 VALUE OF PRIZE(S): \$8,500 for lease; option for a \$4,500 cash prize in lieu of lease  
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Sioux Falls, SD MDA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER:  
☒ Complete an entry form located on the KELO FM website at www.kelofm.com  
AND/OR  
☒ Complete an entry form available at the following locations:  
500 South Phillips Avenue, Sioux Falls, SD 57104  
AND/OR  
☒ For a free entry form, send a self-addressed, stamped envelope to:  
500 South Phillips Avenue, Sioux Falls, SD 57104  
AND/OR  
☒ See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 10/26/13 at 11:59am CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: KELO-FM This One's for the Girls Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department,  
500 South Phillips Avenue, Sioux Falls, SD 57104
- .10 PROMOTION PERIOD: Promotion Begins: 09/10/13 at 5:30pm CST  
Promotion Ends: 10/26/13 at 12:00pm CST
- .11 NUMBER OF WINNERS: 1
- .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 500 South Phillips Avenue, Sioux Falls, SD 57104  
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): 11/06/2013

- .15 ALL PRIZES WILL BE AWARDED: ☒ Yes  
OR  
☐ No
- .16 ALTERNATE WINNER(S): ☒ Yes  
(if potential winner(s) do(es) not  
qualify, decline(s) acceptance of  
prize(s), or is unreachable/unavailable) OR  
☐ No
- .17 OFFICIAL RULES REQUEST ADDRESS: KELO-FM This One's for the Girls Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: KELO-FM This One's for the Girls 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: 11/06/2013

Winner will be notified.

Prize will be awarded upon completion of all legal paperwork with

Midwest Communications, Inc./WRIG, Inc.

Winner will receive a 1099 for value of this prize package.

Prize is non-transferable before acceptance of prize.

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 A**

### **HOW TO ENTER**

#1: Enter the contest by signing up at Billion Fiat located at 5910 S Louise Ave in Sioux Falls during regular business hours

#2: Enter at live broadcasts. Dates and times will be posted on station website but may be subject to change.

#3: listening on-air to 92.5 KELO-FM and being the correct caller.

#4: Text the keyword "Fiat" to 35270.

Entries open to residents of Iowa, Nebraska and South Dakota over 21 years of age.

## ADDENDUM B

### METHOD OF SELECTION OF WINNER

All Qualifiers will be invited to Billion Fiat located at 5910 S Louise Ave in Sioux Falls for the KELO-FM This One's for the Girls Giveaway starting at 10am and closing at 11:59am on Saturday, October 26<sup>th</sup>, 2013. NO EXCEPTIONS. Prize Drawing to start shortly after close of registration.

Through various methods all qualifiers will take part in procedures with one person winning the prize package of a 24 month lease on a 2014 Fiat 500L Easy (\*In lieu of accepting the 24 month lease, winner may accept a \$4,500 cash prize).

All qualifiers will receive additional information and paperwork prior to the drawing. You MUST be present to win. In the event that you are physically unable to attend, your qualifying paperwork will include proxy instructions.

Please note, immediate family members of employees and/or sponsors are not eligible.

\*Residual buyout at lease end subject to change.

Below please find exact details of prize package:

#### **2014 FIAT 500L EASY**

24 MONTH LEASE

10K MILES/YR.

MSRP; \$22345

\*RESIDUAL BUYOUT AT LEASE END- \*\*\$13,407

\*CUSTOMER RESPONSIBLE FOR 1<sup>ST</sup> PAYMENT, TAX , TITLE AND LICENSE FEES

\*CUSTOMER MUST HAVE QUALIFYING CREDIT THROUGH CHRYSLER CAPITAL FOR FINAL LEASE APPROVAL

#### OPTIONS:

4- WHEEL ANTI-LOCK BRAKES

REMOTE KEYLESS ENTRY

SPEED CONTROL

16 IN ALUMINUM WHEELS

6SP EURO TWIN CLUTCH AUTOMATIC TRANSMISSION

UCONNECT 6.5" TOUCH SCREEN

NAVIGATION

BACK-UP CAMERA

PARKSENSE REAR PARK ASSIST

TOTAL VALUE OF THE 24 MONTH LEASE IS \$8500.