

CONTEST RULES

- 1) NAME OF PROMOTION: WIXX - FM Pick Your Purse Fall 2026
- 2) SPONSOR(S): Fox Communities Credit Union, various associate sponsors including Northstar Dental Group, Ivy Trail Gift & Garden, Escort Limo and BMG
- 3) DESCRIPTION OF PRIZE(S): Qualifying Prizes: Various designer purses of various values, gift cards/certificates from various businesses.
Grand Prize: Round trip airfare for two (2) from Appleton to Las Vegas and two (2) tickets to see the Backstreet Boys in concert at the Las Vegas Sphere on 12/27/26 valued at approx \$1,070 PLUS \$1,000 in spending money provided by check from Midwest Communications.
- 4) VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies up to \$2,500
- 5) PROMOTION METRO AREA: (as defined by Nielsen)
Green Bay/Appleton WI DMA
WI Counties: Brown (includes Green Bay), Outagamie (includes Appleton), Winnebago (includes Oshkosh), Fond du Lac, Calumet, Door, Green Lake, Kewaunee, Manitowoc, Marinette, Oconto, Shawano, Waupaca, Waushara. In addition – MI county of Menominee. Failure to reside in these counties will void any and all entries.
- 6) MINIMUM AGE TO ENTER: ☐ 18 ☒ 21 ☐ Other _____
- 7) HOW TO ENTER: ☒ Complete an entry form located on the WIXX - FM website at: www.wixx.com
☐ Complete an entry form available at the following location:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☐ For a free entry form, send a self-addressed, stamped envelope to:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☐ See Additional Contest Notes, incorporated herein by reference.
- 8) COMPLETED ENTRY FOR SUBMISSION ADDRESS: Midwest Communications, Inc. - Pick Your Purse Fall 2026
1420 Bellevue St, Green Bay, WI 54311
- 9) PROMOTION PERIOD: Promotion Begins: Monday Oct 19, 2026 08:40 ☒ am ☐ pm CST
Promotion Ends: Friday Nov 20, 2026 05:00 ☐ am ☒ pm CST
(*Due to the nature of radio, all times are approximate)
- 10) DEADLINE FOR RECEIPT OF ENTRIES: Friday Nov 20, 2026 04:40 ☐ am ☒ pm CST
- 11) NUMBER OF WINNERS: ☒ Up to 75 ☐ Number of winners dependent on contest play.
- 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 ☐ am ☐ pm CST
(all times are approximate) at:
Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311
☒ See Additional Contest Notes below, incorporated herein by reference.
- 13) PRESENCE REQUIREMENT: ☐ Winner(s) need to be present to win
☒ Winner(s) need NOT be present to win
- 14) DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): Noon, CST on Friday Dec 04, 2026

15) ALL PRIZES WILL BE
AWARDED:

☐ Yes OR ☒ No

16) ALTERNATE WINNER(S):

(if a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable)

☐ Yes OR ☒ No

17) OFFICIAL RULES REQUEST
ADDRESS:

Midwest Communications, Inc. - Pick Your Purse Fall 2026
Contest Rules, 1420 Bellevue St, Green Bay, WI 54311

18) WINNER(S) LIST REQUEST
ADDRESS:

Midwest Communications, Inc. - Pick Your Purse Fall 2026
Winner List, 904 Grand Ave, Wausau, WI 54403

19) DEADLINE FOR RECEIPT OF
WINNER(S) LIST REQUESTS:

Tuesday Nov 24, 2026

20) PROXY ALLOWED AT PRIZE
GIVEAWAY:

☐ Yes OR ☒ No * If YES is checked, steps that must be taken will appear below.

- No purchase or payment of any kind is necessary to enter or win a prize. A purchase or payment will not increase an entrant's chances of winning.
- Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc. *Note: Failure of winner/guest to complete the proper paperwork will void win without further consideration and no prize will be awarded.*
- Winner will be required to show Photo ID before completing winner paperwork to establish identification and address to claim prize. This will be done at the pre-determined date and time arranged after winning at: *Midwest Communications, Inc., 1420 Bellevue St, Green Bay, WI 54311*
- Please note, when physical checks are awarded as a prize or part of a prize package, they must be cashed within 90 days of check date or check will be voided without further consideration and not re-issued.
- Any unused portions of the prize package are forfeited and prize packages have no trade or return value. When issued as part of a prize, amounts due over the value of the prize gift cards, vouchers, or in-store credits are the sole responsibility of contest winner and are subject to the contest sponsor's terms.
- Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays, cancellations or interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.
- Winner is responsible for all additional related expenses not expressly included in the prize package, including but not limited to baggage fees, itinerary changes, gratuities, meals, beverages, passports, personal incidentals, trip interruptions, etc., when applicable.
- In compliance with the IRS, winner will receive a Form 1099-Misc from Midwest Communications, Inc./WRIG, Inc. for the total value of all claimed prizes in the calendar year, if required. This contest is valued at up to: **Varies up to \$2,500**
- **All Contests are also subject to Midwest Communications, Inc./WRIG, Inc. Official Rules** which are incorporated herein by reference as Addendum C on the station website.

***** ** Please play safely. If you are driving during contest play, you must pull over to a safe location before calling/texting. *******

NOTE: *Due to the nature of our programs that are heard on-line, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests heard on the broadcast station and may 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 the station 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 conventional radio. For this contest, the station will start counting down when the announcement is made on the radio broadcast signal.*

ADDITIONAL CONTEST NOTES

Beginning Monday, October 19, 2026, at approximately 8:40 AM CST through Friday, November 20, 2026, at approximately 4:40 PM CST, listeners can qualify by registering on the "Pick Your Purse" page at WIXX.com. Randomly drawn participant names will be announced on the air every weekday at approximately 8:40 AM, 11:40 AM, and 4:40 PM CST. Once a name is announced, the chosen individual has 15 minutes to call the studio line at 920-406-1011 to claim their prize.

Contestants may only choose from purses on display at WIXX.com that have not already been "picked" at that time. Once a purse is selected, the decision is final; no substitutions or cash alternatives are permitted, and the selected item will be marked as "picked" and removed from the available website display.

If an announced individual fails to call back within the required 15-minute time frame, the prize will be forfeited with no further prize or cash considerations. Their name will then be re-submitted for future drawings, and the contest will resume at the next scheduled playtime. Non-selected entries carry over automatically throughout the promotional window, allowing the contest to resume normally at each consecutive designated playtime.

On Thursday, October 29, 2026, Thursday, November 5, 2026, and Thursday, November 12, 2026—as well as potentially other unannounced Thursdays during the campaign—one of the random, on-time purse qualifiers may also win a preselected mystery "Bonus Prize." The Bonus Prize is preselected by WIXX/Midwest Communications, Inc., and no substitutions will be allowed. Bonus Prizes may be posted at WIXX.com and will be of assorted values (TBD).

All purse winners will be entered into a random drawing for the Grand Prize. The Grand Prize consists of round-trip airfare for two (2) from Appleton to Las Vegas and two (2) tickets to see the Backstreet Boys in concert at the Las Vegas Sphere on 12/27/26 (valued at approximately \$1,070), plus a \$1,000 check from Midwest Communications to be used for hotel accommodations and other miscellaneous travel expenses.

PLEASE NOTE:

- Contestants must personally call back to select their prize; proxy callers are prohibited.
- Winners must choose their purse at the time of the callback; no delays or exceptions are permitted.
- Once a purse or prize is selected, the choice is final.
- Prizes cannot be exchanged, substituted, or redeemed for cash.
- All prize claims are subject to verification of the winner's eligibility and full compliance with the Official Rules.
- For the Grand Prize trip, ground transportation, meals, luggage fees, and other miscellaneous expenses are not included.