

WIXX 101.1 FM Sleep Innovations Tradio Contest

OFFICIAL RULES

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

- .01 NAME OF PROMOTION: WIXX Sleep Innovations Tradio Contest
- .02 SPONSORS: Sleep Innovations
- .03 DESCRIPTION OF PRIZE(S): Sleep Innovations Gel Memory Foam 12" Mattress in choice of twin, full, queen or king
- .04 VALUE OF PRIZE(S): Sleep Innovations Gel Memory Foam 12" Mattress -King \$999.99, Queen \$799.99, Full \$749.99, Twin \$699.99
(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
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 03/22/13 at Approx. 5:00pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX Sleep Innovations Tradio Contest Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 03/15/13 at Approx. 4:00pm CST
Promotion Ends: 03/22/13 at Approx. 5:00pm CST
- .11 NUMBER OF WINNERS: TWO
- .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): 03/25/13
- .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: WIXX Sleep Innovations Tradio Contest Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WIXX Sleep Innovations Tradio Contest 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: 03-25-2013

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.

HOW TO ENTER – ADDENDUM A

To qualify, contestants need to call Jake between 4:00 to 5:00pm to 920-406-1011. At that time they will talk to the WIXX On-Air Personality (Jake Kelly) and agree to "trade" one personal item in exchange for the mattress.

At the time of talking with Jake, you will provide a verbal description of the item that you will trade. Alternate form of entry is an online entry form at WIXX.COM.

Please note that item should be in callers possession when calling as the caller will need to describe it in detail. That description will need to match if they are declared the mattress winner.

The mattress giveaway will take place on Friday, March 15th, 2013 and again on Friday, March 22nd 2013.

You can only win once during this promotion.

ADDENDUM B

METHOD OF SELECTION OF WINNER

By approx. 5pm, Jake will draw a random winner from callers that had a verbal conversation with during the 4:00 to 5:00pm hour.

Once the caller is determined the following will take place:

#1: an appointment (Monday thru Friday 8:30am-4:30pm) will be made for the winner to bring item to Midwest Communications located at 1420 Bellevue St in Greent Bay, WI. At that time they will sign off on all paperwork
#2: they will be required to bring in the item that they volunteered to "trade". Please note that failure to bring item in at time of appointment will void the prize being awarded without any further prize consideration.

In addition:

-WIXX is not responsible for any transportation or any liabilities that may arise or be a result of the transportation of said item.

-WIXX retains the right to refuse any items for any reason, without explanation.

-Items will not be accepted if aquired in any way that breaks a law.

-Contestants must act in good-faith that items belong to them and were obtained in a legal manner.

-Once the mattress is given to the winner in exchange for the item, the mattress becomes the property of the winner and will not be "taken-back" to Sleep Innovations or WIXX/Midwest Communications.

-Once the item that the winner trades in to WIXX, it becomes the legal property of Midwest Communications and will not be given back to the original owner.

Winner will receive mattress via delivery service to their home, directly from Kohls (the retail distributor of Sleep Innovations Mattress.

WIXX is not responsible and cannot be held liable for any damages that may occur to the mattress during delivery; or any delays in delivery. If mattress does not arrive to winner via delivery, WIXX/Midwest Communications will do everything it it's power to ensure winner recieves mattress, but will not be held liable or responsible for failure to deliver mattress to winner.