

CONTEST RULES

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- 1) NAME OF PROMOTION: WJXB - FM \$1,000 Minute - Gold Edition 2026
- 2) SPONSOR(S): Kimball's Jewelers / Dollywood
- 3) DESCRIPTION OF PRIZE(S):
 Qualifier Prize: One (1) pair of Dollywood tickets valued at approx \$94.99 each.
 Grand Prize: One (1) pair of 2027 Dollywood Gold Season Passes, valued at approximately \$244.99 each, plus two (2) pieces of Marcello Pane jewelry from Kimball's Jewelers: one (1) pair of Venice Bi-Color Cascade Earrings, valued at approximately \$317, and one (1) Gold-Plated Station Woven Necklace, valued at approximately \$716.
- 4) VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies up to \$1712.96
- 5) PROMOTION METRO AREA: (as defined by Nielsen)
 Knoxville, TN DMA
TN counties of Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Rhea, Roane, Scott, Sevier & Union. In addition - KY counties of Bell, McCreary and Whitley, NC counties Graham and Swain, and VA county of Lee. 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 WJXB - FM website at: www.b975.com
☐ Complete an entry form available at the following location:
 Midwest Communications, Inc., 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37927
☐ For a free entry form, send a self-addressed, stamped envelope to:
 Midwest Communications, Inc., 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37927
☒ See Additional Contest Notes, incorporated herein by reference.
- 8) COMPLETED ENTRY FOR SUBMISSION ADDRESS: Midwest Communications, Inc. - \$1,000 Minute - Gold Edition 2026
 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37927
- 9) PROMOTION PERIOD:
 Promotion Begins: Monday Oct 05, 2026 06:00 ☒ am ☐ pm EST
 Promotion Ends: Friday Oct 16, 2026 10:15 ☒ am ☐ pm EST
 (*Due to the nature of radio, all times are approximate)
- 10) DEADLINE FOR RECEIPT OF ENTRIES: Friday Oct 16, 2026 07:25 ☒ am ☐ pm EST
- 11) NUMBER OF WINNERS: ☐ Up to _____ ☒ 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 Friday Oct 16, 2026 10:15 ☒ am ☐ pm EST
 (all times are approximate) at:
 Midwest Communications, Inc., 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37927
☐ 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, EST on Monday Nov 16, 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. - \$1,000 Minute - Gold Edition 2026
Contest Rules, PO Box 27100, Knoxville, TN 37927

18) WINNER(S) LIST REQUEST
ADDRESS:

Midwest Communications, Inc. - \$1,000 Minute - Gold Edition 2026
Winner List, 904 Grand Ave, Wausau, WI 54403

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

Tuesday Nov 17, 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., 1100 Sharps Ridge Memorial Park Dr, Knoxville, TN 37927*
- 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: **\$1712.96**
- **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

Description of Prizes:

Qualifier prize: One (1) pair of Dollywood tickets valued at approx. \$94.99 each

Grand prize: One (1) pair of 2027 Dollywood Gold Season Passes, valued at approximately \$244.99 each, plus two (2) pieces of Marcello Pane jewelry from Kimball's Jewelers: one (1) pair of Venice Bi-Color Cascade Earrings, valued at approximately \$317, and one (1) Gold-Plated Station Woven Necklace, valued at approximately \$716. * Please note the jewelry is not returnable for cash or exchange.

1. Listeners can sign-up on the WJXB \$1,000 Minute page at B975.COM.
2. Contestants will be notified prior to participation of the contest.
3. Contestant for that morning will be called at approximately 7:10 am. If call goes unanswered, WJXB will try one additional time.
4. If call goes unanswered a second time, contestant forfeits their opportunity to play that day. (However, this will not disqualify them from potentially playing in the future depending on if their name is randomly drawn again.)
5. In the event that WJXB cannot get the preselected contestant on the phone prior to the contest, a randomly selected caller will then be taken at 865-656-2975 to participate in that day's contest.
6. If contestant is not available on the day they have been picked to play, they must notify the WJXB business office at 865-525-6000 at least ONE business day before they are scheduled to play. Failure to do so will result in no guaranteed further contesting consideration; however, their name will go back into the drawing.
7. In the event that the contestant cannot participate and notifies the station at-minimum ONE business day prior to playing, they will be scheduled for a future day and notified a minimum of ONE business day prior to playing.
8. Contestants can play the contest no more than once during the 30-day period.
9. Actual person who was called must be the person playing the game, no proxies are allowed.
10. Players will receive qualifying prizes and then be eligible for grand prizes.

TO WIN:

1. Winners will be randomly selected after fully completing the sign-up process.
2. Contestants who are selected and play \$1000.00 Minute from 10/05/26 – 10/16/26 will each win one (1) pair of Dollywood tickets valued at approx. \$94.99 each.
3. All contestants who play during this time frame qualify for the chance to win the Grand Prize: One (1) pair of 2027 Dollywood Gold Season Passes, valued at approximately \$244.99 each, plus two (2) pieces of Marcello Pane jewelry from Kimball's Jewelers: one (1) pair of Venice Bi-Color Cascade Earrings, valued at approximately \$317, and one (1) Gold-Plated Station Woven Necklace, valued at approximately \$716.
4. B97.5 will randomly choose our grand prize winner the day of 10/16/26 after we have our final qualifier.
5. If you do not want to be in the grand prize drawing please inform the WJXB staff prior to after you play the game. You can still accept or decline the qualifier prize.
6. Game to be played Monday through Friday only, no weekends.