

HOOPS MANIA 2012

Official Rules

No purchase necessary. One valid entry per contestant.

CONTEST DESCRIPTION

The Hoops Mania Contest ("Contest") will begin on March 5, 2012 and end on April 2, 2012 ("Contest Period"). This Contest will be conducted exclusively online. Contest entry methods and participation are more fully described below.

ELIGIBILITY RESTRICTIONS

The Contest is open to listeners of 99.3/105.7 KISS FM who are legal residents of the United States residing within the geographic listening area of the station and are eighteen (18) years of age or older at time of entry to be eligible for this Contest. This Contest is void where prohibited by law.

Employees of 99.3/105.7 KISS FM, Radio One, Inc., UPICKEM.com, Second Street Media Solutions, SCA Promotions, Inc., their respective parents, affiliates, subsidiaries, agents, successors, and assignees, advertising agencies and promotional partners involved in this Promotion (the "Promotional Parties"), as well as family members and those living in the same households (whether related or not) of any of the above, shall be ineligible to participate or win in this Contest and shall be ineligible for any prize covered herein. For purposes of this Contest, family members mean spouses, parents, grandparents, children, and siblings and their respective spouses. Contest participants acknowledge that the Promotional Parties are not liable for reimbursement of any prizes otherwise payable to Promotion contestants who are in violation of this provision.

The Promotional Parties reserve the right to restrict the local winners to only such persons whose primary residence is within 99.3/105.7 KISS FM 's geographic coverage area.

By entering this Contest, entrants agree to abide by the terms of these Official Rules and by the decisions of the Promotional Parties, which are final on all matters pertaining to the Contest. Promotional Parties retain the right to disqualify any contestant if all Contest rules are not followed.

Any misrepresentation of fact as to a contestant's eligibility, whether intentional or unintentional, will be sufficient cause to forfeit any prize award. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by Promotional Parties, in their sole discretion to be ineligible, he/she will be required to forfeit any prize(s) or to reimburse the Sponsor for the stated value of a prize if such a violation is found after the prize has been used by winner.

Persons who have won a prize in another contest or promotion of any kind from 99.3/105.7 KISS FM within the thirty (30) day period immediately preceding the start date of this Contest

are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from 99.3/105.7 KISS FM during any thirty (30) day period.

This Contest is not intended to be used for gambling purposes. If it is determined that a participant is using the Contest for gambling purposes, he / she will be disqualified.

HOW TO ENTER

During the Contest Period, eligible listeners of 99.3/105.7 KISS FM will be encouraged to participate in the Contest by registering through the Station's website at www.kissrichmond.com (via a link to the registration form and entry form).

Upon entering the Contest website, contestants are to follow the on-screen instructions by supplying their name, address, phone number, birth date, email address and other requested information.

Entry forms will feature team brackets and contain spaces for contestants to designate their winning team predictions for the tournament. Contest participants must legibly complete all requested information. Once all requested information has been completed, click on the "Submit" button. After confirming the entry, contestants will be entered in the Contest.

In the event of a dispute regarding the identity of a participant's entry, the entry will be deemed to have been made by the authorized holder of the email account at the time the entry was made.

HOW TO PLAY

In the "Upfront" game, you pick the winner of each game of each round of the tournament prior to the start of the first full round of the tournament (i.e., the round of 64 teams).

Select the team that you predict will win each game of the Men's College Basketball Tournament and enter the score for the designated tie-breaker game. You may enter your picks until fifteen (15) minutes before the start of the first game of the first full round of the tournament (i.e., the round of 64 teams). You must select a winner for each game or your entry will not be accepted. You will not be required to pick the winners of the "First Four" play-in games. Limit one (1) entry per person.

Each round of the tournament is worth up to 64 points. There are 6 rounds in the tournament worth up to 384 points. You will receive 2 points for each First Round game you pick correctly. You will receive 4 points for each Second Round game you pick correctly. You will receive 8 points for each Third Round game you pick correctly. You will receive 16 points for each Fourth Round game you pick correctly. You will receive 32 points for each Fifth Round game you pick correctly. You will receive 64 points for picking the winner of the Championship game. If a game is canceled, forfeited, or indefinitely suspended for any reason, that game shall not count for any participant and scores will be computed as if the game did not exist.

The participant with the highest score for each round will be deemed the round winner, subject to verification. The participant with the highest total score for all rounds combined will be deemed the Grand Prize winner, subject to verification of eligibility.

PRIZES

Local Prizes for 99.3/105.7 KISS FM to be awarded as follows:

- At the end of the Contest Period, the contestant with the most accurate picks for the overall tournament will be awarded a prize (TBA at a later time).

National Prizes:

Each round of the tournament is worth 64 points. There are 6 rounds in the tournament that total up to 384 points. First round games are 2 points each. Second round games are 4 points each. Third round games are 8 points each. Fourth round games are 16 points each. Fifth round games are 32 points each. And the final championship game is worth 64 points.

The following items may be awarded by UPICKEM.com as national prizes to eligible contestants:

- One (1) \$1,000,000 cash prize will be awarded if a participant correctly picks all 63 games correctly. If more than one participant correctly picks all 63 games correctly, the \$1,000,000 cash prize will be evenly divided and distributed among all participants who correctly picked all 63 games.
- Up to three (3) \$10,000 cash prizes will be awarded to participants who pick 61 or 62 games correctly. If there are more than three participants who correctly pick 61 or 62 game, the three \$10,000 cash prizes (\$30,000) will be evenly divided and distributed among all participants who correctly picked 61 or 62 games.
- Up to five (5) \$1,000 cash prizes will be awarded to participants who pick 60 games correctly. If there are more than five participants who correctly pick 60 games, the five \$1,000 cash prizes (\$5,000) will be evenly divided and distributed among all participants who correctly picked 60 games.
- Each participant can only win one of these cash prizes. So, for example, a participant who correctly picks all 63 games would receive the \$1,000,000 cash prize, but not a \$10,000 cash prize or \$1,000 cash prize, and a participant who correctly picks 61 or 62 games would receive the \$10,000 cash prize, but not a \$1,000 cash prize. These prizes will not be awarded unless someone correctly picks the required number of games. Determination of cash prize winners, verification of eligibility, and compliance with these rules will be conducted by SCA Promotions, Inc., whose decision will be final.

Each winner will be notified using the contact information that was provided at the time of Contest entry.

Prize must be claimed at the offices of 99.3/105.7 KISS FM located at 2809 Emerywood Parkway, Suite 300, Richmond, VA 23294. The winner will be notified when the prize is available for pick-up.

If a Contest winner does not claim their prize within thirty (30) days of winning notification, the prize will be forfeited.

By accepting the prize, the winner acknowledges that the Promotional Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.

Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize.

All cash prizes won will be awarded in the form of a check.

Prize Structure Examples:

Participants can only win one (1) of the national cash prizes described in these rules. So, for example, a \$1,000,000.00 winner cannot also win a \$10,000.00 or \$1,000.00 prize and a \$10,000.00 winner cannot also win a \$1,000.00 prize.

One (1) \$1,000,000.00 cash prize could be awarded to an eligible contestant who picks all 63 games in the contest correctly. If there is more than one (1) verified winner, the prize award will be evenly divided among all winners.

Up to three (3) \$10,000.00 cash prizes could be awarded to eligible contestants who pick 61 or 62 games in the contest correctly. If there are more than three (3) verified winners the prize awards will be evenly divided among all winners.

Up to five (5) \$1,000.00 cash prizes could be awarded to eligible contestants who pick 60 games in the contest correctly. If there are more than five (5) verified winners the prize awards will be evenly divided among all winners.

Determination of cash prize winners, verification of eligibility, and compliance with these rules will be conducted by the Promotional Parties, whose decision will be final.

Score Approximation Formula:

1. Subtract what the participant chose as the score for the winning team from the actual winning team's score and square this value.
2. Subtract what the participant chose as the score for the losing team from the actual losing team's score and squares this value.
3. Add the value from 1 and 2 above together to get the participant's "score approximation". The participant with the lowest "Score Approximation" will be deemed the winner.

If there are still ties, the ties will be broken based on the following criteria in this order:

1. The most points earned in the Fifth Round.
2. The most points earned in the Fourth Round.
3. The most points earned in the Third Round.

4. The most points earned in the Second Round.
5. The most points earned in the First Round.
6. If there is still a tie the computer picks a random winner from the tied players.

All decisions of the Promotional Parties are final.

If a game is canceled, forfeited, or indefinitely suspended for any reason, or if a game results in a tie, that game shall not count for any contestant and scores will be computed as if the game did not exist.

Winners will be notified by email. If a winner is unreachable after seven (7) days, or if that winner is unavailable for prize fulfillment, an alternate winner will be selected. If the Promotional Parties cannot find an eligible winner for the prize, that prize will not be awarded.

All results posted are unofficial until winners respond to e-mail notification.

This Contest is not intended for gambling. If it is determined that a contestant is using the contest for gambling purposes, they will be disqualified and may be reported to law enforcement authorities.

So long as no participant is materially adversely affected, the Promotional Parties reserve the right to make changes in the contest rules, which will become effective upon being announced on the air and/or posted online.

GENERAL CONDITIONS

Each winner is responsible for all federal, state and local taxes associated with the receipt of the prize and will be required to complete an IRS form W-9. The Promotional Parties reserves the right to withhold prizes until completed form W-9 is received. Any person winning over \$600.00 in prizes will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.

Odds of winning depend on the number of eligible entries received.

By participating in the Contest, the entrants agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Contest, in any media now known or hereafter devised for advertising or promotional purposes in connection with this Contest without additional compensation.

The Promotional Parties reserve the right to substitute any prize with another prize of equal or greater value.

The Promotional Parties reserve the right to use any and all information related to the Contest, including information on contestants obtained through the contest, for marketing purposes or any other purpose, unless prohibited by law.

The Contest and all of the related pages, contents and code are copyrighted, by the Promotional Parties. Copying or unauthorized use of any copyrighted materials, trademarks or any other intellectual property without the express written consent of its owner is strictly prohibited.

Each winner, by acceptance of the prize, agrees to release the Promotional Parties from all liability, claims, or actions of any kind whatsoever for injuries, damages, or losses to persons and property directly or indirectly related to, arising from or in connection with Contest participation or the receipt, possession, ownership, or use / misuse of any awarded prize.

All Contest winners must sign and date official release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.

The Promotional Parties, or their representatives, agents and employees are not responsible for the inability of any participant to complete or continue a telephone call, facsimile transmission or internet registration due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries including any injury or damage to participant's or any other person's computer arising from or relating to participation in this Contest. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. In addition, the Promotional Parties and their representatives, agents and employees are not responsible for lost, misdirected, mutilated, illegible or incomplete Contest entries. Once submitted, entries become the property of the Promotional Parties and will not be returned.

If for any reason, the Contest is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Contest is compromised by virus, bugs, worms or unauthorized human intervention, fraud, acts of God, strikes, terrorists acts, criminal acts of third parties, an insufficient number of qualified Contest entries, or any other causes beyond the Promotional Parties' control which, in the Promotional Parties' sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, the Promotional Parties reserve the right to cancel, terminate, modify or suspend the Contest at their sole discretion.

This Contest is officially hosted and administered by UPICKEM, 317 N 11th Street, Suite 302, St. Louis, MO, 63101.