

JEEPERS KEEPERS 2011

OFFICIAL RULES

1. Jeepers Keepers is a promotional contest sponsored by Townsquare Media of El Paso (KLAQ) and Sunland Park Racetrack and Casino.
2. There will be 100 male and 100 female winners for a total of 200 winners (120 Sunland Park Racetrack and Casino winners and 80 KLAQ winners). Contestants may only win one entry per person during the KLAQ Jeepers Keepers promotion from October 10, 2011 through December 21, 2011.
3. Prizes will range in value from \$25.00 to a 2012 Jeep Compass valued at \$21,725.00
4. Qualifying prizes will be distributed weekly. The two Jeep Compasses will be awarded at the Grand Prize event, on Wednesday, December 21, 2011 at Sunland Park Racetrack & Casino. One Compass will be awarded to a female qualifier and the other to a male qualifier.
5. To qualify, contestants must be 21 years of age or older with a valid U.S. drivers license to register and participate in the KLAQ Jeepers Keepers promotion. All winning contestants will be responsible for all Federal, State and Local taxes related to their prize. All contestants with prizes in value of \$600.00 or more must provide valid taxpayer identification at time of winning or the taxes must be paid at time of winning before their prize is awarded.
6. Four (4) different methods to qualify and win a prize:
 - a. Beginning Monday, October 10, 2011, Sunland Park Racetrack and Casino patrons will earn one entry for every 50 points earned on their Club Fiesta card. Every Wednesday between October 12th and December 14th drawings will be held every half hour from 11:00 am through 1:30 pm and again from 7:00 pm through 9:30 pm. A total of twelve names will be called every Wednesday, alternating between men and women. Patrons will be asked to put their tickets in either the male or female tumbler. The patrons drawn will receive \$100 cash and a certificate for a chance to win a new Jeep Compass in the KLAQ Jeepers Keepers Grand Prize event on Wednesday, December 21, 2011. Patrons must be present to win. (There will be a total of 120 winners in this Sunland Park Racetrack & Casino promotion.)
 - b. On the radio (KLAQ 95.5 FM), starting Thursday October 20, 2011, contestants should listen for the Jeepers Keepers gender specific sound effect as a signal it's time to play. One sound effect will qualify a female qualifiers and one sound effect will qualify a male qualifier. Be the correct caller to 915.880.4955. The correct number and gender caller will be deemed a qualifier and be awarded a prize (valued at \$25, \$50 or more) such as a gift certificate, movie passes, concert tickets and the like, as well as an invitation to the Grand Prize event. (A total of 60 qualifiers will be qualified in this manner)
 - c. On location, you can visit KLAQ at specific KLAQ Jeepers Keepers remote broadcasts, where people can sign up to win in a random drawing. The person's name (if they qualify) wins a prize (valued at \$25, \$50 or more) such as a gift certificate, movie passes, concert tickets and the like, and a chance to go to the Grand Prize event. Remotes will begin the week of October 25th, 2011 and end on or before December 20, 2011. Remotes will be announced on the radio (exact day, hours and location) and listed on www.klaq.com. (KLAQ will qualify ten (10) people on location.)
 - d. Online, beginning October 25, 2011 on-line viewers of klaq.com will be prompted to register to win one of the two Jeep Compasses via a Custom Contest in the Freeloaders section of the website. Two gender specific contests Custom Contests will be created, one for male qualifiers and one for female qualifiers. On December 15th, 2011 at 3pm via random drawing

ten (10) qualifiers will be determined in this manner and receive a prize (valued at \$25, \$50 or more) such as a gift certificate, movie passes, concert tickets and the like, as well as invitation to the Grand Prize event.

7. The KLAQ Jeeps Keepers Grand Prize Event will be held on Wednesday, December 21, 2011 at Sunland Park Racetrack and Casino. Registration will be from 4:00 p.m. until 6:00 p.m. At 6:00 p.m., the Grand Prize Event will begin. Failure to appear prior to the end of registration forfeits contestant's opportunity to win either Jeep Compass.

NOTE: A finalist, who has qualified prior to December 16, 2011 and is unable to attend the Grand Prize event, may authorize another person to represent them at the Grand Prize event. Finalists in this situation must notify KLAQ officials by phone or in person at 4180 N. Mesa, El Paso, TX no later than Friday, December 16th at 5:00 pm. **Winning contestants in the Grand Prize event on December 21st will be responsible for all tax, title, and licenses (TT&L) on prizes awarded that day.**

8. At the KLAQ Jeeps Keepers Grand Prize Event, contestants will be lined up in two lines (one for the female qualifiers and one for the male qualifiers) in the approximate order of winners dating from the earliest qualifiers to the most recent.
9. Grand Prize Event: Two Jeep Compass vehicles will be given away at the KLAQ Jeeps Keepers Grand Prize Event on Wednesday, December 21, 2011 at Sunland Park Racetrack and Casino.

Each male contestant (in order, one at a time) will select one key from the container of keys, then attempt to open a specific lock.

If the selected key opens the specific lock, the first Jeep Compass will be awarded to the qualifier and the male portion of the Grand Prize event is over. If the key does not open the specific lock, that qualifiers involvement in the event is done and the next qualifier in line will repeat the process, the process; will be repeated until the Jeep Compass is awarded to a male qualifier.

Once the first Jeep is awarded to the winning male qualifier, the process will be repeated with the female qualifiers until the second Jeep Compass is given away.

10. Employees of Townsquare Media of El Paso, Inc., Sunland Park Racetrack & Casino, along with members of their immediate family, are not eligible to participate in this promotion.
11. Townsquare Media of El Paso, Inc., reserves the right to make changes to these rules without notice.
12. Townsquare Media of El Paso, Inc., reserves the right to change the number of finalists qualified by the three (3) methods described in these rules.
13. By participating, finalists agree to be bound by these rules AND any decisions made by KLAQ Management in the interpretation of these rules will be FINAL.
14. If a finalist or winner is found to be in violation of these rules, they will be disqualified and the prize will be revoked. Should this occur, another winner will be selected by random drawing from among all the non-winning finalists who were present at the Grand Prize Event.
15. Townsquare Media of El Paso, Inc., and Sunland Park Racetrack & Casino, their representatives, agencies and employees are NOT responsible for any liabilities arising directly or indirectly from the award or use of a prize.

16. Townsquare Media of El Paso, Inc., Sunland Park Racetrack and Casino, their representatives, agencies and employees are NOT responsible for delivery of a prize.
17. The KLAQ Jeepers Keepers winning contestants will be required by Townsquare Media of El Paso, Inc., and Sunland Park Racetrack & Casino to sign release forms before their prize is awarded.
18. Persons who are KLAQ Jeepers Keepers finalists acknowledge that Townsquare Media of El Paso, Inc., and Sunland Park Racetrack & Casino have the right to publicize their name, photograph and/or recorded voice for promotional purposes without liability, financial remuneration or any other type of compensation to the finalist.