



BUD LITE SHOOT FOR THE CHAMPIONSHIP – WYMG GENERAL RULES

Overview:

Starting Friday, February 12, 2010 and ending on Wednesday, March 17, 2010 at 9pm, Springfield's Classic Rock 100.5 WYMG will conduct "Bud Light Shoot For The Championship", Shoot For The Championship is a social game, with a very competitive angle when you consider what's on the line, be it local bragging rights or the chance to go to Vegas and compete for \$25,000.

Teams consist of two people, one guy, one girl [OR: one male, one female]. Co-ed teams compete in a head-to-head competition (2 vs. 2).

Players bounce tokens toward the center of the Bud Light Bucket Table, where the bucket has been fitted on top with a goal similar to that of a basketball hoop. Each token sunk counts as two points. The goal features an additional target area in the middle; tokens scored here are worth three points.

Two teams of two, with each team taking a table, play the game. Teammates stand across from each other and have 35 seconds to shoot and score as many points as possible. At the end of 35 seconds, three-point and two-point tokens are tallied.

There will be 12 participating stops, they are as listed; Showme's, K & K (Virden), Grainery, Spammy's, Alamo, Burton Place (Tovey), Riverside Rock N Roll, Thunderbird Lounge (Taylorville), Trading Post, Mowies Cue, The Creek Pub & Grill (Chatham) and The Office.

Methodology/Qualifying Prizes:

2) WYMG will solicit listeners to go to the following locations to get registered to win: ; Showme's, K & K (Virden), Grainery, Spammy's, Alamo, Burton Place (Tovey), Riverside Rock N Roll, Thunderbird Lounge (Taylorville), Trading Post, Mowies Cue, The Creek Pub & Grill (Chatham) and The Office.

To play, sign up with a WYMG or Bud Light representative at the participating on-premise location. Teams will be called to play in the order determined by the WYMG or Bud Light representative. Tournament rules of play are as follows and govern all matches:

- a) Each match will be a head-to-head team competition consisting of one 35 second round. The final round will be played as a best two-out-of-three series. The first team in the final round to win two games is the winner.
- b) Teams consist of two players, one male and one female. Once play has started, no team member may be substituted.
- c) Teammates must stand across from each other at the same table.
- d) Game starts when the WYMG or Bud Light official signals "go".
- e) Each game will consist of one 35-second period. The team with the most points at the end of the 35-second period is the winner.
- f) Points are scored by landing a token inside the goal. Tokens that land in the outer circle of the goal score 2 points. Tokens that land in the inner circle of the goal score 3 points.
- g) All shots must be bounced on the table. Shots that are not bounced, but land in the goal, do not count.
- h) Players may collect their rebounds and shoot the tokens again, but tokens that land off the table may not be collected and reused.
- i) Players may not reach into the goal. Reaching in to the goal will result in the disqualification of the team.
- j) Decisions of the WYMG or Bud Light referees' are final. There is no post-match arbitration allowed.

Prize(s):

Grand Prize (1) Local Tournament Grand Prize (one [1] winning team per Local Tournament): A trip for winning team (2 people) to the Shoot For The Championship National Tournament Presented by Bud Light in Las Vegas, NV. Travel dates are April 3, 2010-April 6, 2010. Each trip includes round-trip coach air transportation from gateway city nearest winner's home, and double-occupancy hotel accommodations for three (3) nights. Winners must accept prize as stated or prize will be forfeited and awarded to the next highest tournament participant. Travel subject to availability and change. Ground transportation, trip cancellation insurance, meals, gratuities and all other expenses not specified herein are solely winner's responsibility. ARV \$1,150 each package. Actual value depends on city/day/time of departure. Any difference between stated value and actual value will not be awarded.

Legal/Restrictions:

4) You must be 21 years of age to enter this contest. All entrants must be permanent residents of the state of Illinois. Upon claiming the prize, the winner terminates WYMG Radio's obligations to them. The winner must be a resident within the 100.5 WYMG listening area.

5) All 100.5 WYMG General Contest Rules (attached) apply, and all decisions of 100.5 WYMG are final.

Revised 6/1/09

SAGA COMMUNICATIONS, INC. GENERAL CONTEST RULES

Wherever the words 100.5 WYMG appear in these rules, they include the business entity to which the station is licensed, and any member companies, parent corporations, and affiliates. For example, Capitol Radio Group/WYMG would include Saga Communications of Illinois, LLC, its sole member, Saga Communications of New England, LLC, and its sole member, Saga Communications, Inc.

- 1) No purchase is necessary to enter any 100.5 WYMG contest.
- 2) All contestants must be permanent residents of Illinois and must provide 100.5 WYMG with a valid form of identification and Social Security number satisfactory to 100.5 WYMG management.
- 3) Subject to rule (4) below, all contestants must be at least 18 years old to be eligible to participate in contests that include hotel/motel accommodations, motor vehicles, boats, and/or air travel as prizes.
- 4) All contestants must be at least 21 years old to be eligible for all contests affiliated with an alcoholic beverage manufacturer or distributor.
- 5) After winning a contest on 100.5 WYMG, the individual/household is ineligible to win any other contests on 100.9 WYMG for a period of thirty (30) days. All individuals/households receiving a prize valued at \$500.00 or more on 100.9 WYMG may be issued a 1099 Federal Income Tax Form by 100.5 WYMG, and are ineligible to win a prize valued at \$500.00 or more for a period of one calendar year from the date of winning. If it is determined that a selected contestant is ineligible as a result of one or both of these restrictions, another contestant will be selected. This selection procedure will continue until these restrictions are satisfied.
- 6) Anytime the 100.5 WYMG on-air studio is called, it is assumed by the caller that the phone call is being recorded and may be broadcast. The caller grants permission to 100.5 WYMG to broadcast the call or record the call for later broadcast.
- 6a) For telephone contests, listeners may enter by calling 217-787-7625. If any problems are discovered by 100.5 WYMG, different call-in numbers or addresses may be substituted and utilized after those numbers and addresses are broadcast on 100.5 WYMG. In the event a caller is disconnected during a contest before his/her name and phone number is recorded, then the prize will be awarded to the next caller whose name and phone number are recorded. The person operating the telephone at 100.5 WYMG has the final decision as to who is the winning caller.

6b) 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 are heard on the broadcast station, and will be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for as much as 30 seconds or more. This means that when WYMG contests are played that require a specific caller to telephone the radio station (such as "Caller number 10 when you hear the sound effect"), listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contests on-air.

7) For contests requiring written entry forms, they may be faxed to 217-753-7902, e-mailed to a contest specific address on www.WYMG.com, or mailed/delivered to 100.5 WYMG -3501 East Sangamon Avenue, Springfield, IL 6707. All entries become property of 100.5 WYMG and will not be returned. 100.5 WYMG reserves the right to retain any or all contest materials for any reason that 100.5 WYMG deems necessary to the completion of the contest, or reasons relating to publicity and/or advertising. 100.5 WYMG shall have no responsibility for a contestant's failure to win or claim any prize based on difficulties with telephone, facsimile, email, or internet difficulties, or any circumstances in any contest.

8) Any specific rules and/or restrictions pertaining to individual contests (entry dates, a limit on number or words on an entry, etc.) will be disclosed in on-air announcements.

9) Prizes must be picked up by the winners at the 100.5 WYMG business office or other pre-arranged or pre-announced location within thirty (30) days of notification to the winner, unless there is a deadline date by which the prizes must be picked up, in which case, that date will be specifically stated. Otherwise, failure to pick up the prizes by the deadline will result in the forfeiture of the prize, which shall remain the property of 100.5 WYMG. 100.5 WYMG assumes no liability for the delivery of prizes.

10) In the event the winner is subject to, or the subject of, any order or legal process issued by any governmental agency having jurisdiction over the affairs of the winner (i.e. garnishment, child support order, judgment, lien, and the like), 100.5 WYMG's delivery of the prize to the official representative of the governmental entity claiming a right to the prize shall be thus deemed as 100.5 WYMG awarding the prize to the winner. 100.5 WYMG shall be entitled to rely in good faith, upon any documents presented by the representative seeking to collect the prize in lieu of the winner. 100.5 WYMG shall not be liable for any claim by any winner for damages incidental thereto.

11) As a condition of entering a contest, contestants must agree that upon winning, they will consent to the use of their name, likeness, and all verbal and written communications with 100.5 WYMG for publicity purposes.

12) Employees of 100.5 WYMG Capitol Radio Group, (and its ultimate parent company, Saga Communications, Inc.), their advertising agencies, affiliates, contest sponsors including MillerCoors, E & F Distributing, and employees or retail or wholesale distributors of MillerCoors products, employees and immediate families of each, and

employees of all media of mass communication within a one hundred mile radius of the 100.5 WYMG main studio are not eligible to win any contest.

13) All prizes are non-transferable and are not redeemable for cash. 100.5 WYMG reserves the right to substitute a prize of similar value. 100.5 WYMG cannot be held responsible for unforeseen cancellations or delays of concerts/events or transportation caused by weather, promoter or performer.

14) Winners are solely responsible for all applicable local, state and federal taxes. Winner may be issued a 1099 MISC federal tax form if in one calendar year the prize value of all prizes won in contests from 100.5 WYMG and/or participating co-sponsors exceeds \$600.00.

15) 100.5 WYMG, Capitol Radio Group, assumes no liability for liability, damages, situations, repairs, or incidents arising from any aspect of any prize awarded in any contest. 100.5 WYMG, Capitol Radio Group, all participating co-sponsor companies and their advertising and promotional agencies, affiliates thereof, employees, and immediate families of each absolve themselves and shall be held harmless from any action or liability arising from any contest or prize awarded in any contest. As a condition of entering a contest, participants may be required, upon winning, to sign a release form and affidavit of eligibility to claim their prize. Failure to do so will result in forfeiture of the contestant's right to claim or receive the prize.

16) The following are specifically related to E-contests and E-Mail Club promotions on www.WYMG.com:

a) All appropriate information in required fields must be filled out or contestants will be disqualified.

b) To be eligible to win a prize, a contestant must reside within the listening area of 100.5 WYMG, as defined within the exclusive discretion of 100.5 WYMG management.

c) Any problems with the internet or email are not 100.5 WYMG's responsibility.

d) Contestants who attempt to register to participate on 100.5 WYMG's websites may be required to produce a printed copy of proof of registration before being allowed to participate in the contest.

17) All giveaways and contests are void where prohibited by law. All local, state and federal regulations apply. As a licensee of the FCC and a trustee of the public airwaves, 100.5 WYMG reserves the right to interrupt and/or discontinue any contest or promotion (and not award the offered prize) at the discretion of 100.5 WYMG management if world events, the national mood, or public safety so warrant. 100.5 WYMG reserves the right to disqualify any winner if the contest rules have been violated in any way. 100.5 WYMG reserves the right to amend the rules to any contest at any time. All decisions of 100.5 WYMG are final.

18) Although 100.5 WYMG will make reasonable efforts to conduct its contests substantially as announced or advertised, 100.5 WYMG reserves the right in extraordinary situations to change or modify the rules of its contests as exigent circumstances may require. In such cases, 100.5 WYMG will amend the rules for that contest and broadcast the amended rules as promptly as possible. In such case, the contest will be conducted in accordance with the amended rules.

19) A copy of these rules is available during business hours at the 100.5 WYMG studios, 3501 East Sangamon Avenue, Springfield, IL 62707.

Revised: 10/08

“BUD LITE OFFICIAL RULES”

1. No purchase necessary to participate. The Bud Light Shoot For The Championship Tournament is open to residents of the United States (except CA, Maui County, HI, VA and WA) who are 21 years of age or older. Void where prohibited by law.

2. Tournaments will take place between February 2010 and through March 2010 at times to be determined. Look for the Bud Light Shoot For The Championship team at participating on-premise retail locations. For a copy of the official rules, ask the Bud Light representative at the tournament location. Neither Sponsor nor its agencies are responsible for illegible, lost, damaged, incomplete, postage due or misdirected requests. All materials submitted become property of Anheuser-Busch, Inc. and none will be returned.

3. To play, sign up with a Bud Light representative at the participating on-premise location. Teams will be called to play in the order determined by the Bud Light representative. Tournament rules of play are as follows and govern all matches:

- k) Each match will be a head-to-head team competition consisting of one 35 second round. The final round will be played as a best two-out-of-three series. The first team in the final round to win two games is the winner.
- l) Teams consist of two players, one male and one female. Once play has started, no team member may be substituted.
- m) Teammates must stand across from each other at the same table.
- n) Game starts when the Bud Light official signals “go”.
- o) Each game will consist of one 35-second period. The team with the most points at the end of the 35-second period is the winner.
- p) Points are scored by landing a token inside the goal. Tokens that land in the outer circle of the goal score 2 points. Tokens that land in the inner circle of the goal score 3 points.
- q) All shots must be bounced on the table. Shots that are not bounced, but land in the goal, do not count.

- r) Players may collect their rebounds and shoot the tokens again, but tokens that land off the table may not be collected and reused.
- s) Players may not reach into the goal . Reaching in to the goal will result in the disqualification of the team.
- t) Decisions of the Bud Light referees' are final. There is no post-match arbitration allowed.

4. First Round Tournament: Teams from each participating on-premise location compete in a single-elimination tournament to determine a First Round Winner. If any team member fails to appear for his/her designated match, the team forfeits. One (1) First Round Winner per participating on-premise promotion will advance to the Local Tournament. First Round Tournament Winners will compete for the "Local Tournament Winner" title on a day, time and at a location to be determined at the wholesaler's sole discretion. First Round Winners will be notified in advance of the date, time and location of the Local Tournament. Individual team members may participate in first round tournaments at more than one on-premise retail location, but after winning at one on-premise retail location to advance to the Local Tournament, any other team on which an individual is competing may not advance to the Local tournament from another on-premise retail location. During any round, if an odd number of teams is participating, one team will be randomly selected to receive a "bye". No team may receive more than one "bye".

5. Local Tournament: There will be one (1) Local Tournament winning team per participating Anheuser-Busch, Inc. wholesaler's territory. The First Round Tournament Winners from each on-premise retail location (within a wholesaler's territory) will compete in a single elimination tournament to determine the Local Tournament Winner. Any first round winning team who does not appear at the designated location at the designated time will forfeit their right to participate in the Local Tournament. The winning team from each Local Tournament will advance to the Shoot For The Championship National Tournament Presented by Bud Light. Individual team members may participate in more than one Local Tournament but after winning the Local Tournament to advance to the Shoot For The Championship National Tournament Presented by Bud Light, any other team on which an individual is competing will be disqualified from participating in other Local Tournaments. During any round, if an odd number of teams is participating, one team will be randomly selected to receive a "bye". No team may receive more than one "bye".

6. Shoot For The Championship National Tournament Presented by Bud Light: The Local Tournament Winners will compete in a single elimination tournament at the Shoot For The Championship National Tournament Presented by Bud Light to determine the Shoot For The Championship National Tournament Champion. The Shoot For The Championship National Tournament Presented by Bud Light is scheduled to take place in Las Vegas, Nevada on April 3-6, 2010 at a location to be determined at Sponsor's sole discretion. During any round, if an odd number of teams is participating, one team will be randomly selected to receive a "bye". No team may receive more than one "bye".

7. Winners for any leg of the Tournament will be determined by the on-site Bud Light Representative whose decisions are final in all matters relating to this Tournament. Winners may not substitute or transfer prize but Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one prize per household.

8. Local Tournament Winners will be required to complete, sign and return an affidavit of eligibility and liability and publicity release within five (5) days of prize notification. Upon receipt and verification of winner's affidavit, each member of the winning team will also be required to return the travel agent's phone call within 72 hours from time of phone call made to winner from travel agent. In the event of noncompliance within any of these time periods, prize will be forfeited and an alternate winner selected. Any prize notification or prize returned to the Sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to the runner up in the Local Tournament.

9. Employees and the immediate families of employees of Anheuser-Busch, Inc., its affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and individual retail licensees are ineligible. This promotion is subject to federal, state and local regulations. Taxes, if any, are solely the responsibility of the winner.

10. Acceptance of any prize offered constitutes permission to use winner's name, biographical information, and/or likeness for the purpose of advertising and promotion without further compensation as permitted by law.

11. Grand Prize (1) \$25,000 award in the form of two checks or wire transfers in the amount of \$12,500 each, payable to each winning team member. Local Tournament Prize (one [1] winning team per Local Tournament): A trip for winning team (2 people) to the Shoot For The Championship National Tournament Presented by Bud Light in Las Vegas, NV. Travel dates are April 3, 2010-April 6, 2010. Each trip includes round-trip coach air transportation from gateway city nearest winner's home, and double-occupancy hotel accommodations for three (3) nights. Winners must accept prize as stated or prize will be forfeited and awarded to the next highest tournament participant. Travel subject to availability and change. Ground transportation, trip cancellation insurance, meals, gratuities and all other expenses not specified herein are solely winner's responsibility. ARV \$1,150 each package. Actual value depends on city/day/time of departure. Any difference between stated value and actual value will not be awarded. Total ARV of all prizes dependent on number of participating wholesalers.

12. By accepting the prize, winners agree to release and hold Sponsor harmless from any and all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage. By participating in this promotion, participants agree to be bound by all Official Rules of the Tournament.

13. For a list of winners, hand print your name and complete address on a 3" x 5" card and mail to: Shoot For The Championship National Tournament Presented by Bud Light

Winners List Request, Fusion Performance Marketing, T.E.A.M. [is this right?], 6505
Windcrest Drive, Suite 200, Plano, TX 75024, for receipt by July 1, 2010.
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