

Official Rules – The 104.7 KCLD/Gilleland Chevrolet Summer Free Ride Fueled by Mountain Dew – Chevy Aveo Giveaway

No purchase necessary. Void where prohibited. Must be 18 years of age or older to play.

Gilleland Chevrolet, Leighton Broadcasting-104.7 KCLD, Bernick's Beverages and Vending and Holiday/Little Dukes hereinafter referred to as "Sponsor"

104.7 KCLD/Gilleland Summer Free Ride Fueled by Mountain Dew Chevy Aveo Giveaway hereinafter referred to as "Promotion"

1. How To Enter:

There is no purchase necessary. All contestants must be 18 years of age or older to participate in the Promotion. Qualifiers must be present day of Grand Prize Aveo giveaway to win. To qualify for Grand Prize Aveo Giveaway, consumer/listener must have an official Promotion Key.

Promotional Keys will be awarded by:

1. Registering at St. Cloud area Holiday & Little Dukes participating locations or Gilleland Chevrolet during promotion period ceasing on 7/25/08. Keys will be awarded on-air, approximately 4 per day, weekdays. Number of keys not to exceed 220.
2. Be spotted by KCLD spotters with an official KCLD static sticker on your car. Number of sticker stop keys not to exceed 110. Sticker stops, at the discretion of the sponsors, may also include additional prizing. KCLD Static Stickers will be available at participating Holiday/Little Dukes retail outlets during KCLD Live Remotes throughout the promotion period or until supplies are exhausted.
3. Attend one of the live broadcasts during promotion period. Number of keys not to exceed 60, approximately 3 per broadcast will be awarded.
4. Last chance at Gilleland 3019 Division Street West, Saint Cloud, Minnesota, July 26, 2008 at 11:00 am. Number of last chance keys not to exceed 5, will be awarded. Must be present to qualify and to win.

Throughout the promotion period, in addition to receiving a key for the Grand Prize drawing, and at the sole discretion of the Sponsor and participating retailers, consumers/listeners may receive secondary prizes valued from \$1-\$25. Qualifying for a key for the Grand Prize Giveaway does not guarantee a secondary prize.

Grand Prize Giveaway will take place 7/26/08 at Gilleland 3019 Division Street West, St. Cloud, MN. Qualifiers must register by 11:00 a.m. and must be present to win.

2. Grand Prize and Approximate Value:

2008 Chevrolet Aveo. Approximate value is \$10,945.00 MSRP

3. General Rules:

Official giveaway begins May 12, 2008 and ends on July 26, 2008. The Promotion is open to anyone 18 years of age or older who meet all eligibility requirements excluding employees of Sponsor and Promotion partners/retailers and their immediate families. Enter as often as you like. All statutes and provisions of the State of Minnesota and the United States Government including the Federal Communications Commission apply to this contest.

Winner(s) must show proof of age and a Social Security Number for the winners' verification to be legal. Winners must complete all necessary paperwork required by Sponsor prior to receiving prize(s). No substitutions or transfer of prize is permitted. Each winner will receive a year-end 1099 Tax Form for prizes valued over \$600. All federal, state, and local taxes are the sole responsibility of the winner. All federal, state, and local laws and restrictions apply.



Acceptance of prize constitutes permission to the Sponsor and its agencies to use the winner's name, voice, and/or likeness for the purposes of advertising and trade without future compensation, unless prohibited by law. By participating in this Promotion, entrants agree to be bound by the official rules and decisions of the judges. Decisions of the judges are final. Sponsor reserves the right to terminate or declare this contest null and rescind any contest rewards if in sole judgement, the rules or the integrity of this contest have been violated or compromised in any way, intentionally or unintentionally by any person whether or not a participant in this contest.

By participating in this Promotion, each participant unconditionally accepts to comply with and abide by these Official Rules and the decisions of the independent judges, whose decisions shall be final and legally binding and non-appealable in all respects. Participants assume all risk of loss, damage, destruction, delay or misdirection of entries submitted for the drawing. Sponsor and their retail partners are not responsible for lost, late, misdirected, incomplete or illegible entries. All entries become the property of Sponsor and will not be returned.

Promotion period is May 12 through July 26, 2008 and will conclude by awarding the Grand Prize to an eligible participant. Sponsor and Promotion partners, at their sole discretion, may elect to participate on a limited time basis throughout the Promotion period. Sponsor and Promotion partner(s), in its sole discretion may include secondary prize offers. Secondary prize offerings will be communicated at retail level and/or on-air at the sole discretion of the Sponsor and Promotion partner(s). Secondary prizes not claimed by midnight July 25, 2008 become the property of Sponsor and Promotion partners.

During the Promotion, or until supplies are exhausted, whichever comes first, KCLD Static Stickers will be available at participating retailers and during live remotes. These stickers provide bonus opportunities for prizing and/or a chance at qualifying for the Grand Prize Drawing.

To enter see "How to Enter" item #1 of these Official Rules.

All entrants, as a condition of participation in this Promotion, agree to release Sponsor and Promotion partners from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages, or losses to person or property which may be sustained in connection with participating in or traveling to or from any prize-related activity.

4. **No purchase necessary:**

Send a 3x5 postcard with your name, address, phone number, email and age to: Summer Free Ride Promotion, P.O. Box 1458, St. Cloud, MN 56302-1458. Limit one (1) request per hand-addressed postmarked outer envelope. No photocopies or mechanically reproduced requests will be accepted. Sponsor assumes no liability for lost, late, stolen, illegible, incomplete, misdirected, mutilated or postage-due mail or requests.

5. **Eligibility:**

Participants must be legal residents of the United States and 18 years of age or older to play. Employees of Sponsor, its affiliates, retail partners, distributors, suppliers, advertising or promotion agencies and family of persons in the preceding categories are not eligible.

6. **Additional:**

Copies of these official rules are available without charge at the Leighton studios located at 619 Mall Germain, St. Cloud, MN 56301, Gilleland Chevrolet located at 3019 Division Street W, St. Cloud, MN during normal business hours or at www.1047kclld.com. By mail: send a self addressed stamped envelope postmarked by 7/18/08 to: Summer Free Ride Official Rules, P.O. Box 1458, St. Cloud, MN 56302-1458. Sponsor assumes no liability for lost, late, stolen, illegible, incomplete, misdirected, mutilated or postage-due mail or requests.

Gilleland Chevrolet, Leighton Broadcasting, or Bernick's Beverages and Vending ("Sponsor") reserves the right to change these rules at any time with out notice, written or verbal.

