

WIVK'S "BANGS CONTEST" CONTEST OFFICIAL RULES

A complete copy of these rules can be obtained by contacting radio station WIVK-FM ("Station"), located at 4711 Old Kingston Pike, Knoxville, Tennessee, 37919 ("Market Office"), during available business hours Monday through Friday, on the Station website www.wivk.com, or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the **WIVK's "Bangs Contest"** Contest (the "Contest") substantially as described in these rules, and by participating, each entrant agrees as follows:

1. **NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED. ALL FEDERAL, STATE, AND LOCAL REGULATIONS APPLY.**

Eligibility. This Contest is open only to legal U.S. residents that reside within a 100-mile radius from the Market Office, **excluding Florida and New York residents**, age **eighteen (18) years** or older at the time of entry with a valid Social Security number, who have not won a prize from the Station in the last thirty (30) days or a prize valued at \$500 or more in the last three hundred sixty-five (365) days and whose immediate family members or household members have not won a prize from the Station in the last thirty (30) days or a prize valued at \$500 or more in the three hundred sixty-five (365) days. **Void where prohibited by law.** Employees of Station, Cumulus Radio LLC, and each of their parent companies, affiliates, related entities and subsidiaries, promotional sponsors, prize providers, advertising agencies, other radio stations serving the Station's market, and the immediate family members and household members of all such employees are not eligible to participate. The term "immediate family members" includes spouses, parents and step-parents, siblings and step-siblings, and children and stepchildren. The term "household members" refers to people who share the same residence at least three (3) months out of the year. The Contest is subject to all applicable federal, state and local laws and regulations. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Station's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. **Contest Period.** The Contest entry period will begin at **12:00 AM ET on September 17, 2026** and will **run weekdays from 5:30 AM ET until 10:00 AM ET** through **September 18, 2026** (the "Contest Period"). The Station's computer is the official time keeping device for this Contest.
3. **How to Enter and Qualify for the Bangs Challenge.**

Online: Visit the Station's website www.wivk.com during the Contest Period, click on the "Contest" link, click on the "Bangs Challenge" Contest link, and complete an entry form. Listeners may also access this link to the entry form by texting keyword "BANGS" to 865-656-9485. Texting "BANGS" itself does not constitute an entry. Submission of the website entry form constitutes the official entry. Entering does not directly enter someone to win the Contest prize. The entrant is entering for the opportunity to be randomly selected as a contestant in the in-studio Bang Challenge. In addition to normal identifying/contact information such as name, phone number and email address, the entry form should establish/confirm that the entrant:

- Is at least 18 years old.
- Meets WIVK's standard contest eligibility requirements.
- Does not currently have bangs.
- Will participate using their own natural hair.
- Will not use a wig, extensions, clip-ins or other artificial hairpiece.
- Has sufficient natural hair to reasonably participate.

- Is not and has never been professionally trained, licensed or employed as a hairstylist, cosmetologist, barber or other professional whose work includes cutting/styling hair.
- Understands that if selected, he or she will actually be cutting new bangs into their own hair.
- Is available for the primary challenge on September 23 and the backup date of September 24.
- Understands that participation will occur in the WIVK on-air studio and is expected to be broadcast and recorded.
- Agrees that participation is subject to additional eligibility verification and execution of a participation waiver.

The form will contain an affirmative acknowledgment substantially explaining that the entrant understands he or she may be selected to cut bangs into their actual hair while blindfolded and using scissors.

All entries must be received by 10:00 AM ET on September 18, 2026 to be eligible for a chance to qualify for the prize event. **Limit one (1) entry per person, regardless of how many email addresses a person may possess and use.** Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to submit more than one (1) entry per day by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entry and the entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, inappropriate or misdirected registrations, all of which will be disqualified. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the entrant. The “authorized account holder” is the natural person assigned the telephone number by the wireless carrier or an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. Station reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion. No mail-in entries will be accepted. **Message and data rates may apply. Station has no responsibility for any fees or charges associated with any text messages entrant sends or receives in connection with the Contest. Entrant agrees to receive messages from Station from time to time relating to the Contest, the Station, and any Contest sponsor or prize provider. Limit one (1) entry per person per phone number.**

3. **Qualifier Selection.** On or about 10:00 AM ET on September 21, 2026, Station will select two (2) potential contestants, one (1) “Alternate #1”, and one (1) “Alternate #2” as potential contestants in a random drawing from among all valid entries received by Station during the Contest Period. Alternates will be ranked according to random selection order. If a potential candidate cannot be confirmed, “Alternate #1” receives the first opportunity, followed by “Alternate #2”. Selection in the drawing does not automatically make someone a confirmed contestant. Each selected entrant will be contacted using the email address and/or telephone number provided with the entry. Station’s decisions as to the administration and operation of the Contest and the selection of the qualifier and/ or potential winner are final and binding in all matters related to the Contest. Failure to respond to the initial verification contact within **three (3) days** of notification or failure to claim the prize within three (3) days of verification as a winner will result in disqualification and/or forfeiture of the prize.

4. **Prize Event.**

- a. **Hair Photo Verification.** Potential contestants must provide the Station with a current photograph showing their hair. Station and/or Grow Knoxville may use the photograph to verify that the

potential contestant does not already have bangs and has sufficient natural hair to reasonably participate in the challenge. Suitability for participation will be determined by Station in its sole discretion.

- b. **Challenge Schedule.** The challenge is currently scheduled to take place on or about September 23, 2026, with a backup date of September 24, 2026, if necessary. Station reserves the right to modify the date, time, or schedule of the challenge in its sole discretion.
- c. **Contestant Availability; Alternate Contestants; Cancellation.** The Bang Challenge requires two (2) eligible contestants. If a selected contestant is determined to be ineligible, declines to participate, fails to execute required documentation, withdraws, fails to appear, or is otherwise unable to participate, Station may, in its sole discretion, replace that contestant with an alternate selected pursuant to these Official Rules. Station may utilize the scheduled backup date of September 24, 2026, if necessary to conduct the challenge with two (2) eligible contestants. If Station is unable to conduct the Bang Challenge with two (2) eligible contestants by September 24, 2026, WIVK reserves the right to cancel the challenge and award the prize through a random drawing from among all eligible entries received during the Contest Period. Any alternate winner-selection method implemented by Station shall be final and binding.
- d. **Location and Check-In.** The challenge will be conducted at the WIVK studios located at 4711 Old Kingston Pike, Knoxville, Tennessee 37919. Contestants must arrive at the time designated by Station, present a valid government-issued photo identification, and complete all required pre-challenge procedures.
- e. **Transportation and Guests.** Contestants are responsible for all transportation and related expenses associated with participation. Guests are not permitted unless expressly approved in advance by the Station.
- f. **Participation Waiver.** Each contestant must execute all releases, waivers, affidavits, and other documentation required by Station before participating. Failure or refusal to execute required documentation may result in disqualification and selection of an alternate contestant.
- g. **Challenge Procedures.** Station and Grow Knoxville personnel may perform minimal hair preparation necessary to establish a reasonably comparable starting point for contestants. Station will provide all equipment used during the challenge. Contestants may not bring or use personal cutting equipment or other unauthorized items.
- h. **Safety Requirements.** Contestants must comply with all safety requirements established by Station and Grow Knoxville, including the use of any required protective equipment. Grow Knoxville representatives or other designated safety personnel may intervene, pause, modify, or stop a contestant's participation at any time if safety concerns arise.
- i. **The Challenge.** Contestants will participate simultaneously in a sixty (60) second challenge in which they attempt to cut bangs into their own hair using only the equipment provided by Station. Contestants may not receive coaching, instructions, or assistance from any person once the challenge begins, except for communications necessary for safety purposes.
- j. **Good-Faith Participation.** Contestants must make a bona fide, good-faith effort to participate in the challenge. Failure to make a good-faith attempt may result in disqualification and forfeiture of eligibility for prizes associated with participation in the challenge.
- k. **Voluntary Discontinuation.** A contestant may voluntarily stop participating at any time. A contestant who begins participation in good faith but voluntarily stops, or whose participation is stopped for safety reasons, may remain eligible for participation-related prizes, subject to these Official Rules.
- l. **Judging.** The challenge will be judged by a Grow Knoxville representative selected by Station. Contestants will be scored based on criteria established by Station, which may include evenness, symmetry, length, proportion, appearance, and overall design. The contestant receiving the highest score will be declared the winner. In the event of a tie, Station's designated judge will apply a tiebreaking criterion determined by Station. All judging decisions are final and binding.
- m. **Disqualification.** Station reserves the right to disqualify any contestant who violates these Official Rules, refuses to follow instructions, creates a safety concern, receives unauthorized assistance, uses unauthorized equipment, tampers with the conduct of the challenge, or otherwise acts in an unsportsmanlike or disruptive manner.

- n. **Challenge Modification or Cancellation.** Station reserves the right to modify, suspend, postpone, or cancel the challenge if, in Station's sole judgment, circumstances arise that impair the safety, fairness, integrity, or proper conduct of the challenge. If the challenge cannot be conducted as planned, Station may implement an alternate winner-selection method in accordance with these Official Rules.

5. Verification of Potential Winner. THE ELIGIBILITY OF ALL POTENTIAL CONTEST WINNERS IS SUBJECT TO VERIFICATION BY STATION WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE CONTEST. The potential winner must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winner may be notified by email and/or telephone call after the date of random drawing and/or winner determination. The potential winner will be required to sign and return to Station, within **three (3) days** of the date notice is sent, an affidavit of eligibility and a liability/publicity release (except where prohibited) to claim the prize, if applicable. A winner who returns the affidavit of eligibility and liability/publicity release will be deemed to have accepted the contest prize and thereafter will not be permitted to rescind their acceptance of the prize and/or return the prize. If a potential winner cannot be contacted, fails to sign and return the affidavit of eligibility and/or the liability/publicity release within the required time period (if applicable), or if the prize or prize notification is returned as undeliverable, potential winner forfeits prize. In the event that the potential winner of a prize is disqualified for any reason, Station may award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Unclaimed prizes may not be awarded.

6. Prizes. The following prizes will be awarded in this Contest.

(a) Participation Prize. Each contestant who actually participates in the contest challenge in good faith will receive a Grow Knoxville Makeover Package consisting of:

Shampoo, Cut & Style (Approximate Retail Value ("ARV"): \$75)

The participation prizes will be awarded to both contestants, regardless of which contestant is ultimately declared the winner of the challenge.

A contestant who begins participation in good faith but later discontinues participation voluntarily, or whose participation is ended for safety or health reasons, will remain eligible to receive the participation prize.

A person who does not make a bona fide, good-faith attempt to participate in the challenge, as determined by the Station in its sole discretion, will not be eligible to receive the participation prize.

Prize Redemption: Contestants may redeem their Participation Prize at a time of their choosing, subject to Grow Knoxville's availability, scheduling requirements, and redemption terms.

The makeover is not guaranteed to occur immediately following the challenge. Station makes no representation or guarantee regarding appointment availability on any specific date.

Contestants are solely responsible for scheduling their appointments directly with Grow Knoxville.

Expiration/Redemption Deadline: To be determined by Grow Knoxville.

Appointment Requirements: Subject to Grow Knoxville then-current policies and scheduling requirements.

Station is not responsible for unavailable appointment dates, scheduling conflicts, or changes to services offered by Grow Knoxville.

(b) Challenge Winner Prize.

In addition to the \$75 Grow Knoxville makeover, the challenge winner will receive:

Two tickets to Ella Langley, September 24, 2026, Thompson-Boling Arena at Food City Center

The ARV of the challenge winner prize is: THREE HUNDRED DOLLARS (\$300).

Transportation, parking, food, beverages, lodging and other expenses are not included.

TOTAL ARV OF ALL CONTEST PRIZES IS: FOUR HUNDRED FORTY US Dollars (\$440).

Winner is responsible for all taxes associated with prize receipt and/or use. Odds of winning a prize depend on a number of factors including the number of eligible entries received during the Contest Period and listeners participating at any given time.

There is no substitution, transfer, or cash equivalent for prizes, except that the Station may, in its sole discretion and to the extent permitted by law, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Any tickets and/or gift certificates/cards awarded as part of a prize will be subject to the terms and conditions set forth by the issuer and are valid only on the date(s) printed on the tickets or gift certificates/cards. Other restrictions may apply.

If any prize or a portion of any prize is postponed, cancelled, or otherwise unavailable due to disease, epidemic, pandemic, quarantine, any acts of government and/or any reason that is beyond the control of Station or any Sponsor, then no substitution shall be provided. Station and any Sponsors make no representation or warranty about the safety of any prize. By accepting and using a prize, each winner acknowledges and assumes all risks of accepting and using the prize, and any other risks associated with the prize.

7. **Entry Conditions and Release.** By entering, each entrant agrees to: (a) comply with and be bound by these Official Rules and the decisions of the Station, which are binding and final in all matters relating to this Contest; (b) release and hold harmless Station, Sponsor, Cumulus Media New Holdings Inc., and each of their affiliated companies, participating sponsors, the prize suppliers and any other organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the Contest, and each of their respective past and present officers, directors, employees, agents and representatives (collectively, the “Released Parties”) from and against any and all claims, expenses, and liability, including but not limited to negligence and damages of any kind to persons and property, including but not limited to invasion of privacy (under appropriation, intrusion, public disclosure of private facts, false light in the public eye or other legal theory), defamation, slander, libel, violation of right of publicity, infringement of trademark, copyright or other intellectual property rights, property damage, or death or personal injury arising out of or relating to a entrant’s entry, creation of an entry or submission of an entry, participation in the Contest, acceptance or use or misuse of prize (including any travel or activity related thereto) and/or the broadcast, exploitation or use of entry; and (c) indemnify, defend and hold harmless the Released Parties from and against any and all claims, expenses, and liabilities (including reasonable attorneys’ fees) arising out of or relating to an entrant’s participation in the Contest and/or entrant’s acceptance, use, non-use or misuse of the prize.
8. **Publicity.** Participation in the Contest constitutes entrant’s consent to use by the Station and its agents of entrant’s name, likeness, photograph, voice, opinions, entry, and/or biographical information (including hometown and state) for promotional purposes in any media, worldwide, without further payment or consideration, unless otherwise prohibited by law.

- 9. Taxes.** All State, Local, Federal and/or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$2,000 or more in any given year will be issued an IRS Form 1099 to report their winnings.
- 10. General Conditions.** Station reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Station's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Station in its sole discretion. Station reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or acting in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Station reserves the right to seek damages from any such person to the fullest extent permitted by law. Station's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.
- 11. Limitations of Liability.** The Released Parties are not responsible for: (a) any incorrect or inaccurate information, whether caused by Station, Sponsor, entrants, printing errors or by any of the equipment or programming associated with or utilized in the Contest; (b) technical failures of any kind, including but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (c) unauthorized human intervention in any part of the entry process or the Contest; (d) technical or human error that may occur in the administration of the Contest or the processing of entries; or (e) any injury or damage to persons or property that may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use, non-use or misuse of any prize. No more than the stated number of prizes will be awarded. In event that a production, technical, programming or other error causes more than stated number of prizes as set forth in these Official Rules to be claimed, Station reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.
- 12. Disputes.** Entrant agrees that: (a) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (b) any and all disputes, claims and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved exclusively by the United States District Court or the appropriate state court located in the Station's listening area; (c) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (d) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Station in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the state in which the Station is located, without giving effect to any choice of law or conflict of law rules (whether of the state in which the Station is located or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the state in which the Station is located.
- 13. Entrant's Personal Information.** Information collected from entrants is subject to Station's Privacy Policy, which is available on the Station's website under the "Privacy Policy" link. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained therein, shall become the sole property of Station to be used, disposed of or destroyed in its sole discretion. Station is not responsible for any incorrect or inaccurate information entered by website users, and assumes no

responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to Station's website.

- 14. Contest Results.** A winners list may be obtained within thirty (30) days after the Contest Period expires by sending a self-addressed stamped envelope to the Station identified below.

CONTEST SPONSOR: Cumulus Radio LLC, 4711 Old Kingston Pike, Knoxville, Tennessee, 37919.

PRIZE SPONSOR: Peachtree Entertainment, 1234 Martin St, Nashville, TN 37203.

Grow Knoxville, 5344 Kingston Pike, Knoxville, TN 37191