

The following contest is intended for participants in the United States only and will be governed by United States laws. Do not proceed in this contest if you are not eligible or not currently located in the United States. Further eligibility restrictions are contained in the official rules below.

Think Pink

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT'S CHANCE OF WINNING. VOID WHERE PROHIBITED BY LAW.

Contest Administrator/Station: KSFI-FM, 55 North 300 West, Salt Lake City, Utah 84180.

Contest Sponsor: Sole Fitness, 56 Exchange Place, Salt Lake City, Utah 84111.

1. HOW TO ENTER

- a. These rules govern the Think Pink ("Contest"), which is being conducted by KSFI-FM ("Station"). The Contest begins on September 28, 2020 and ends on October 30, 2020 ("Contest Dates"). Entrants, as defined below, may enter on-air only.
- b. To enter the Contest, the person entering the Contest ("Entrant") may enter on-air beginning on September 28, 2020 at 9:20 a.m. (MDT) and ending on October 30, 2020 at 3:20 p.m. (MDT) ("Entry Period").
- c. To enter on-air, tune in to the Station each weekday beginning on September 28, 2020 at 9:20 a.m. (MDT) and ending on October 30, 2020 at 3:20 p.m. (MDT) during the Entry Period for the on-air personality to announce the cue to call. Upon hearing the cue to call, the tenth (10th) designated caller (as announced by the on-air personality prior to the cue to call) to get through to the Station Contest line: 801.575.1100, at 9:20 a.m. (MDT), 12:20 p.m. (MDT), and 3:20 p.m. (MDT) will win a qualifying prize ("Qualifying Prize Winner"), and be qualified for a chance to win a grand prize ("Grand Prize Winner") upon confirmation of eligibility. The Grand Prize Winner will be contacted by phone, no later than November 2, 2020 at 5:00 p.m. (MDT). At the time of Entrant's call, Entrant will be required to provide all information requested including Entrant's full name, complete address (including zip code), day and evening phone numbers, email address, and date of birth in order to be eligible to win. P.O. Boxes are not permitted as addresses. In the event that the selected caller is disconnected or is found to be ineligible, that caller will not win a prize and the next eligible caller who successfully makes it through on the Contest line and completes the call will be a Qualifying Prize Winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a Qualifying Prize Winner or Grand Prize Winner only

once during the Contest. Multiple Entrants are not permitted to share the same phone number, and only one phone number may be used per Entrant.

- d. The Station is not responsible for telephone service outages, delays, busy signals, equipment malfunctions, and any other technological difficulties that may prevent an Entrant from completing their telephone call.
- e. Due to delays in the online streaming of the Station's broadcast signal, listeners to the online stream may not be able to participate in, or may be disadvantaged in participating in, the Contest. Entrants should not rely on streamed broadcasts and are encouraged to listen to the Station on-air versus online. The Station is not responsible for any disadvantages or losses that result from online streaming delays of any nature, nor is station otherwise responsible for any delays in online streaming.
- f. Only one (1) entry per Entrant is permitted. There will be up to a total of seventy-five (75) Qualifying Prize Winners and one (1) Grand Prize Winner will be selected in the Contest. Only one (1) Qualifying Prize Winner or Grand Prize Winner, per household for the duration of this Contest is permitted. To avoid any confusion, an Entrant can only be a Qualifying Prize Winner and/or Grand Prize Winner once during this Contest.
- g. All entries must be received by the end of the Entry Period.

2. ELIGIBILITY RESTRICTIONS

- a. The Contest is open to all persons who are legal U.S. residents of the state of Utah, eighteen (18) years of age or older, and who reside in one of the jurisdictions that make up the listening area of Utah. Void where prohibited or restricted by law.
- b. The following individuals are NOT eligible to enter Station contests at any time, even if such individuals meet the age and residency requirements above: (i) Any employees (i.e., full-time, part-time and/or temporary employees) of the Station, Bonneville International Corporation, other area radio stations, Contest Sponsor, of any advertising and promotion agencies, and/or of the respective parent entities, subsidiaries, affiliated companies of each; (ii) Any immediate family members of such employees, including without limitation current and/or ex-spouses, parents, grandparents, children, grandchildren, siblings, in-laws, and/or steps in any of the foregoing categories; and (iii) Any other individual legally residing in the same household (i.e., at the same address) of such employees, including without limitation roommates, housemates, significant others, and partners.
- c. Unless the Station otherwise specifies, persons who have previously won a prize (cash, services, merchandise) from a contest or Station event from any of the Bonneville International Radio Stations are subject to the following restrictions:

Persons who have won a prize valued between \$101 and \$499 in the ninety (90) days prior to entering the Contest are not eligible to participate. Persons who have won a prize valued between \$500 and \$999 in the six (6) months prior to entering the Contest are not eligible to participate. Persons who have won a prize valued at \$1,000 or more in the twelve (12) months prior to entering the Contest are not eligible to participate. These restrictions also apply to immediate household members of contest or winners.

- d. To claim a prize, the Qualifying Prize Winners and Grand Prize Winner must provide valid government-issued photo identification and provide their complete address, date of birth, phone number, email address and Social Security Number.
- e. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any Entrant who does not meet the eligibility requirements and will also delete any entry as required by law.
- f. This Contest is subject to all applicable federal, state and local laws and regulations. By participating in this Contest and/or acceptance of prize(s), Entrants, Qualifying Prize Winners and Grand Prize Winner agree to comply with these Official Rules and the decisions of the Station, which are final and binding in all respects.

3. PRIZES

- a. There will be a total of seventy-five (75) Qualifying Prize Winners. Each qualifying prize will consist of: one (1) fifty dollar (\$50.00) check payable to the Qualifying Prize Winner. The Approximate Retail Value ("ARV") of the qualifying prize is fifty dollars (\$50.00). One (1) grand prize will be awarded. The grand prize consists of: (i) one (1) Sole F80 Treadmill (\$1,599.99); (ii) one (1) Sole E35 Elliptical (\$1,499.99); and (iii) one (1) Sole R92 Recumbent Bike (\$999.99). The ARV of the grand prize is \$4,099.97. Transportation costs are excluded in the given price. Any difference between stated value and actual value will not be awarded. The Qualifying Prize Winners and Grand Prize Winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the prize(s). The prize(s) is not refundable or transferable, may not be sold to a third party, and may not be substituted or exchanged for cash or credit at any time, nor will the prize(s) be replaced if lost, stolen, or damaged.
- b. The Station will provide Contest Sponsor with the Grand Prize Winner's contact information to coordinate delivery of the above grand prize. The Contest Sponsor shall in no way be responsible for the administration of the Contest except for providing the grand prize to the Grand Prize Winner and providing social media advertisement of the Contest on the Contest Sponsor's owned-and-operated social media sites.

- c. THE GRAND PRIZE IS AWARDED "AS IS" AND THE STATION AND CONTEST SPONSOR DO NOT MAKE (AND ARE NOT RESPONSIBLE FOR) ANY REPRESENTATIONS, GUARANTEES, OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATING TO THE GRAND PRIZE (INCLUDING, WITHOUT LIMITATION, ANY IMPLIED WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE), AND ALL SUCH WARRANTIES ARE HEREBY DISCLAIMED.
- d. As indicated above, all sales, prizes and other taxes, gratuities and any other incidentals associated with the prize are the sole responsibility of the Qualifying Prize Winners and Grand Prize Winner. The prizes consist only of the elements expressly set forth above; no other elements or expenses are included in the prizes and all such expenses are the sole responsibility of the Qualifying Prize Winners and Grand Prize Winner. As noted above, prizes are not transferable or exchangeable and may not be substituted, except by Contest Sponsor for reasons of unavailability, in which case, a prize of equal value will be awarded. The Station and Contest Sponsor assume no responsibility or liability for damages, loss, or injury resulting from acceptance or use of the prize. The Station reserves the right, in its sole discretion, to cancel or suspend the Contest should a virus, bug, computer, or other problem beyond the control of the Station corrupt the administration, security, or proper execution of the Contest, or the Internet portion of the Contest. Decisions of the Station and Contest Sponsor are final.
- e. **If due to a printing, production or other error, more prizes are claimed than are intended to be awarded for any prize level, the intended prizes will be awarded in a random drawing from among all verified and validated prize claims received for that prize level. In no event will more than the stated number of prizes be awarded.**

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Contest Sponsor and Station management with respect to the Contest are final.
- b. Seventy-five (75) Qualifying Prize Winners and one (1) Grand Prize Winner will be selected on-air as described above in Section 1 of these Official Rules. One (1) Grand Prize Winner will be selected on November 2, 2020 at approximately 5:00 p.m. (MDT) in a random drawing of all eligible on-air Qualifying Prize Winners during the Entry Period.
- c. Odds of qualifying for the grand prize depend upon the number and order of eligible phone calls received. Odds of a Qualifying Prize Winner winning the grand prize are one (1) in seventy-five (75).
- d. Qualifying Prize Winners and Grand Prize Winner must listen to the Station to win but do not need to be present to win. Qualifying prizes must be picked up or claimed within thirty (30) days of winning, as directed by the Station, including in-

person, if public health conditions permit, at the office of the Station located at 55 North 300 West, Salt Lake City, Utah 84180 between regular business hours of 8:00 a.m. (MT) to 5:00 p.m. (MT), Monday through Friday. If public health conditions do not permit Qualifying Prize Winners to claim the prize in person within thirty (30) days, the Station will coordinate with the Qualifying Prize Winner to confirm Qualifying Prize Winner's identify remotely and to deliver the prize by mail or other means of delivery. If a Qualifying Prize Winner chooses to have a prize shipped, the Qualifying Prize Winner will be required to sign a release that the Station and any Released Parties (defined below) are not responsibility if the prize is late, lost, stolen, misdirected, undeliverable, or damaged during shipping. In such cases, there is no purchase necessary to enter or win, except for reasonable postage and handling fees the amount of which shall not exceed \$1.50 plus the actual cost of postage to ship the prize. The Station will provide Contest Sponsor with the Grand Prize Winner's contact information to coordinate delivery of the grand prize.

- e. Potential Qualifying Prize Winners and Grand Prize Winner will be notified of winning by telephone. Prize(s) will be awarded only upon confirmation of eligibility and completion of all requisite releases. Upon notification or notification attempt, the potential Winner(s) will be required to respond to such notification attempt and must execute and return, along with the guest(s) of the Winner, an IRS Form W-9, affidavit of acceptance, eligibility, liability, publicity release, and if applicable, Contest Sponsor liability release forms within thirty (30) days of such notification or notification attempt or prize(s) will be forfeited. If a potential Qualifying Prize Winner or Grand Prize Winner is deemed ineligible for any reason, cannot be contacted, fails to sign and return the fully-executed affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential Qualifying Prize Winner or Grand Prize Winner forfeits the prize(s). The Station or Contest Sponsor is not responsible for any changes in an Entrant's, Qualifying Prize Winner, or Grand Prize Winner email address, phone number, mailing address or other contact information.

5. CONDITIONS

- a. Any attempt by any Entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins or any other methods may void that Entrant's entries and that Entrant may be disqualified. The use of any device to automate multiple entries is prohibited. Any use of robotic, repetitive, automatic, programmed, or similar entry methods or agents (including, but not limited to, promotion entry services or proxies) will void all entries by that Entrant at the Station's discretion. The Station's computer or telephone system is the official time keeping device for this Contest. In the event of a dispute, entries will be deemed to have been submitted by the Authorized Account Holder. The "Authorized Account Holder" is the natural person who (i) is assigned to an email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses

for the domain associated with the submitted email address; or (ii) is assigned to the mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. The Station, in its sole discretion, reserves the right to disqualify any person who it believes is tampering with the entry process or the operation of the Contest. Failure to comply with the rules of the Contest may result in an Entrant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good-faith determination that an Entrant has cheated or committed fraudulent activity in connection with a Contest, the Station may disqualify that Entrant from entering and/or winning this and any or all future Station-administered contests and seek damages to the fullest extent permitted by law.

- b. The Station reserves the right to modify these rules for clarification or equitable purposes without materially affecting the terms and conditions of the Contest, including, without limitation, the substitution of a prize(s) of equivalent value, which will become effective upon announcement. To the extent the Station makes material changes to the terms and conditions of the Contest, any such material changes will be broadcast on the Station and/or posted on its website: <https://fm100.com/> within twenty-four (24) hours of the change and periodically thereafter. If due to circumstances beyond the control of the Station, any Contest Sponsor location is closed, competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled due to weather, natural disasters, disease, epidemic, pandemic, national or regional emergency, the Station reserves the right, but does not have the obligation, to cancel, terminate, suspend, or modify the Contest and shall not be required to award a substitute prize(s). If any provision of these Official Rules is irrevocably inconsistent with any provision set forth on the Contest webpage, then the provision of these Official Rules will prevail but solely to the extent of the inconsistency.
- c. Calling the Station regarding the Contest constitutes permission for the Station to tape the caller's voice and use it on the air. All telephone calls during the Contest may be taped without further permission from the caller. By entering the Contest and/or acceptance of prize(s), all Entrants consent to the use of their name, photograph, likeness, biography, voice, video, entry materials, prize information (if any), or any statements made for trade, publicity, advertising, or promotional purposes, in any and all media, now known or hereafter devised, including online announcements, without limitation, and without compensation, except where prohibited by law.
- d. Each Qualifying Prize Winner and Grand Prize Winner will be required to produce identification satisfactory to the Station. For example, Qualifying Prize Winners and Grand Prize Winner will be required to sign an IRS Form W-9 and verify their identity either in-person or through email, DocuSign, or videoconference, an affidavit of eligibility and release, including a publicity release, as prepared by the Station prior to receiving their prize. Each Qualifying Prize Winner and Grand Prize Winner will solely be responsible for any (federal, state, or local) taxes or fees that result from the receipt and/or use of their prize and may receive an IRS

Form 1099-Misc for all prizes won from the Station in any calendar year where the aggregate value of all such prizes is \$600 or more. The Contest is void where prohibited by law. Failure to comply with the terms and conditions applicable to Contest entry, including without limitation submitting an incomplete or fraudulent entry, and/or failing to complete the entry process, will result in such entry being disqualified from such Contest. Any individual(s) that is found to be, or suspected of, tampering with a Contest in any way, including without limitation by making a fraudulent entry, by engaging in any "deal-making" with or between other Contest Entrants or third parties, by creating a public hazard, by cheating, by engaging in improper or illegal activity, by causing interference with or the destruction of property, and/or utilized public safety resources will be disqualified from participating and/or winning any prize(s), as applicable, and may be banned from any future participation in any Contest as determined by Station at its sole discretion, and on a case-by-case basis.

- e. Participation in a Contest and/or acceptance of prize(s) constitutes agreement by Entrants, Qualifying Prize Winners and Grand Prize Winner to forever discharge, indemnify, and hold harmless Station, its affiliates, parents, assigns, successors, employees, participating Contest Sponsors, agents and all others connected with them, and the Contest (the "Released Parties") from any and all liability, claims, actions, and damages sustained or incurred by participation in the said Contest, and the receipt and use of any prize(s) awarded (if any) through such Contest arising in any manner whatsoever, including but not limited to an act or omission, whether negligent, intentional or otherwise caused by Station, its affiliates, parents, assigns, successors, employees, sponsors, agents, and all others connected with them and the Contest.
- f. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering, or the administration of the Contest or in the announcement of a prize; (ii) incorrect or inaccurate information, human error, failure, or omission; (iii) unauthorized human intervention; (iv) lost, stolen, mangled, misdirected, illegible, incomplete, or late entries; (v) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, telephone service outages, delays, busy signals, poor signals, or signal interference, accidental disconnection, equipment malfunctions, and any other technological failures; or (vi) any cancellations, delays, diversions, or substitutions or omissions by any transportation providers or any other persons or entities providing any services to Entrant(s), Qualifying Prize Winner(s) and Grand Prize Winner including any results thereof such as changes in services or location necessitated by same; or (vii) if any part of a Contest cannot be conducted and/or if a prize, either in whole or in part cannot be awarded due to the closure of any Contest Sponsor location, acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, war (declared or undeclared), fire, flood, epidemic, pandemic, disease, national or regional emergency, explosion,

unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Station's sole control. Upon awarding the prize, the Station will have no further obligation to the Qualifying Prize Winners and Grand Prize Winner.

- g. Except where prohibited, by entering the Contest, each Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize(s) awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in Salt Lake City, Utah; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall such costs include attorneys' fees; and (iii) no punitive, incidental, special, consequential or other damages, including, without limitation, lost profits may be awarded (collectively, "Special Damages"); and (iv) Entrant hereby waives all rights to claim Special Damages and all rights to have any damages awarded multiplied or increased. Utah law governs the interpretation and construction of these Official Rules and all aspects related thereto.

6. PRIVACY

- a. By participating in the Contest and/or acceptance of prize(s), Entrant agrees to the Station's Terms of Use Agreement and to the use of Entrant's personal information as described in the Privacy Policy located at: <https://fm100.com/>. In the event of conflict between the Station's Terms of Use Agreement and these Official Rules, the terms of these Official Rules shall apply. Any information that Twitter, Facebook, or Instagram collects through an entry in the Contest may be subject to Twitter's, Facebook's, or Instagram's own terms and policies.

7. COPY OF OFFICIAL RULES

- a. Any violation of these rules will result in disqualification. Consistent with Section 1(e), only one (1) entry per Entrant is permitted. Any attempt by any one or more Entrants to obtain more than one (1) entry by using the same phone number, email address, Twitter account or similar registration method through any means including, without limitation, multiple/different email addresses, Twitter accounts, identities, registrations, logins or other methods will void all entries from that address or account, and such Entrant(s) will be disqualified.
- b. Copies of these rules are available at the Station's website: <https://fm100.com/>, in person at the Station located 55 North 300 West, Salt Lake City, Utah 84180, during regular business hours 8:00 a.m. (MT) to 5:00 p.m. (MT), Monday through Friday, or by sending a request, along with a self-addressed stamped envelope, to the Station at the same address.