



March 29, 2024

**'CAT COUNTRY 98.7 Cash Cow  
CONTEST RULES AND REGULATIONS**

The specific rules for this Contest written below are in addition to "Cat Country 98.7 General Contest Rules" dated 02-11-21. If there is a conflict in language, these specific rules will govern.

Contest Name: Cash Cow (*the 'Contest'*)

Station(s): CAT COUNTRY 98.7 – WYCT(FM), PENSACOLA (the "Stations(s)")

Station Business Address: 7251 Plantation Road, Pensacola, Florida 32504

Station Business Telephone: 850-262-6000

1. Description of Contest/Contest.

A. DATE OF CONTEST: 04/01/24-04/15/24 (weekdays)

B. NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. Odds of winning depend upon the number of participants.

C. HOW TO ENTER

To Play the Cash Cow ("Participant"), entrants must listen to station weekday mornings at approximately 7:20am hear the "Moo Cue Keyword" or find the Keyword on our Facebook or Twitter Feed. Participants must listen at 9am, 11am, or 3pm for the "Moo Cue". They will have 10 minutes to text the Keyword to 850-430-1987. After 10 minutes a random text participant with the correct keyword will be chosen to play.

D. HOW TO PLAY

- A. A random entry will be selected from the list of entries received from texts. The Participant will be asked to Milk the Cash Cow. The first play will contain a prespecified dollar amount. The participant will be asked if they would like to stop or "milk" again. The next denomination will be added to the total dollar amount for this play. This process will be repeated until the participant says stop or the predetermined amount of money for that play opportunity is ends and "the cash cow kicks over the bucket" at which point the contestant loses any money.

Each days cash amounts will be on file in advance with the General Manager.

- 1) Odds of a participant winning the Cash Cow depend on the number of eligible registrants who enter for each play occasion.

- 2) If a participant does not win money, they are out for that contest occasion, but are eligible to have their name drawn again beginning with the next play.
- 3) Unless otherwise specified in the Prize notification, the Cash Cow Prize must be claimed at the Station at 7251 Plantation Road, Pensacola, FL 32504 during regular business hours. The Cash Cow Winner will forfeit any Prize or Prize certificate not claimed within 30 days of winning.
- 4) All decisions of station management with respect to the Contest are final.

#### E. ELIGIBILITY

This is a local contest sponsored by Cat Country 98.7, and it has no connection to any other organization. The Contest is open to all Cat Country listeners 18 or older who reside in Escambia and Santa Rosa County, Florida and Baldwin County and Escambia County, Alabama.

**Participants may only win cash once for duration of this Contest.**

Any Prize not awarded due to ineligibility of contestant are returned to the Station.

#### F. PRIZES

- A. Dollar amount varies.
- B. Qualifier prizes may be awarded as per above rules.

#### G. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the Winners. Winners will be required to complete and submit an IRS Form W-9 or the equivalent including the Winner's full Social Security Number for receipt of any Cash Prize. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the Prize.
- b. Prior to awarding any Prize or Prize certificate, and depending on the nature of the Prize and eligibility requirements of the Contest, the Station in its sole discretion will require verification of Contest Winner's identification by a showing of valid government-issued photo identification. By entering, participating and/or accepting a Prize in the Contest, each entrant, Winner, and guest if applicable, agrees not to sue and to release, discharge, indemnify, hold harmless, and absolve the Station, Prize providers, the Station's sponsors and promotional partners, the Station's advertising and promotion agencies and each of their respective parent, subsidiary and affiliated entities and the officers, shareholders, directors, employees, agents, and representatives and the successors and assigns of each of them (the "Released Parties") from and against any and all claims, demands, actions, suits, losses, expenses, costs, damages, and liabilities including, without limitation, interest, penalties, court costs and reasonable attorneys' fees and expenses arising directly or indirectly from the Prize or participation in the promotion, including, but not limited to, personal injury, death, or damage to or loss of property, which may occur in connection with, preparation for, travel to, or participation in Contest, or

possession, acceptance and/or use or misuse of Prize or participation in any Contest-related activity, including but not limited to any claims based on publicity rights, defamation, or invasion of privacy and merchandise delivery.

- d. Station, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Contest if he or she tampers with the entry process, the operation of the Contest, or the operation of Station's web channel or is otherwise in violation of the Official Rules or direction of Station. If a dispute arises regarding compliance with these Rules, Station may consider, in its sole discretion, data reasonably available to Station through information technology systems in Station's control, but Station will not be obligated to consider any data or other information collected from any other source. Station further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the entry portion of the Contest, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the Station's control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest as determined by Station in its sole discretion. If due to circumstances beyond the control of Station, any competition or Prize-related event or travel is delayed, rescheduled, postponed or cancelled, Station reserves the right, but not the obligation, to modify, suspend, or cancel the Contest and shall not be required to award a substitute Prize.
- e. For those viewing/listening to the Station stream on the Internet or other non-broadcast means: Please be advised that you may be listening to a delayed stream of the broadcast signal, which may vary depending on your computer's memory capacity and your internet connection. For that reason, we strongly recommend that you turn on your radio to the Station to participate in this or any other call-in contest to be sure you are participating in "real time." The Station assumes no responsibility for contestants not making timely phone calls to the Station as a result of the delays in the method of viewing/listening.
- f. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Contest, or in the announcement of a Prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals or 3<sup>rd</sup> Party Applications or vendors; or any other difficulties that may prevent an individual from entering or participating, or (iii) lost, stolen, mangled, misdelivered, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the Released Parties are not responsible if any part of a Contest Prize cannot be awarded due to acts of God, acts of war, natural disaster, weather, acts of terrorism or other factors beyond the Station's control.
- g. All Prizes must be accepted as awarded and are non-transferable. To claim Prize, Winner must fill out required forms digitally and may be required to come to the station during the hours of 8:30am to 5:30pm Monday through Friday,

within 30 days after winning, and provide government-issued photo ID which Station will copy for file. Winner must fill out IRS W-9 Form. After identification procedure and forms are satisfactorily completed, Winner may claim their Prize. If Prize is cash Prize, it will be sent to Winners mailing address no later than 30 days after Prize is won. The station's business office is at 7251 Plantation Road, Pensacola, Florida.

- h. The Internal Revenue Service requires the radio station to report total annual winnings of \$600 and above. This is done via an IRS 1099 filing in January of the following year; a copy will be mailed to the address provided by the contest winner. The radio station will withhold 24 percent federal withholding tax from any cash (or cash equivalent) Prize greater than \$600 and this withholding will be remitted to the IRS in the name of the contest winner.

See "Cat Country 98.7 General Contest Rules" dated 02-11-21 for important additional Prize information.