



BLOW THIS TOWN **CONTEST RULES**

1) Starting February, 15th 2010, 102.9 The HOG (**WHQG-FM/Lakefront Communications, LLC**) and **Midwest Airlines** will conduct the *Blow This Town* contest where HOG listeners can win weekly trip packages valued between \$500 and \$808. No purchase is required.

2) HOG listeners can qualify to win the weekly Grand Prize trip package by being caller 29 on THE HOG Studio Line: (414) 799-1029, toll-free at 1-877-777-1029, 1-866-BOB-N-BRIAN, or #HOG on a US Cellular phone either:

- a) when Bob and Brian ask for the 29th caller between 6a and 10:30a weekdays during the contest timeframe, and
- b) when a designated qualifying song is played in its entirety. The identities of the qualifying songs and times that they will play (within 30 minutes) will only be made available to members of The HOG's *Squeal* e-mail database who log into their accounts at 1029thehog.com. Additional song identities and times that they will play (within 30 minutes) will be only made available to those members of *The Squeal* e-mail database who open their *Squeal* e-mails during the contest timeframe. All qualifiers will win a bottle of "HOG-branded" suntan lotion (retail value = \$5.00) and qualify for that week's Grand Prize trip package.

All eligible entrants will go into a random drawing the Monday after the qualifying week to win the weekly Grand Prize trip. Winner will be announced on their air and need not be listening to win. Winner will be contact by phone and/or e-mail. All contestants must be permanent residents of the state of Wisconsin age 18 or older, (21 or older for the Las Vegas trip), and have a valid form of identification to participate and win prizes in this contest. One qualifier per household during the contest timeframe. A household is determined as any individuals residing at the same address. After winning a contest on WHQG, the individual/household is ineligible to win all other contests on WHQG for a period of thirty (30) days

3) Grand Prize packages are as follows:

- week of 2/15/09 - a trip for 2 to Milwaukee Brewers Spring Training in Phoenix, AZ. 3/23-3/26/10. Trip includes airfare, hotel and 2 game tickets. Approximate retail value = \$528.07
- week of 2/22/09 – a trip for 2 to see AC/DC in Las Vegas ,NV 4/8-4/10/10. Trip includes airfare, hotel and 2 concert tickets. Approximate retail value = \$808.71. Winner will be responsible for hotel resort fee of \$12.95/night.
- Week of 3/1/10 – a trip for 2 to see Nickelback in Orlando, FL 4/18-4/20/10. Trip includes airfare, hotel and 2 concert tickets. Approximate retail value = \$500.80

All prizes are non-transferable. WHQG-FM reserves the right to substitute prizes of equal value and to add/delete prizes from this package during the contest. Any such changes will be announced on 102.9 The HOG and posted on 1029thehog.com. . The HOG can not be held responsible for unforeseen cancellations or delays of concerts/events or transportation caused by weather, promoter or performer.

4) All Winners will be required to provide to WHQG-FM a valid photo I.D., and to sign an affidavit of eligibility and release Lakefront Communications LLC., its stockholders, officers, agents and employees from all liability arising from participating in this promotion. Winner must also and grant permission to WHQG-FM to use their name, voice, photograph and basic personal information for promotional purposes, both for broadcast and other publicity. Failure to do so will result in forfeiture of the prize.

5) All Winners are solely responsible for all applicable local, state, federal taxes and fees. Winners may be issued a 2010 federal 1099 income tax form from WHQG-FM. In accordance with IRS regulations, any winner receiving a prize(s) valued at \$600 or more in a given calendar year will be furnished a copy of IRS Form 1099 (miscellaneous income).

6) All WHQG-FM/Milwaukee Radio Group General Contest Rules apply. This contest is void where prohibited by law. All local, state and federal regulations apply. All giveaways and contests are void where prohibited by law. All local, state and federal regulations apply. As a licensee of the FCC and a trustee of the public airwaves, WHQG-FM reserves the right to interrupt and/or discontinue this contest (and not award the offered prizes) at the discretion of WHQG-FM management if world events, the national mood, or public safety so warrant. WHQG-FM reserves the right to disqualify any winner if the contest rules have been violated in any way. WHQG-FM reserves the right to amend these rules to any contest at any time. All WHQG-FM General Contest Rules apply, and all decisions of WHQG-FM are final.

2/9/10