

## CBS Radio's KEYES STARS Promotion Rules

***NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.***

### 1. HOW TO ENTER

- a. These rules govern the CBS Radio KEYES STARS promotion (the "Promotion") being conducted by KROQ-FM, KAMP-FM, KCBS-FM, KRTH-FM and KNX (collectively referred to as "CBS Radio") beginning on January 20, 2010 at approximately 12:00 AM Pacific Time ("PT") and ending on March 28, 2010 at approximately 11:59 PM PT.
- b. To participate in the Promotion, you may enter via the following method:

Listeners must log onto [www.KeyesStars.com](http://www.KeyesStars.com) and follow the links to the Promotion page. Enter your first name and last name, complete address, city, state, zip code, telephone number, date of birth, a valid email address and upload your sixty (60) seconds "Keyes" jingle in the online entry form, jingle can be video or mp3. Only one internet entry per person per email address is permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by CBS Radio. CBS Radio's computer is the official time keeping device for the Promotion. CBS Radio is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems. All entrants must agree to CBS Radio's online submission release in order to submit his or her entry. All entries must be received by February 28, 2010 at 11:59 PM PT.

### 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 years of age or older and who reside in California. Employees of CBS Radio, its licensee, the licensee's parent, subsidiary and affiliated entities, CBS Radio's advertising and promotional agencies, its participating sponsors, other radio stations in the Los Angeles metropolitan area, the members of their immediate families (spouse, parent, sibling or child) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

- b. Listeners are eligible to win a prize in a Promotion conducted by CBS Radio only once every thirty (30) days and only once every six (6) months if the prize is valued over \$600. Only one (1) winner per household is permitted in any CBS Radio promotion.
- c. The winner must provide valid government-issued photo identification and provide their complete address, date of birth and phone number to claim a prize.
- d. Contestants are required to provide truthful information and CBS Radio will reject and delete any entry that it discovers to be false or fraudulent. CBS Radio will disqualify any entry from individuals who do not meet the eligibility requirements, and CBS Radio will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

### 3. PRIZES

- a. One (1) Grand Prize will be awarded. The Grand Prize is the opportunity to be featured in a Keyes commercial and a thirty-six (36) month lease for a 2010 Honda LX with an Approximate Retail Value up to \$19,115.00 and includes climate and convenience packages and destination charge. The lease duration is thirty-six (36) months and the mileage allowed is 12,000 miles. Grand Prize winner is responsible for excess wear and mileage over 12,000 miles/year at \$0.20 / mile. The total ARV of monthly lease payments (including lease payments, sales tax, & acquisition fee and excluding title & license fee that are to be determined) is \$7,500.00. Grand Prize winner must receive credit approval by Keyes Motors Finance prior to delivery. If the potential Grand Prize winner does not receive credit approval, then that potential Grand Prize winner will receive \$7,500. Grand prize winner to take delivery of pre-selected Honda LX from retailer inventory. The lease commences upon delivery of the Honda LX to the Grand Prize winner. The Grand Prize winner must take delivery of the Honda LX from Woodland Hills Honda at 6111 Topanga Canyon Ave., Woodland Hills, CA 91367.
- b. CBS Radio accepts no responsibility for repairing any real or supposed damage to any prize. Grand prize winner will be solely responsible for all car title, tax, tags, proof of insurance and license and registration fees, emissions inspection, freight, delivery, dealer prep, additional equipment, all federal, state and local taxes, insurance, gasoline, vehicle maintenance, all other fees and expenses not specified herein associated with the receipt and use of this prize vehicle. Winner must provide proof of insurance and a valid driver's license. All obligations must be met before contestant takes possession of the car. The winner will accept the chosen prize vehicle "as is." CBS Radio accepts no responsibility for repairing any real or supposed damage to the prize car from this Promotion. If the Grand Prize is not available at sweepstakes end including vehicle color, a substitution of equal or greater value will be made at CBS Radio's choice. Neither CBS Radio nor the other sponsors have made or are responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law,

relating to the Grand Prize vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the vehicle. Any additional car options (including the interior and exterior color of the prize) not specified herein are subject to availability and any costs associated with such options will be the responsibility of the winner.

- c. The Grand Prize winner is responsible for full maintenance of the vehicle according to owner's manual. The Grand Prize winner is responsible for full insurance coverage and must provide proof of insurance and a valid license at time of delivery. Keyes Motors, INC ("Keyes") covers only sales tax. Keyes reserves the right to cancel, amend or revoke this program at any time.
- d. Grand Prize winner will be required to furnish legal proof of eligibility, including a valid driver's license and valid Social Security card, at 5901 Venice Blvd., Los Angeles, CA within seven (7) days of winning. Additionally, Grand Prize winner will be required to provide proof that the minimum liability insurance required by vehicle lease has been purchased before vehicle will be released to winner. Unless prohibited by law, acceptance of the prize constitutes permission to use the name, photographs, voices and likenesses for publicity and promotional purposes without further compensation to the winners. The Grand Prize winner will be required to execute an affidavit of eligibility and release.
- e. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, at its sole discretion, 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. Other restrictions may apply.

#### 4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of CBS Radio management with respect to the Promotion are final.
- b. Fifteen (15) finalists will be selected by the CBS Radio promotions department based on creativity and use of the Keyes song on March 1, 2010 at 5:00pm PT from all eligible entries received by the Promotion deadline. CBS Radio promotions will select the finalists, in their sole and absolute discretion.
- c. The fifteen (15) finalists' videos or mp3s will be posted online at [www.KeyesStars.com](http://www.KeyesStars.com) on Monday, March 8, 2010 at 7:00am PT. The top fifteen (15) finalists will be notified by phone on Monday, March 8, 2010. Finalists have until Wednesday, March 10, 2010 at 10:00am PT to respond. If a finalist does not respond before the deadline, an alternate finalist will be chosen at the discretion of the KROQ promotions department.
- d. Grand Prize Winner selection process: Listeners can vote on their favorite entry at [www.KeyesStars.com](http://www.KeyesStars.com), vote for your favorite by selecting the submission of your choice, one vote per person, voters do not need to login in before voting.

The online listener votes will be used solely as a guide to assist KROQ and Keyes in making their final decision. Listener votes will not affect the outcome of the selection of final winner. Dates for online voting will be March 8, 2010 at 7:00am PT through March 21, 2010 at 11:59pm PT. Only one internet vote per person. The CBS Radio promotions department will select one (1) Grand Prize winner from the fifteen (15) finalists based on creativity and use of the Keyes song.

- e. The potential Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release and (where imposing such condition is legal) a Publicity Release (collectively, "Prize Claim Documents"). If a winner (or a minor winner's parent or legal guardian) fails or refuses to sign and return all Prize Claim Documents or the Definitive Agreement within ten (10) days of prize notification (or a shorter time if required by exigencies), the Prize winner may be disqualified and an alternate Prize winner may be selected from the remaining finalists by the judges based on the same judging criteria described above.

## 5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by CBS Radio in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize or prize certificate, CBS Radio, in its sole discretion, may require Promotion winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless CBS Radio, its licensee, the licensee's parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of CBS Radio that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, CBS Radio reserves

the right to cancel, terminate or modify the Promotion. If the Promotion is terminated before the original end date, CBS Radio reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.

- e. CBS Radio, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of CBS Radio's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If CBS Radio makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, CBS Radio reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. CBS Radio reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of CBS Radio, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, CBS Radio reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.
- g. CBS Radio is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by March 28, 2010 to "Keyes Promotion – Official Rules," Attn: Promotions, CBS Radio, 5901 Venice Blvd. Los Angeles, CA 90034. For the names of the prize winners send a self-addressed stamped envelope for receipt by May 28, 2010 to the above address marked "Keyes Promotion– Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of CBS Radio and may be posted online at [www.KROQ.com](http://www.KROQ.com).

## 6. PRIVACY

- a. By use of CBS Radio's website or by entering the Promotion through CBS Radio's website, you agree to the website's Terms of Use Agreement located at [www.KeyesStars.com/useragreement](http://www.KeyesStars.com/useragreement) and to the use of your personal information as described in the Privacy Policy located at [www.KeyesStars.com/privacy](http://www.KeyesStars.com/privacy).

**Sponsor:** Keyes Motors, Inc. 5855 Van Nuys Blvd., Van Nuys, CA 91401

**Administrator:** CBS Radio, 5901 Venice Blvd., Los Angeles, CA 90034