

OFFICIAL RULES - NO PURCHASE NECESSARY
THE PENNSYLVANIA BEEF COUNCIL'S
2008 SUMMER GRILLING SHOPPING LIST PROMOTION

Pittsburgh / WDSY-FM

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE
YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

1. **Here's How to Enter:** Beginning July 7, 2008 at 11:00am Eastern Time ("ET") through July 11, 2008 at 9:00am ET (the "Contest Period") log on to Y108.com and complete an online registration form with your first name and last name, complete address, city, state and zip code, home telephone number, date of birth, a valid email address and your answer to the designated question. Y108 will choose 5 daily winners. All 5 daily winners also qualify for the grand prize random drawing. All entries must be received by 9:00am ET each day to be eligible for that day's drawing.
2. **If entry via station website:** Limit 1 entry per household once per day. Sponsors, participating radio stations, their affiliates, subsidiaries, and advertising and promotion agencies (collectively, "Released Parties") are not responsible for lost, late, misdirected, unintelligible, returned or undeliverable entries, telephone calls, email, mail or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this contest or website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate website's terms of service, as solely determined by the Sponsors, will be disqualified. Released Parties not responsible for any incorrect or inaccurate information whether caused by website users, tampering, hacking, or by any of the programming or equipment associated with or used in this contest, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Released Parties are not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this contest. Should any portion of this contest be, in the Sponsors sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the sponsor, corrupt or impair administration, security, fairness or proper play of this contest, or submission of entries, sponsor reserves the right at its sole discretion to suspend, modify or terminate the contest, and randomly select the winners from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the sponsor. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning the email address. All materials submitted become the property of Sponsor and will not be returned. No more than the stated number of prizes in any prize category will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes in any prize category, as set forth in these Official Rules, to be available and/or claimed, sponsor reserves the right to award only the stated number of prizes in a prize category by a random drawing among all legitimate, unawarded, eligible prize claims for that category. Multiple participants are not permitted to share the same email address. Proof of submission of an entry shall not be deemed proof of receipt by WDSY. WDSY's computer is the official time keeping device for the sweepstakes.
3. **Prizes:** Daily Prizes: One prize will be awarded daily for five days for a total of five (5) daily prize winners. Each daily prize winner will receive a prize package that contains the following: The Broil King Cookbook, grill set, magnetic clip, t-shirt, travel mug, apron, two \$5.00 coupons for Beef products and five spice packs (ARV: \$50 per prize pack). Grand Prize: One (1) grand prize winner will receive a \$500 Giant Eagle gift card. (Total ARV: \$500). All winners of coupons and gift cards will be subject to the terms and conditions set forth by their providers. All prizes or prize certificates may be picked up at the office of the Station at the address below. The winner will forfeit any prize or prize certificate not claimed within forty-five (45) days of winning. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written

consent of the winner and therefore, winner assumes the risk of its loss. The Station is not responsible for the safe arrival of a prize or prize certificate.

4. **Winner Selection:** Each day during the Contest Period at approximately 10:00am ET, one (1) daily prize winner will be randomly selected from among all eligible entries received that have correctly answered the question. WDSY will choose 1 daily winner. WDSY will choose 1 grand prize winner from daily winners. On July 11, 2008 at approximately 5pm ET, one (1) grand prize winner will be randomly selected from among all daily prize winners. Odds of winning the daily prize depend upon the number of entries received. Odds of a daily prize winner winning the grand prize are approximately 1 in 5. Winners need not listen or be present to win. Decisions of the Sponsors are final in all respects. Prize cannot be transferred, redeemed for cash or substituted except by the Sponsor because of prize unavailability. By entering this contest, each entrant agrees to be bound by these rules and consents to the use of his/her name/likeness, without additional compensation, for any and all publicity purposes carried out by the Sponsors, unless prohibited by law. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within ten (10) days of notification attempt or prize will be forfeited and an alternate winner may be chosen by a random drawing of all remaining eligible entries in the entry pool which original winner was selected. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.
5. **General Rules:** Contest is open to all legal residents of the United States 18 years of age or older at time of entry. Employees of National Cattlemen's Beef Association, Cattlemen's Beef Board, The Pennsylvania Beef Councils, State Beef Councils, CRN International, Inc., WDSY, its licensee, their corporate parents and their affiliates, subsidiaries, advertising and promotion agencies, other radio stations in the Pittsburgh metropolitan area and members of their immediate family members and/or those living in the same household of each are ineligible to participate or win. Void where taxed, prohibited or restricted by law. Subject to all federal, state and local laws and regulations. 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 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by WDSY in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. By accepting prize, winner agrees to hold the Released Parties, their respective directors, officers, employees and assigns harmless against any and all claims and liability arising out of use of prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this promotion or use or redemption of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsors not responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize. Only one winner per household. Entrants are required to provide truthful information and the Sponsors will reject and delete any entry that they discover to be false or fraudulent. The Sponsors will disqualify any entry from individuals who do not meet the eligibility requirements, and the Sponsors will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act. Prior to awarding any prize or prize certificate, the Sponsors in their sole discretion may require contest winners to sign a liability release, agreeing to hold the Released Parties, their parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest. By use of this website and by entering the contest, you agree to the WDSY's Website Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: Y108.com.
6. **Winner's List and Contest Rules:** Copies of the written sweepstakes rules and a list of winners (when complete) are available during regular business hours at the main studio of WDSY at the address below.
7. This promotion is funded by The Beef Checkoff through the one dollar per head checkoff program. WDSY is a sponsor.
8. This promotion is sponsored by:
The Pennsylvania Beef Council, 1500 Fulling Mill Road, Middletown, PA 17057
And WDSY 651 Holiday Drive Foster Plaza 5, Pittsburgh PA 15220