

**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: WIXX and assorted other sponsors
- .03 DESCRIPTION OF PRIZE(S): designer Purses and assorted 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  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 11-02-2012 at 8:30am 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: 08-31-2012 at NOON CST  
Promotion Ends: 11-02-2012 at 5:30pm 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 Monday thru Friday at approx times of 8:30am, 12:30pm and 5:30pm 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): 5 business days from date won. Prior to picking up purse appt must be set. Office hours 9:00am-4:30pm Winner must appear in person and present photo ID
- .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)  No  
 OR  
 No
- .17 OFFICIAL RULES REQUEST ADDRESS: WIXX Pick Your Purse Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue St., 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 St, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 11-05-2012

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 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.**

Prize is non-transferable before acceptance of prize and may not be transferable depending on 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 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 thirty (30) 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 30 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.**

The names of each daily qualifier will be published on WIXX social media pages approx. 30 minutes after contest closes.

*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, 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 30 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. After an authorized employee of WIXX/Midwest Communications, Inc. declares the participant a winner, the winner must pick up his or her prize within 5 business days at the offices of WIXX/Midwest Communications, Inc during normal business hours (9:00am to 4:30pm Monday thru Friday). Winner must pick up prize in person showing proper identification and cannot send proxy to pick up prize.

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 transferred 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 30 minutes but cannot choose a purse within the 30 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.

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.