

CONTEST NAME: "The Daily 7th Caller" (Benchmark Contest)

SPECIFIC CONTEST RULES

Effective Monday, 07/25/16 to, 12/31/16

Participating Radio Station(s)/Website Address(s)/Studio Address(s)/Phone #'s:

WFRBfm/www.forevercumberland.com/242 Finzel Road, Frostburg, MD 21532/301-689-5000

Declared Value of Prize(s): Individually awarded daily prize(s) to be determined and at a de minimus value not to exceed approximately \$100 each a ("Daily Prize(s))"

Forever Media, Inc. and its affiliates through their Participating Radio Station(s), in conjunction with various sponsor(s) and/or prize provider(s) (collectively, "Forever") is conducting a contest named as set forth above ("Contest"). Forever may air contest(s) from time to time which are conducted by Forever's advertisers and other organizations that are not, sponsored or endorsed by, and/or for which, neither Forever, nor its radio stations, participate ("Non-Forever Contest(s)"). For any Non-Forever Contest(s) please refer to the contest rules of the Non-Forever Contest Sponsor. Forever assumes no liability or responsibility in whole or in part for any Non-Forever Contest(s).

1) No purchase or payment necessary. Void where prohibited or restricted by law. Contestant(s) may only qualify one time during this promotion and only one qualifying contestant per household is permitted ("Participant(s) or singularly Participant"). Must be 18 years of age or older to enter. ONE ENTRY per Participant. Any duplicate entries will disqualify ALL entries by that Participant(s).

2) From time to time during the 2016 calendar year at its sole discretion, Forever's, Participating Radio Station(s), will be giving away to be determined Daily Prize(s) with a Declared Value not to exceed \$100 each. The Daily Prize(s) are not transferable. If the Winner declines a Daily Prize(s), there will not be any alternate Daily Prize(s) available in substitution and that day-parts Daily Prize(s) will not be re-awarded and becomes the property of Forever.

- Each Weekday beginning Monday, 07/18/16 through Saturday December 31st, 2016 Participant(s) will be directed to listen to the participating Radio Station(s) from 6am to 7pm during, where on a cue to call 301-689-5000 the 7th caller will be taken who will then win the Daily Prize(s). If the winner declines the daily prize, there will not be any alternate prize and available in substitution and the daily prize will not be re-awarded and becomes property of Forever.
- At their option the Participating Radio Station(s) may also direct Participant(s) to listen to WFRB between 6am and 7pm for a daily trivia Daily Prize(s) giveaway. For this Contest, Caller #7 at (301) 689-5000 may be required to answer a question correctly. In the event Caller #7 answers correctly, they will win that Daily Prize(s). In the event that caller #7 answers incorrectly, we will continue to take calls to win the daily prize.
- For either Contest format In the event of technical difficulty with any caller,; subsequent calls will be taken until that Contest's winner is confirmed.
- No substitutions permitted. Not redeemable for cash value.

3) Any questions or comments regarding the operation of the Contest must be made in writing to Participating Radio Station(s) Operations Director at the Studio Address.

4) All Contest Rules are subject to change at the sole discretion of the Participating Radio Station(s) at their sole discretion. Forever retains the right to cancel this Contest for any reason at any time.

5) A copy of the official rules governing this Contest as well as Forever's General Contest Rules are available at the Participating Studio Address and on the Participating Radio Station(s) website address(s). Copies of the rules can be requested by sending a self-addressed stamped envelope to the Studio Address.

The above Specific Contest Rules are to be applied in conjunction with the General Contest Rules in effect by Forever at the time of a Specific Contest and may be amended, supplemented, modified in all or part for a specific radio station or station(s) Events/Contests/Activities from time to time by Forever in its sole discretion. Forever at all times reserves the right to amend/supplement and/or modify these Specific Contest Rules with specific rules which shall be made available by the Forever radio station as appropriate and in the Forever radio station(s) sole discretion. Listeners' and potential contest Participant(s) are urged to acquaint themselves with these Specific Contest rules in advance of their participation. Where Specific Contest Rules are in place for a particular event, those Specific Contest Rules shall control over, where different, from the General Contest Rules.

Forever Media Inc. its affiliates and their Radio Station(s) do not and shall not discriminate, in any way on the basis of race or gender, respecting their employment or advertising practices.

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