

WGR 550 COLLEGE BASKETBALL CHALLENGE 2010
Contest Rules

These contest rules are specific to the above contest conducted by Entercom Buffalo, LLC d/b/a WGR-AM (“Station”). Except to the extent specifically set forth below with respect to this specific contest, the WGR general contest rules apply to this contest as well. A copy of these specific contest rules and the WGR general contest rules are available at the Station’s studio at 500 Corporate Pkwy, Suite 200 Amherst, NY 14226 during regular business hours and on the contest page on the Station’s website at www.wgr550.com and www.sportsradio950espn.com **To the extent that the general contest rules of WGR-AM differ from these rules, these rules will govern and control with respect to this Contest.**

How to Enter

1. NO PURCHASE NECESSARY TO ENTER OR WIN.
2. **In order to be eligible to enter or win in this contest, you must be a legal resident of one of the following Buffalo area counties as of the date of entry: Erie and Niagara.** In the event that an entrant who legally resides outside of these counties is “seeded” by Station, he/she will be disqualified (and will forfeit any prize) as soon as Station becomes aware of that fact. Station reserves the right (but not the obligation) to re-award that “seed” position to another entrant at any time. **PLEASE NOTE THAT WROC LISTENERS WHO LIVE OUTSIDE OF THE ABOVE LISTED BUFFALO COUNTIES WILL NOT BE ELIGIBLE TO ENTER OR WIN IN THIS CONTEST.**
3. Station will select up to sixty-five (65) qualifiers in this contest from March 4th, 2010 through the earlier of March 17th 2010 or such time as 65 Qualifiers (described below) have been selected and/or verified. Qualifiers will be selected from among listeners who call in to talk on-air between 6am (ET) and 10am (ET) and between 3pm (ET) and 7pm (ET) each weekday (Monday to Friday only, excluding holidays) at (716) 803-0550 or 1-(888) 550-2550. There is no particular caller number you need to be or criteria you need to meet (other than as set forth in these rules). The applicable talk show hosts will determine from time to time whether or not to award any talk show caller with a Qualifier position in this contest. That decision will be in the sole discretion of the talk host and based on any lawful criteria he/she deems desirable. Those criteria could include, among other things, the hosts’ evaluation of callers’ articulateness, originality, creativity, listener appeal, knowledge, insight regarding the topic discussed during the call, or any other factor.
4. Each selected caller will, upon confirmation of eligibility and compliance with all contest rules (each, a “Qualifier”), win a Qualifying Prize (described below) and be assigned in a predetermined order one of the sixty five (65) seeded places (e.g. West #1. Each, a “Seed”) in the College Basketball Championship (the “Championship”) scheduled to be played between Thursday, March 18th 2010 and Monday, April 5th

2010. Qualifiers' names will be posted on the contest page of www.wgr550.com alongside their assigned Seed. The Team seedings for the Championship are scheduled to be announced by the Championship selection committee on Sunday, March 14th 2010.

5. Qualifiers' team assignments will not change during the contest. An entrant may only become a Qualifier one (1) time in this Contest and no Seed will have more than one (1) Qualifier assigned to it.

How to Win

6. At the end of the College Basketball National Finals Game (currently scheduled to be played April 5th 2010), the Qualifier who is assigned to the winning team will win a Grand Prize (described below), subject to verification of eligibility and compliance with these contest rules.
7. In the event that the final team does not have a Qualifier assigned to it, then no prize will awarded for that team, and the prize shall remain property of the Station.

Prize(s)

8. There will be up to 65 Qualifying Prizes awarded in this Contest. Each verified Qualifier will receive a Certificate for a "Furnace Super- Tune-Up" from Reimer Heating and Air Conditioning valued at \$79. Certificate expires June 30, 2010. Qualifiers are responsible for coordinating the "Furnace Super-Tune-Up" with Reimer Heating and Air Conditioning. Station is not responsible for the work performed by Reimer Heating and Air Conditioning. The tune-up is only available for gas or electric furnaces. **If the Qualifying Prize is not useable by the Qualifier for any reason, no alternate prize or cash value will be awarded and such prize shall be forfeited by the Qualifier.** Qualifying Prizes are not transferable. See important eligibility restrictions in the "Other Rules" section below.
9. Up to one (1) Grand Prize will be awarded in this Contest. The verified Grand Prize Winner will receive a Xenon 13 Seer Hybrid System Model # GSZ13030 (valued at \$5,125) with new coil and installation included. The Hybrid System is an air conditioner/furnace unit in one and is electric based. All labor and all elements of the Grand Prize package must be received and completed by June 30, 2010 on a date mutually agreed to in advance between Reimer Heating and Grand Prize Winner. **THIS PRIZE DOES NOT INCLUDE ANY ELECTRICAL WORK OR GAS WORK OR EXPENSES REQUIRED TO INSTALL OR UTILIZE THE SYSTEM.** Grand Prize Winner is responsible for coordinating the installation of the Grand Prize with Reimer Heating and Air Conditioning. Station is not responsible for the work performed by Reimer Heating and Air Conditioning. See Section 10 below for additional restrictions.
10. This Grand Prize (in its entirety) will be forfeited if the selected Grand Prize Winner or his/her legal spouse either (a) on the date of winning is not the record owner of a stand-alone or multi-family home (co-ops and condos are excluded) that is located

within the Buffalo metropolitan area (as reasonably determined by Reimer Heating and Air Conditioning as part of their usual service area) or (b) on the date of winning is not listed as a tenant on a residential lease of a stand-alone or multi-family home (co-ops and condos are excluded) that is located within the Buffalo metropolitan area (as reasonably determined by Reimer Heating and Air as part of their usual service area) and does not deliver to Station the notarized written consent of the record owner and their landlord within ten (10) days of being selected as the Grand Prize Winner. Station reserves the right to require that the selected Grand Prize Winner provide one or more documents to evidence eligibility and qualification (including, without limitation, deeds and/or leases). Failure to provide any requested documents by the deadline requested by the Station will result in automatic disqualification -- in which case, an alternate Grand Prize Winner may or may not be selected by Station in its sole discretion based on the criteria listed above.

11. **The record owner of the property where the Grand Prize will be installed** must have a standard homeowners insurance policy on the home before any work will commence. Station may require proof of such policy.

Sponsor(s)

12. The sponsors of this contest are: Entercom Buffalo, LLC, Entercom Rochester, LLC, and Reimer Heating and Air.

Other Rules Specific to This Contest

13. THIS CONTEST IS BEING CONDUCTED AS DESCRIBED ABOVE ON WGR RADIO IN BUFFALO BUT MAY ALSO BE BROADCAST BETWEEN THE HOURS OF 3 P.M AND 7P.M ON WROC IN ROCHESTER, WHICH SIMULCASTS WGR'S PROGRAMMING DURING THOSE HOURS. However, WROC listeners and any callers who legally reside outside of the Buffalo-area counties listed above are not eligible to enter or win in this contest.
14. Notwithstanding anything to the contrary in WROC/Rochester's general contest rules, this contest will be governed solely and exclusively by these contest rules and the general contest rules of WGR/Buffalo (which are available at www.wgr550.com and at the studio addresses listed above).
15. **In addition to the requirements set-forth in the general contest rules, the Qualifier and Grand Prize Winner or his/her legal spouse on the date of winning (if applicable) must be the record owner of a stand-alone or multi-family home (co-ops and condos are excluded) OR must be listed as a tenant on a residential lease of a stand-alone or multi-family home (co-ops and condos are excluded) that is located within the Buffalo metropolitan area (as reasonably determined by Station or contest sponsor as part of its usual service area). Tenants must obtain the notarized written consent of the record owner and their landlord in a timely manner in order to be eligible to win any Prize in this contest.**