

Contest Name: Wendy's® + Coca-Cola Freestyle® Beverages (the "Sweepstakes")

Sponsor(s)/Station(s): KVKI-FM, KRUF-FM, KTUX-FM, KXKS-FM, KWKH-AM and KEEL-AM (the "Station") and Townsquare Media (defined below)

Station(s) Address: 6341 Westport Avenue, Shreveport, La. 71129

Prize Sponsor: Townsquare Media, 1st prize – Taylor Swift Concert tickets with hotel and food, 2nd prize – Hot Springs Arkansas Vacation weekend with hotel and food, 3rd prize \$100 Wendy's gift card.

Townsquare Media, Inc., its subsidiaries and affiliated companies (together, the "Company"), will conduct the Sweepstakes as described in these rules, and by participating, each participant agrees as follows:

The Company may conduct the Sweepstakes concurrently and simultaneously on several participating radio stations owned and not owned by the Company, and in various States, and the Company may add or remove participating stations or change call letters of any participating station at any time during the Sweepstakes as announced on the affected station. Participating stations are listed above.

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A purchase does not increase your chances of winning. Promotion open only to legal residents of Louisiana who are 18 years of age or older as of September 8, 2011 ("Eligible Participants"). Void where prohibited by law. Promotion begins August 1, 2011 and ends August 31, 2011. All entries must be received by September 8, 2011.

- 1. HOW IT WORKS:** Eligible Participants can log onto the stations' websites, www.mykisscountry937.com, www.k945.com, www.965kvki.com, www.therockstation99x.com, www.710keel.com or www.kwkhonline.com For more information to win for your chance to be entered into the random drawing.

Grand Prize: A pair of concert tickets to see Taylor Swift, September 20, 2011, Centurytel Center in Bossier City, Louisiana. \$100 gift certificate to Four Winds Restaurant and a complimentary room for one night at the Horseshoe Casino Hotel in Bossier City Louisiana. ARV \$600

2nd Prize: Two (2) nights lodging including free breakfast at the Best Western Winner's Circle Inn 2520 Central Ave. Hot Springs, Arkansas; Four (4) free admissions to Mid-America Science Museum; Four (4) free admissions to Hot Springs Mountain Tower; Two (2) free admissions to Garvan Woodland Gardens; Two (2) free admissions to the Gangster Museum. ARV \$400

3rd Prize: \$100 Wendy's® gift card. ARV \$100

2. HOW TO ENTER:

- A) Visit a participating Wendy's location and Eligible Participants can collect a game card and four different game pieces. Eligible Participants will be able to fill in their contact information and there will be the address to Townsquare Media to mail the completed game boards to in order to enter to win one of the three prizes being given away by Wendy's and Townsquare Media.

3. PRIZE RANDOM DRAWING: Prize winners will be selected in a random drawing held on or about September 9, 2011 from among all eligible entries via Rules 2A. The Potential Prize winners will be notified by phone or e-mail provided.

4. PRIZES & APPROXIMATE RETAIL VALUES ("ARV"):

Grand Prize: A pair of concert tickets to see Taylor Swift, September 20, 2011, Centurytel Center in Bossier City, Louisiana; A \$100 gift certificate to Four Winds Restaurant and a complimentary room for one night at the Horseshoe Casino Hotel in Bossier City Louisiana. ARV \$600

2nd Prize: Two (2) nights lodging including free breakfast at the Best Western Winner's Circle Inn 2520 Central Ave. Hot Springs, Arkansas; Four (4) free admissions to Mid-America Science Museum; Four (4) free admissions to Hot Springs Mountain Tower; Two (2) free admissions to Garvan Woodland Gardens; Two (2) free admissions to the Gangster Museum. ARV \$400

3rd Prize: \$100 Wendy's® gift card. ARV \$100

Winner(s) may be asked to present state authorized identification prior to being awarded the prize. Certain prizes are date specific (i.e. concerts, trips) and the winner or winners must be available on the dates specified. If a winner cannot be contacted or is disqualified for any reason, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion. Only one (1) prize per household for the Contest for any thirty (30) day period.

GENERAL RULES: Employees of Townsquare Media of Shreveport and the "Promotional Participants" (i.e., The Coca-Cola Company, Coca-Cola Bottlers, Wendy's International, Inc. and its franchisees, and their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers that are involved in this promotion) and their immediate family members of any such persons are not eligible to participate or 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. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. 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 related to the prize(s) and paying any expenses associated with any prize which are not specifically provided for in the official rules. Grand Prize winner must provide valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes 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. All materials submitted become the sole property of Sponsor and will not be returned. Potential Grand Prize winner must sign and return an Affidavit of Eligibility/Release of Liability Form within ten (10) days of notification. Noncompliance within this time period will result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate may be selected. Acceptance of prize constitutes permission to the Sponsor, the Promotional Participants and their agencies to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold Sponsor, the Promotional Participants and their respective franchisees, directors, officers, employees and assigns of each, harmless against any and all claims, damages, losses, expenses and liability of any kind arising out of the acceptance/use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or the acceptance or use of any prize. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor and the Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion.

Telephone and Delivery Disclaimer: If a sweepstakes is a call in to win sweepstakes and/or a telephone is needed to participate in the sweepstakes, participants are restricted to the use of ordinary telephone equipment. Participants that enable the "Caller ID" block function will not be allowed to participate unless they enter their correct area code and telephone number if prompted, or disable the features inhibiting their participation in the sweepstakes. Participants using equipment not set up for toll free phone exchanges (800, 888, 877, 866, etc.) may experience call connection problems. The Company disclaims all liability for the inability of a participant to complete or continue a telephone call due to equipment malfunction, busy lines,

inadvertent disconnections, acts beyond the Company's control, or otherwise. For all promotions the Company disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the sweepstakes, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the sweepstakes.

7. Compliance with Law: The conduct of the Sweepstakes 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 promotions, 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 Sweepstakes, etc. as required by local and state law.

Conduct and Decisions: By participating in the Sweepstakes, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the sweepstakes, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Sweepstakes and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Sweepstakes is affected by human error, any mechanical 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 Sweepstakes, 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. Any attempt by an entrant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, the Company reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

For a copy of the rules, or where required by law, a list of winners, visit the business office of the Station during normal business hours or visit the Station's website.