

B107.3's Memory Match Game Official Contest RULES

These contest rules are specific to the "B107.3's Memory Match Game Contest" (the "Contest") conducted by NRG Media, LLC d/b/a KBBK (the "Company" or the "Station"). These rules are intended to supplement the General Contest Rules, however, to the extent that the General Contest Rules differ from these rules, these rules will govern and control with respect to this Contest. A copy of these specific contest rules and the Station's General Contest Rules are available at the Station's studio at 4343 O Street, Lincoln, NE during normal business hours of 8:00 a.m. to 5:00 p.m., Monday through Thursday and 8:00 a.m. and 4:30 p.m. Friday, and on the contest page on the Station's website at <http://www.b1073.com>.

The Contest dates are May 13 through June 7, 2024, or until all prizes are given away, whichever occurs first.

Listeners must be at least 21 years of age as of May 13, 2024, and reside within 50 miles of the Station's studio to enter and win this contest.

How to Play:

Starting May 13, 2024, B107.3 will post an image of a game board comprised of 50 cards online and on social media. Every weekday in the contest period, entrants can listen to B107.3 for the cue to call for a chance to play Memory Match Game. There will be two chances to play each day: one chance in the morning show (approximately 8:45 a.m.) and one chance in the afternoon (approximately 3:15 p.m.).

When entrants hear the cue to call, they will call the B107.3 studio line (402-438-1073). The 7th caller will get to play the game for a chance to win. They will have the opportunity to flip over two cards, one at a time, in an attempt to get a match. If the entrant makes a match, they claim the prize shown and are unable to call in to play again for the remainder of the contest period. The matching cards will be removed from the board. If the flipped cards do not make a match, the entrant may listen for another cue to call for another chance to play.

Once revealed, game cards will remain flipped throughout the course of the week. Game board image will be updated online daily to show the most recent view of cards revealed. Contestants may use this to their advantage when calling in to play. This means that players at the end of each week may have a better chance of making a match than players at the beginning of each week.

(For example, if a listener flips their first card and sees that it is a match to a previously revealed card, they may select that revealed card as their second guess and claim the prize. HOWEVER, if an entrant flips both their cards and they are not a match to each other, yet either of their cards matches another previously revealed card on the board, the entrant will NOT automatically receive the revealed matched prize. They must personally select the match using their two card flips to claim.)

Each Friday in the contest period following the final afternoon chance to play, the game board will be updated online and on social media and remain up throughout the weekend. Listeners will be encouraged to study which game pieces are showing. Every Monday morning in the contest period, all cards will be returned to face down position (excluding any matched cards that have been removed from play) and the game board image will be updated online and on social media to reflect this. Cards will not move positions throughout the length of the contest.

Prizes:

There will be 25 pairs of matching cards, with each of the 25 pairs showcasing a prize valued \$31-\$400. Prizes include 2 tickets to:

- Barry Manilow at CHI Health Center 7/30 (\$31)
- Blue October + more at Pinewood Bowl 8/21 (\$68)
- AJR at CHI Health Center 7/21 (\$71)
- Lionel Richie at CHI Health Center 6/9 (\$74)
- Barenaked Ladies at Pinewood Bowl 9/18 (\$80)
- Straight No Chaser at The Astro 7/21 (\$88)
- Gin Blossoms at The Astro 8/2 (\$90)
- Lainey Wilson at CHI Health Center 11/8 (\$92)
- Crowded House at The Astro 9/13 (\$98)

- Postmodern Jukebox at The Astro 7/26 (\$98)
- REO Speedwagon at Pinewood Bowl 6/15 (\$100)
- Jason Mraz at Pinewood Bowl 7/24 (\$108)
- Vampire Weekend at Pinewood Bowl 7/232 (\$110)
- Encanto Sing Along at Lied Center 10/30 (\$120)
- Heart + Cheap Trick at Pinnacle Bank Arena 8/18 (\$120)
- Melissa Etheridge + Jewel at The Astro 8/7 (\$132)
- Adventureland (any day in 2024 season) (\$140)
- Lindsey Stirling at The Astro 8/26 (\$140)
- Illusionists Magic of the Holidays at Lied Center 12/17 (\$150)
- Aerosmith at CHI Health Center 11/15 (\$172)
- The Little Mermaid at Lied Center 11/12 (\$180)
- Billie Eilish at CHI Health Center 11/17 (\$191)
- Ringo Starr at The Astro 9/12 (\$198)
- Hozier SOLD OUT at Pinnacle Bank Arena 8/14 (\$400)
- PINK at Pinnacle Bank Arena 10/20 (\$400)

Prizes distributed depends on entrants' abilities to make matches. All prizes (up to \$3451 value) may be given away before June 7, 2024, at which point the game will end. Otherwise, the game will end following the afternoon chance to play on June 7, 2024, even if all prizes have not been given away. This contest could potentially end with no prizes given away, if no entrants are able to correctly make any matches.

See General Contest Rules below.

Official General Contest Rules for NRG Media, LLC radio stations (the "Station")

Void where prohibited.

These General Contest Rules apply to all contests or promotions conducted by the Station, unless amended, modified or superseded by rules for specific contests, events or promotions. In the event any specific contest rule conflicts with any of the General Contest Rules provided here, the specific contest rules will control.

Station reserves the right, in its sole discretion and without any resulting responsibility or liability, to cancel, modify or suspend any contest or to amend or modify these rules and regulations at any time for any reason.

All changes to contest rules will be made available by Station as appropriate and in Station's sole discretion.

By participating in a contest on Station, its website, mobile apps, social media pages or by other means of participation, entrants agree to the General Contest Rules given here and the specific rules, terms and conditions provided for that particular contest as stated, whether in place of or in additions to these rules.

HOW TO ENTER:

No purchase is necessary to enter. Purchase will not improve chances of winning.

The contest or promotion will take place during the dates and times specified as announced on-air. Station may change the dates and/or terms of the contest without prior notice.

Depending on the contest, the Station will designate one or more methods of entering including, but not limited to the following:

a. Telephone Entry. Entrants may be asked to call in on a designated telephone line (the phone number will be given on the air) at a particular time or times. At the time that calls are solicited, the method for winning will be announced. Winners will be selected in accordance with the criteria announced when calls are solicited. The decision of the judges or station personnel will be final as to all matters, including (a) the order in which calls were received and (b) whether any answer required to be given is correct.

Listeners to Station's over the air broadcast signal may have an advantage over listener's to Station's on-line audio stream (if any) because Station's internet audio stream is slightly delayed from the broadcast signal.

If a winner is required to call-in when their name is announced on-air to win, only the actual person who entered can win and must be the person who calls in. Persons having the same name will be disqualified if not the actual entrant.

Station and sponsors are not responsible for the inability of caller to complete the call during the call-in portion of the contest whether due to telephone equipment malfunctions; disconnections; busy lines; faulty, misdirected, or misdialled telephone communications; or other circumstances. Only calls to the designated telephone number will be eligible to win.

b. Mail Entry. If a contest accepts mail (postal) entries, Station and its sponsors are not responsible for the late, misdirected, lost, misplaced, illegible, mutilated, tampered with, postage-due or incomplete entry forms for any reason, and such entries will be deemed invalid and disqualified. Entries must be received at the designated address by the announced deadline.

c. Internet Entry. In the event a contest accepts website, email, social media or other internet based entries, participants must accurately complete all required fields and information or entry will be deemed invalid and disqualified. Station and its sponsors shall have no liability for any electronic, computer, Internet, website or any other computer-related malfunctions, or service outages or delays caused by network congestion, viruses, sabotage, satellite failures, electrical or phone line outages, natural disasters, or acts of nature or man. Use of robotic, automatic, programmed or similar entry or voting modes is prohibited and will be void. In case of an identity dispute, the registered user of the email account on the date of entry will be the recognized entrant. Station is not liable for any injury or damage to entrant's or any other person's computer or hardware related to or resulting from participating in or downloading any information necessary to participate in the contest.

If the contest is conducted using Facebook, Facebook or its entities have no liability or responsibility for any claim arising in connection with participation in Station's contests or any prize awarded. Station's contests are in no way sponsored by, endorsed or administered by, or associated with, Facebook.

Members of Station's listener club may have an advantage in winning over non-members, depending on the specific contest and methods of entry permitted.

d. Text Message Entry. If a contest accepts text message entries, station does not charge a fee for text entries. Entrant's normal text plan charges may apply. Station assumes no responsibility for charges incurred for text messaging, including (without limitation) charges resulting from any bounce back messages or contest notices from the Station. If there is any dispute about the identity of an entrant, the registered user of the text message account on the date of entry will be the recognized entrant. Station assumes no responsibility for, and does not guarantee in any way, the availability or performance of any mobile, text or data service, including liability for transmission delays or message failures. Station does not guarantee, and shall not be responsible for, the delivery or timeliness of any text message entry. Standard text and data rates will apply. The Station is not responsible for service outages, message failures, transmission delays or any other factor affecting the availability or performance of the text messaging service.

All entries, in whatever format, become the property of Station and will not be acknowledged or returned. Station may store and use any of the entries for any lawful purpose whatsoever, without further compensation to the entrant.

Entries that are determined by Station to contain false or fraudulent information in any way will be disqualified and the person making such an entry barred from further participation in the contest.

ELIGIBILITY:

Contests are open to legal residents of the United States who are 18 years of age or older (unless otherwise specified) and who reside in the Station's metropolitan statistical area as defined by Arbitron. Employees of Station, NRG Media, other radio stations in Station's metropolitan statistical area; their affiliates, subsidiaries, successor companies; contest sponsors, advertising and promotion agencies, contest prize suppliers, participating advertisers and Immediate Family Members of anyone so situated are not eligible to participate in any contest on Station.

“Immediate Family Members” shall include spouses, siblings, parents, children, grandparents, and grandchildren, whether as “in-laws”, or by current or past marriage, remarriage, adoption or guardianship, co-habitation or other familial extension, and any other persons residing at the same household location, whether or not related. If minors are permitted to participate in the contest, a parent or guardian of any participant who is a minor at the time of entry must sign a release on behalf of the minor to be eligible to receive a prize, and Station reserves the right to refuse to award a prize to or on behalf of a minor.

Contestants and Immediate Family Members of contestants who have won a prize valued at \$25 or greater on Station within the last 30 days are not eligible to participate or win. For contests that extend beyond 30 days, contestants and Immediate Family Members may win only one prize per contest level or per contest, depending on the specific promotion.

DISQUALIFICATION AND PENALTIES:

Station, in its sole discretion, reserves the right to disqualify any person for (i) violating any of these rules, (ii) tampering with the entry process or the operation of Station electronic site, (iii) gaining an unfair advantage in participating in the contest, (iv) obtaining winner status using fraudulent means, or (v) engaging in otherwise unsportsmanlike, disruptive, annoying, harassing, or threatening behavior. Furthermore, any resale or auction or attempt to resell or auction complimentary prizes, if any, will result in disqualification for all future contests.

Entries from individuals who determined to not be eligible to participate will be disqualified at Station’s discretion.

PRIZES, NOTIFICATION AND REDEEMING PRIZES

Winners for each contest will be selected and ties broken as described in the specific rules announced on-air or published on the Station website. Odds of winning depend on the number of entries received and the manner of conducting the contest.

Prizes are specified within individual contest rules. Prizes are non-transferable and non-exchangeable. No substitution or cash equivalent will be made. Station reserves the right to substitute a prize of equal or greater value.

If prize is tickets to a performance, Station is not responsible for any cancellation or rescheduling of the performance for any reason and has no obligation to reimburse, refund or otherwise substitute the tickets for another prize should the performance not be rescheduled or vouchers not issued.

Prize is deemed forfeited if not claimed by winner within 30 days of winning or within its period of usability. Forfeited prizes will be disposed of at the discretion of Station management. Prizes may only be claimed at

Station's studio during office hours Monday through Friday between 8:30 am and 5:00 pm, unless alternate arrangements are agreed upon by winner and Station. Winner assumes the risk of the alternate method of claiming the prize. Prizes cannot be claimed by a third-party on behalf of the winner.

Winners must provide proof of age, photo identification, and a valid taxpayer identification number or social security number before any prize will be awarded. Station reserves the right to deny awarding the prize if the winner fails to provide satisfactory identification, as determined in Station's sole discretion.

In addition, winner agrees to execute an affidavit of eligibility, indemnification and release of liability regarding winner's participation in the contest and receipt and use of the prize before any prize is awarded. All federal, state and local laws and regulations apply. Winner is solely responsible for all federal, state and local taxes including any sales taxes. Prior to the delivery of any prize, Station reserves the right to collect from the winner any taxes or fees it deems appropriate. Any person winning over \$600 in prizes during any one year period will receive an IRS form 1099 at the end of the calendar year, and a copy of such form will be filed with the IRS. Any additional costs relating to the prizes, and incurred as a result of accepting the prizes, are the sole responsibility of the winner.

Failure to execute any required documents or comply with any of the terms will result in forfeiture of the prize.

RELEASE AND LIMITATION OF LIABILITY:

Unless prohibited by law, contestant's participation in contest constitutes permission and consent for Station, NRG Media and contest sponsors, without any further obligation or compensation to the contest participant, to use participant's name, voice, biographical data and likeness for promotional purposes in any media in any form now known or hereinafter invented.

Station, NRG Media, their subsidiaries and affiliates, their officers, directors, agents, stockholders, insurers, and employees, and their advertising and promotional agencies and sponsors assume no responsibility or liability whatsoever for damages, loss or injury resulting from participating in any contest or acceptance or use of any prize.

ADDITIONAL TERMS AND CONDITIONS:

Station reserves the right in its sole discretion to interpret the rules of any contest, and such interpretation shall be binding upon all participants. Station shall not be responsible for any administrative errors involved in the execution of any contest. Copies of the Official Rules for any contest may also be attained by sending a self-addressed stamped envelope with the identity of the contest inquiry to the individual station studio address. For

a list of contest winners, send a self-addressed, stamped envelope to the individual station studio address, and include the name of the contest.