

WIXX 101.1 FM March to Meet One Direction

OFFICIAL RULES

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

- .01 NAME OF PROMOTION: WIXX March to Meet One Direction
- .02 SPONSORS: Columbia Records
- .03 DESCRIPTION OF PRIZE(S): 2 concert tickets with meet and greet passes to concert at Allstate Arena in Rosemeont, IL starting at 7:30pm on June 2, 2012 (transportation not included)
- .04 VALUE OF PRIZE(S): approx. \$500.00
(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: 05/25/2012 at 08:00 CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX March to Meet One Direction Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 05-18-2012 at 8:00am CST
Promotion Ends: 05-28-2012 at 1:00pm CST
- .11 NUMBER OF WINNERS: 1 (one)
- .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): 05-30-2012
- .15 ALL PRIZES WILL BE AWARDED:
☒ Yes
OR
☐ No

- .16 ALTERNATE WINNER(S):
(if potential winner(s) do(es) not
qualify, decline(s) acceptance of
prize(s), or is unreachable/unavailable) ☒ Yes
OR
☐ No
- .17 OFFICIAL RULES REQUEST
ADDRESS: WIXX March To Meet One Direction Official Rules, c/o Midwest
Communications, Inc., Marketing Department, 1420 Bellevue Street,
Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST
ADDRESS: WIXX March to Meet One Direction 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: 05-28-2012

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

Contestants must be able to:

- Be in attendance at determined location by 9:00am CST on Mon. 5/28/12. (Specific location to be sent to contestants on Friday, 5/25/12)
- Walk in the DePere, WI Kiwanis Memorial Day Parade on Monday, May 28, 2012 starting at 10:00am
- Create a sign that can be carried by you and only you (sorry, no help from anyone else). This sign would display your text code that WIXX would provide to you (texting fees may apply to sender), the word "WIXX", and the number "31011" (the WIXX text number) and any other creative you may want to display on the sign or yourself. Signs must be of reasonable size and must not physically be detrimental to other contestants. Signs must be deemed appropriate and in-good-taste by WIXX employees and/or parade officials.

Contestants are also encouraged to dress creatively as to solicit for votes. Appearance of contestants must be legal and must be "in good taste" as determined by WIXX employees and/or parade officials.

Any additional props, noisemakers or other items located on each contestants person will NOT be allowed.

Contestants must be individual, not of a group nature.

To register for a chance to be a contestant in the parade, individuals must go to wixx.com and complete the registration form to walk in the parade. 20 qualifiers will be randomly chosen to participate in parade per parade organizers due to space. Registrations will close 5/25/12 at 8am.

Qualifiers will then be notified by WIXX via phone and email on Friday, 5/25/12 using the information that is provided on your registration submission.

In the case that the contestant chosen on 5/25/12 can not be present at 9am on Monday, 5/28/12, the contestant has until 5pm CST on Friday 5/25/12 to assign a "proxy" to take their place in this contest. Contestant then MUST contact WIXX via phone at 920-435-3771 or email corey.carter@wixx.com to confirm proxy. Any proxy received AFTER 5pm CST on Friday 5/25/12 will NOT be eligible for the contest.

Each contestant randomly chosen on Friday 5/25/12 MUST confirm (via email or phone) that they are participating in this contest BEFORE 5pm on Friday 5/25/12. Any contestant chosen and contacted by WIXX that does NOT confirm participation will not be eligible to win with no further prize consideration.

A list of final contestants will be posted at WIXX.COM prior to 9am on Monday, 5/28/12. These are the ONLY people who are considered contestants and who will be eligible to win.

ADDENDUM B

METHOD OF SELECTION OF WINNER

The contestant with the most votes will win the 2 concert tickets with meet and greet passes to concert at Allstate Arena in Rosemeont, IL starting at 7:30pm on June 2, 2012. Text voting will be accepted on Monday, May 28, 2012 between 10:00am CST thru 1:00pm. CST

Text voting will be limited to ONE VOTE per phone number during the above listed time duration.

Winner will announced on The Murphy in The Morning Show on Tuesday, May 29, 2012.