



GASMAN'S GAS FOR A YEAR CONTEST RULES

- 1) July 7, 2008 – September 2, 2008, **WHQG (Lakefront Communications, LLC)** will conduct **Gasman's Gas For A Year** contest. The grand prize will be a year's supply of gasoline. No purchase is required.
- 2) WHQG listeners can qualify to win one of three ways:
 - a) A minimum of one time a day weekdays between 2p and 7p, listeners will be directed to call THE HOG Studio Line: (414) 799-1029, toll-free at 1-877-777-1029, or #HOG on a US Cellular phone, and the predetermined number caller will qualify for the **Gasman's Gas For A Year** Contest.
 - b) Listeners may register online at 1029thehog.com. Throughout the contest period, qualifiers will be selected to win THE HOG's **Gasman's Gas For A Year** Contest.
 - c) During the contest period, a representative of WHQG will go to a gas station in the WHQG listening area and choose a qualifier at random. Times and locations of where qualifiers will be chosen will be determined at random by WHQG, and will not be announced on WHQG.
- 3) WHQG listeners that qualify will receive a \$50 gas card, and will be eligible to win a year's supply of gasoline. A year's supply of gasoline is defined as the miles driven by the average Wisconsin motorist of 13,500 in 2006 / by the average miles per gallon of 22.2 x \$3.99 price of gasoline on 6/27/08 = \$2,426. All prizes are non-transferable. WHQG 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 WHQG and posted on 1029thehog.com.
- 4) Grand prize winner will be contacted by phone and 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. 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 a valid photo I.D., and to sign an affidavit of eligibility and release Lakefront Communications LLC., its stockbrokers, officers, agents and employees from all liability arising from participating in this promotion. Winner must also and grant permission to WHQG 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 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 reserves the right to interrupt and/or discontinue this contest (and not award the offered prizes) at the discretion of WHQG management if world events, the national mood, or public safety so warrant. WHQG reserves the right to disqualify any winner if the contest rules have been violated in any way. WHQG reserves the right to amend these rules to any contest at any time. All WHQG General Contest Rules apply, and all decisions of WHQG are final.

6/27/08