



EXTREME HOG-OVER ***INSIDE EDITION*** **CONTEST RULES**

1) Starting July 13th, 2009, 102.9 The HOG (**WHQG-FM/Lakefront Communications, LLC**) will conduct the *Extreme HOG-Over - Inside Edition* contest. The grand prize will be a prize package valued at \$8,500.00. No purchase is required.

2) HOG listeners can qualify to win by registering at any *Extreme HOG-Over - Inside Edition* event between July 1st and September 7th, 2009. All events will be announced on 102.9 The HOG and posted on 1029thehog.com. Any additional forms of entry will also be announced on 102.9 The HOG and posted on 1029thehog.com no later than August 15th, 2009.

3) The Grand Prize package contains the following:

American – LCD TV. Value = \$750

Gehl Flooring – Pre-finished hardwood flooring. Value = \$2,000 maximum

Cornerstone Security – Home security system. Value = \$1,000 maximum

Wirtz's Woodwork – customized cabinet. Value = \$1,000

Focus on Energy – Home Performance with ENERGY STAR home evaluations – Value = \$450

Soft Water – reverse osmosis system. Value = \$675

Iron Fireman Heating and Cooling – Trane equipment or Fall preventative maintenance package. Value = \$1,000 maximum

Maxcare Hardwood Floor - \$500 gift certificate

\$1,000 in American Express Gift cards from Pepsi

\$125.00 from 102.9 The HOG

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. No contracts or additional purchases will be required of Grand Prize Winner to collect these prizes.

4) Grand Prize Winner will be announced on September 8th, 2009 and contacted by phone. Grand Prize Winner need not be listening to win Grand Prize package. All contestants must be permanent residents of the state of Wisconsin age 18 or older, and have a valid form of identification to participate and win prizes in this contest. One entry per household per *Extreme HOG-Over* event. 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.

5) 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.

6) All Winners are solely responsible for all applicable local, state, federal taxes and fees. Winners may be issued a 2009 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).

7) 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.

7/7/09