

APPALACHIAN HARLEY DAVIDSON DICE ROLL CONTEST

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS VALID ONLY IN PENNSYLVANIA AND MARYLAND, AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Promotion Period: Contest registration is scheduled to begin on **5/1/2017** and end on **12/15/2017** (the “**Registration Period**”). The grand prize contest event is scheduled to occur on **12/16/2017** from **1:00 p.m. ET – 3:00 p.m. ET** at **Appalachian Harley Davidson** located in **Mechanicsburg, PA**. The contest is subject to all applicable federal, state and local laws and regulations and is void outside PA, MD and wherever prohibited or restricted by law.

Who May Enter: Contest is open to legal U.S. residents, who reside within 250 miles of **Carlisle, PA** and are age 18 or older as of date of entry with a valid U.S. driver’s license or government issued photo I.D., except the following classes of persons who are not eligible to enter:

- Employees, officers, and directors of **Appalachian Harley Davidson**, (“Sponsor”), **Red 102.3 (WCAT)** (“Administrator”), each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this contest (collectively, “Released Parties”) and the members of the immediate families or households of any of the above, whether or not related. “Immediate family members” includes, for purposes of this contest, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses.
- Individuals who are unable or unwilling to be present for the grand prize contest event scheduled to occur on **12/16/2017**.

How to Enter – Four Ways:

- **On Air Contest Qualification – (WCAT-FM):** Listen to WCAT-FM each weekday beginning **5/1/2017** through **12/15/2017** to qualify as a finalist during on air contests. The station will play a designated contest sounder, and/or the announcer will instruct listeners to call the studio contest line during each contest qualification attempt. The designated caller, as determined and announced on-air by the announcer (example: caller 10, caller 105, etc.) at that time will qualify as a finalist for a chance to participate in the grand prize dice roll contest. The designated caller is at the announcer’s discretion and may change from announcer to announcer. Sponsor is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his or her telephone call.
- **Register to Win – Station Events:** Official entry forms will be made available (while supplies last) at WCAT-FM station events as designated and announced by administrator during the registration period. Fully complete an official entry form with all required information including name, address, phone and email. Deposit completed entry into the official registration box provided at station events. All entries must be handwritten. No photocopied or mechanically reproduced entries permitted. All eligible entries must be received by **TBD Date**. Incomplete or illegible entries will be disqualified.

Maximum of one (1) entry per person per station event.

- **Text Entry:** Listen to WCAT-FM in order to obtain the designated **Key Word** and **Short Code** which will be announced on air at various times between the Registration Period. Submit a text entry using your mobile phone by ‘texting’ the designated Key Word, to the designated Short Code. Standard text messaging rates will apply. Maximum of one

entry per person via text entry. Text entries must be **received by 11:59pm ET on TBD Date.**

- **Grand Prize Event Date – Last Chance Registration:** Join the grand prize event on **12/16/2017** at Appalachian Harley Davidson in Mechanicsburg, PA. Obtain and fully complete an entry blank made available prior to the start of the grand prize contest attempts, while supplies last. Deposit entry blank into the registration box available at Sponsor location by the required registration deadline prior to the start of the grand prize contest. **Maximum of one (1) entry per person during grand prize event.**

By submitting a text entry, participants agree to join the Station Mobile Club and agree to be bound by & abide by the official rules of the sweepstakes. Standard text messaging rates apply. Entrants may opt out of Mobile Club membership at any time by replying STOP to any message sent to your mobile phone, or email Support@msnap.com with the message 'STOP' in the subject line, along with your mobile number in the message.

Incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for lost or stolen entries boxes, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. No mechanically reproduced or automated entries permitted. **Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.**

In the event of a dispute as to any text-entry registration, the authorized account holder of the mobile phone used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The "authorized mobile phone account holder" is the natural person listed on the account by the cellular service provider, associated with the mobile phone number used to submit the text entry. All entries received become the property of the Sponsor and will not be returned.

Finalist Selection & Notification: A maximum total of (102) finalists will be randomly selected from all registration methods combined to participate in the grand prize contest event (see contest description below) as follows:

- **On Air Qualifiers:** A total of (15) finalists will be selected through on-air contests.
- **Registration Events:** A total of (30) finalists will be selected from entries received at WCAT-FM remote station events.
- **Text Entry:** A total of (55) finalists will be randomly selected from among all eligible text entries received.
- **Grand Prize Event Date:** A total of (2) last chance finalist will be randomly selected from among eligible entries received on the date of the grand prize contest, prior to the start of the contest. The selected finalist name will be announced at the event, and the finalist must be present at the time of such announcement to participate. The selected finalist must immediately make their presence known to the Administrator, or they will be disqualified and an alternate finalist will be selected and announced.

Maximum of one finalist per household. Each selected finalist will be notified initially by phone or in person of their selection. Any pre-selected finalist that cannot be reached or contacted to confirm their selection after an initial phone call to the number listed on their entry, may be disqualified and an alternate finalist may be selected and notified, time permitting. During the finalist notification phone call, potential finalist must confirm their eligibility, and indicate their willingness and ability to attend the grand prize event on 12/16/2017 to participate in the in the grand prize contest (see description below).

Any selected finalist who does not meet the eligibility requirements, does not wish to participate in the grand prize contest, or who is unable or unwilling to attend the grand prize event will be disqualified. An alternate finalist will then be randomly selected from all remaining eligible entries received, and notified per the procedures outlined above, time permitting. Only finalists selected and notified by Sponsor will be eligible to participate in the grand prize contest. All other entrants are ineligible. Finalist selection and participation is non-transferable. No other individual may participate on behalf of a selected finalist. Decisions of judges in the selection of finalists, and all matters related to this contest are final.

Selected finalist(s) must be present at the date, time and location as specified by Sponsor to participate in the grand prize contest. Any finalist who fails to appear by the required deadline as stated by Station will be disqualified, and will not receive any alternate contest attempts, prize substitution or compensation. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Finalists will be notified of any changes at the time of their selection and/or notification. **Sponsor reserves the right, in its sole discretion to randomly select replacement finalists for any disqualified finalists from anyone in attendance from the crowd on the day of the contest. Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.**

Grand Prize Contest: In order for a grand prize to be awarded to an eligible finalist, the finalist must print and sign their full name on the first unoccupied line of the provided official contestant registration form prior to their dice roll attempt. Each finalist will receive a maximum of one (1) dice roll attempt. The eligible finalist must roll all **(6)** dice provided by Sponsor during each roll attempt, and have each die come to rest with the predetermined winning side face up. The winning symbols for this contest are: **H-A-R-L-E-Y**

Eligible_dice_roll_attempt_requirements

- All dice roll attempts must occur in the presence of the contest administrator(s), and must be recorded on video in its entirety. Any dice roll attempt not in the presence of the contest administrator, or that is not video recorded for any reason will be disqualified and is not eligible for the grand prize;
- Contestants will not be permitted to take any practice or warm-up tosses prior to their attempt. Once a die has been rolled, their attempt is considered to be started.
- **Each eligible contestant must roll all 6 dice all at one time.** Contestants may not attempt to change the outcome of any rolled die, by hitting the die with a subsequent roll attempt;
- All **(6)** dice must be rolled on each individual contest attempt. The winning outcome must occur during a single roll attempt – i.e. contestants may not combine letters during multiple roll attempts. Each roll is its own unique contest attempt, and the **(6)** winning letters must all land face-up on a single roll.
- Each die must be tossed in a completely random manner that does not allow the contestant to “set” or “slide” the dice, alter or influence the random outcome of the roll;
- Each die must be rolled a minimum of two (2) feet in distance from the contestant, in order to prevent the contestant from altering, affecting, influencing, or enhancing the random outcome of any roll. The contest administrator will designate the demarcation line that each die must cross during the roll attempt;
- All dice must come to rest lying flat;
- All dice must land on and remain on the designated dice rolling surface;
- No rolled die may come in contact with any person or object other than the designated rolling surfaces or walls.
- If any die comes in contact with another person or object (other than the dice roll surface or designated walls or backstop) for any reason; or if any person or object in any way interferes, alters, changes, influences or affects the random outcome of the roll, then the entire attempt is disqualified and the contestant may not receive another attempt.

The following will result in the contestant being required to re-roll their entire dice roll attempt;

If any of the following outcomes occur, that dice roll attempt is disqualified and the contestant will be granted a maximum of one re-roll attempt (the contestant must re-roll all **6** dice):

- If the contest administrator deems that any die has failed to cross the dice roll demarcation line;
- If any die is leaning in any manner;
- If any die leaves the designated dice roll playing surface;
- If any contestant inadvertently drops a die as they are preparing to roll, and the dropped die does not meet the eligible dice roll requirements as stated in the contest rules.

In all circumstances, an eligible contestant may have a maximum of one re-roll for any faulted attempt. In the event of a second ineligible dice roll, that entire dice roll attempt will be disqualified and the contestant will not be eligible for any prize claim regardless of the outcome of that roll. If the prize winning requirements are not successfully completed by an eligible finalist, then the grand prize will not be awarded.

Prize Awards & Delivery: In the event of a successful dice roll attempt, the eligible contestant will be eligible to claim the grand prize subject to approval and verification of compliance with these Official Rules. Grand prize is **\$102,300 cash**.

A maximum (1) grand prize will be awarded, to the first eligible finalist who successfully completes the grand prize winning requirements. Contest is immediately concluded following a successful attempt, regardless of the number of finalists remaining who have not participated in the contest. In the event that the grand prize winning contest requirements are not successfully completed by an eligible finalist, then the grand prize will not be awarded.

Prizes are non-transferable and no cash redemption or prize substitution allowed, except at sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Other restrictions may apply. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded, except as provided herein.

Prize winner will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all taxes on prize(s). Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. **Total ARV of all prizes: \$102,300.**

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties

(collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of winning the grand prize by successfully rolling the dice are: **1:46,656**.

Winners List: For a copy of these official rules or a list of prize winner(s), if any, send a self addressed, stamped envelope to: **Appalachian Harley Davidson Dice Roll Contest List, C/O, Red 102.3 (WCAT), 728 North Hanover Street, Carlisle, PA 17013**. Please specify which you are requesting. Requests must be received by **2/16/2018**.

Sponsor/Administrator: This Promotion is administered by **Red 102.3 (WCAT), 728 North Hanover Street, Carlisle, PA 17013** and sponsored by **Appalachian Harley Davidson**.