



CONTEST RULES

BEACH CASH CALL! CONTEST

***"Win \$98.50 in cool cash and a chance to win
a 2 night/3 day stay at the beach"***

WSBH 98.5 The Beach will run the Beach Cash Call Contest from 4-7-08 through 5-16-08. A "Cash Contest Cue to Call" will be scheduled to air at least once a weekday (Mon-Fri) from 9A to 5P. The 9th caller will win \$98.50 in cash and each winner qualifies to win a weekly Grand Prize of a 2 night/3day stay for 2 at the **Tuckaway Shores Resort** in Indialantic (Stays based on availability and some restrictions apply). The Grand Prize weekly drawing will be held and announced on the Ray Michaels Morning Show each Friday. Cash winners must sign the Contest Winners form to receive their check via U.S. Mail in ten to fourteen days after signing. Grand Prize Winners Gift Certificates and redemption information will be provided by Tuckaway Shores Resort. Each winner must personally claim their prize at the WSBH studios located at 380 N. Wickham Rd. Melbourne, FL 32935.

1. Participants must be 18 years old.
2. Only one prize per household with-in a 30 day period.
3. Each participant must present a valid drivers license.
4. Employees of the Company, the contests participating sponsors and their advertising agencies, employees of other radio or television stations and members of their "immediate family" as described in the Horton Broadcasting General Rules are not eligible.
5. Participants agree to be bound by the decisions of Company personnel. The Company reserves the right to disqualify any participant or winner as fully documented in the Horton Broadcasting Contest Rules.



BEACH BUDDY CONTEST RULES

WSBH 98.5 The Beach will run the Beach Buddy Contest from 03-12-08 to 03-27-08. Up to 3 Beach Buddy names will be announced on the air between 9A and 5P Monday through Friday. Winners will have 9 minutes to call 866-455-9850 to claim their prize. The prize for this Beach Buddy Contest is a pair of General Admission Tickets for each winning Beach Buddy to The Beach Boy's Concert March 28th at the Cocoa Beach Pier. Each Beach Buddy winner must personally claim their prize at the WSBH studios located at 380 N. Wickham Rd. Melbourne, FL 32935.

- 1. Participants must be 18 years Old.**
- 2. Only one prize per household with-in a 30 day period**
- 3. Participants must be able to name their Beach Buddy.**
- 4. Participants (Announced Beach Buddy) must be able to recite their submitted phone number.**
- 5. Each participant must show a valid drivers license when picking up prize(s)**
- 6. Employees of the Company, the contests participating sponsors and their advertising agencies, employees of other radio or television stations and members of their "immediate family" as described in the Horton Broadcasting General Rules are not eligible.**
- 7. Participants agree to be bound by the decisions of Company Personnel. The Company reserves the right to disqualify any participant or winner as fully described in the Horton Broadcasting General Contest Rules.**

(please have this produced)

THE NEW 98.5 THE BEACH WANTS TO SEND YOU AND A BUDDY TO SEE THE BEACH BOYS IN CONCERT AT THE COCOA BEACH PIER...

HERE'S WHAT YOU DO. ROUND UP A BUDDY AND SEND US BOTH OF YOUR NAMES AND PHONE NUMBERS. FAX 'EM OR EMAIL 'EM, IT'S UP TO YOU. THEN BE SURE YOUR BUDDY TUNES IN TO THE NEW 98.5 THE BEACH. EVERY WEEKDAY BETWEEN NINE AND FIVE WE'LL ANNOUNCE THE NAME OF SOMEONE'S BUDDY. IF YOUR BUDDY HEARS HIS OR HER NAME AND CALLS WITHIN NINE MINUTES, YOU BOTH WIN TICKETS TO SEE THE BEACH BOYS IN CONCERT AT THE COCOA BEACH PIER. YOU'LL BE BEACH BOYS BUDDIES ... GET IT?

OKAY, SO LET'S REVIEW: GET A BUDDY. SEND US YOUR INFO. LISTEN TO THE NEW 98.5 THE BEACH WEEKDAYS NINE TO FIVE. CALL IN WHEN YOU HEAR YOUR NAME.

OUR EMAIL ADDRESS IS CONTEST@BEACH985.COM AND OUR FAX NUMBER IS 752-8717. IF YOU MISSED ALL THAT, JUST GIVE US A CALL. COMPLETE CONTEST RULES AVAILABLE AT THE BEACH STUDIOS.

SO GET A BUDDY AND GET TO THE BEACH ... THE NEW 98.5 THE BEACH!

HORTON BROADCASTING GENERAL CONTEST RULES

March 3, 2008

HORTON BROADCASTING, INC., WILL CONDUCT ON-AIR CONTESTS EACH WEEK. BY PARTICIPATING, EACH PARTICIPANT AGREES TO THE FOLLOWING:

Eligibility and Limitations. Participants and winner(s) must be U.S. residents at least 18-years old or as determined by the Company. Only one (1) prize per household for the Contest. Only one (1) prize per household from any of the Company's stations within any thirty (30) day period. Employees of the Company, the Contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

Publicity, Privacy. By participating, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by the Company.

Taxes. Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Prizes are not transferable, redeemable for cash or exchangeable for any other prize. Any person winning over \$600 in prizes from a station will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. The Company reserves the right to disqualify any participant or winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the Contest, or obtained winner status using fraudulent means. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion.

Miscellaneous. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. No purchase necessary to participate or win. Void where prohibited. Odds of winning depend upon the number of participants. The Company may substitute prizes of equivalent value, amend the rules or discontinue the Contest at any time as announced on the

Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. Written copies of these rules are available during normal business hours at the business offices of the Station(s) and by mail upon written request with a stamped, self-addressed return envelope. All entries become the property of the Company and will not be returned. To be removed from our direct mail, email or fax lists, visit the main office of the Station during regular business hours, or send a self addressed stamped envelope with contest name to WSBH Radio, 380 N. Wickham Rd, Melbourne, FL 32935.

Compliance with Law. The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by local and state law.