

NEW 102.7 Commercial Free Cash Official On-Air Contest Rules

These Contest rules are specific to the above Contest conducted by Entercom New York, LLC d/b/a WNEW-FM (collectively the "Station"). Except to the extent specifically set forth below with respect to this specific Contest, the Station's general contest rules apply to this Contest as well. A copy of these specific Contest rules and the Station's general contest rules are available at the Station's studio at 345 Hudson Street, 10th Floor, New York, NY 10014 during regular business hours and on the Station's website at <https://new1027.radio.com/rules>. To the extent that the Station's general contest rules differ from these rules, these rules will govern and control with respect to this Contest.

How to Enter and How to Win

1. No purchase necessary to enter or to win the NEW 102.7 Commercial Free Cash (the "Contest").
2. To enter the Contest the NEW 102.7 Commercial Free Cash Giveaway, entrants can enter starting at 7:00am (ET) on Thursday, February 27, 2020 and ending at 11:59pm (ET) on Thursday, May 21, 2020 OR until \$116,000 has been given away as prizes in this Contest (whichever happens first), by going to new1027.radio.com/cash, clicking on this Contest's link, and completing the online entry form. By submitting the entrant's full name, phone number (including area code), age, email address, and other information requested (some of which may be optional). Only one (1) entry per entrant, and one (1) entry per email address.
 - a. As part of the entry process, entrants may be provided with an opportunity to opt-in to receive solicitations from, and/or to become a member/participate in clubs of (i.e., email clubs, text clubs, and rewards programs), the Station; provided, however, agreeing to receive such solicitations and/or accepting such membership is not a condition of entry into this Contest and will not increase your chances of winning.
3. NuVooDoo telemarketing will also be collecting entries starting at 8:00am (ET) on Monday, March 2, 2020 and ending at 11:59pm (ET) on Friday, March 20, 2020.
4. All entries submitted in accordance with Sections 2 and 3 above will be combined into one (1) pool of entries.
5. Each weekday between Monday, March 2, 2020 and May 22, 2020, or when \$116,000 has been awarded from the Prize Pot (whichever happens first), at approximately 8:00am (ET) the Station will select three (3) entries (each a "**Qualifier**") in a random drawing of all eligible entries received by 11:59pm (ET) on the day before each drawing. All entries not selected will be retained and included in all subsequent drawings during this Contest.
6. **Phase 1** - Each weekday between the hours of 9:00am (ET) and 4:00pm (ET) starting on Monday, March 2, 2020 and ending on Friday, March 27, 2020, the name of each of the three (3) Qualifiers selected that day will be announced on-air. After each Qualifier's name is announced on-air, that Qualifier must call in at 1-800-949-1027 and get through within ten (10) minutes of their name being announced on-air. If the Qualifier calls back and gets through within ten (10) minutes of their name being announced on-air, that Qualifier will win

a \$1,000 prize, upon verification. If the Qualifier does not call back and get through within ten (10) minutes of their name being announced on-air, that prize will be forfeited and put back into the Prize Pot. Each Qualifier's name will only be announced on-air once, and only on the day on which they are selected as a Qualifier.

7. **Phase 2** - Each weekday between the hours of 9:00am (ET) and 4:00pm (ET) starting on Monday, March 30, 2020 and ending on Friday, May 22, 2020 OR until \$121,000 has been awarded in prizes in this Contest (whichever happens first) (the "**Prize Pot**"), the name of each of the three (3) Qualifiers selected that day will be announced on-air. After each Qualifier's name is announced on-air, that Qualifier must call in at 1-800-949-1027 and get through within ten (10) minutes of their name being announced on-air. If the Qualifier calls back and gets through within ten (10) minutes of their name being announced on-air, that Qualifier will win a \$2,000 prize, upon verification. If the Qualifier does not call back and get through within ten (10) minutes of their name being announced on-air, that prize will be forfeited and put back into the Prize Pot. Each Qualifier's name will only be announced on-air once, and only on the day on which they are selected as a Qualifier.
8. The amount of each prize in Phase 1 is \$1,000.00. The amount of each prize in Phase 2 is \$2,000. A maximum of \$121,000 will be awarded in this Contest.
 - a. **WARNING: ONLINE LISTENERS TO STREAMED BROADCASTS MAY EXPERIENCE A LAG IN TRANSMISSIONS DUE TO BUFFERING LIMITATIONS. CONTEST PARTICIPANTS SHOULD NOT RELY ON STREAMED BROADCASTS.**
 - b. **Only those calls to the Station's specific phone number provided at the time calls are solicited shall be eligible to win. Calls to the main Station phone number or any other phone number shall not be accepted for entry to this Contest.**
 - c. **In the event that the amount of money in the Prize Pot reaches \$3,000 prior to May 22, 2020, then only one (1) more prize will be available, and the next (and final) winner (if any) will receive a prize in the amount of \$3,000 instead of \$2,000.**
9. Odds of being selected as a Qualifier depend on the number of entries received before each drawing.

Prize(s)

9. Each prize awarded during Phase 1 is \$1,000. Each prize awarded during Phase 2 is \$2,000, except that the final Phase 2 prize *MAY* be \$3,000, as set forth in Section 8(c) above. Prizes will be awarded until the SOONER of May 22, 2020 OR when the Prize Pot of \$121,000 is awarded and runs out (whichever happens first).
10. Each prize will be awarded in the form of a corporate check that will be mailed to each winner approximately fourteen (14) to sixteen (16) weeks after the Station receives all required paperwork back from each winner.

Sponsor(s)

11. The administrator and sponsor of this Contest are Entercom New York, LLC d/b/a WNEW-FM.

Other Rules Specific to This Contest

12. Station is conducting this Contest using proprietary software owned by a third party known as Second Street Inc. ("Second Street"). Second Street is not a sponsor of this Contest but entrants may be required, as part of the entry process, to agree and consent to Second Street's Terms of Service and Privacy Policy (both of which are available via a link during the Contest entry process) (collectively, the "Second Street Policies") and may be required to register with Second Street. While agreement to the Second Street Policies is required in order to enter this Contest, the Second Street Policies are not a part of these Contest rules but are a separate agreement between the entrant and Second Street. With respect to the conduct of this Contest by Station, in the event of any conflict between the Second Street Policies and the Station Contest rules, the Station's Contest rules govern.
13. Station is not responsible for any error or technical malfunctions associated with the Second Street site that may affect any entrant's ability to enter, to win, or to be properly considered in this Contest, regardless of the cause. In the event of a malfunction associated with the Second Street site that Station (in its sole discretion) deems to materially and adversely affect this Contest, Station reserves the right to suspend this Contest, terminate this Contest without a winner, terminate this Contest and select a winner early, provide alternative means of entry or any other changes to these Contest rules that Station deems appropriate under the circumstances. Any such changes, terminations or suspensions will be announced on air and/or posted on the Station's website, if applicable.
14. Employees of Second Street and its affiliates, their respective parents, affiliates, subsidiaries, advertising sponsors and promotional agencies, and the immediate family members of each are not eligible to win in this Contest