

“Happy Tails” Photo Submission Contest (“Sweepstakes”)

Sweepstakes Entry Period: Monday, March 17, 2025, at 12:00 a.m. (“EST”) through Thursday, March 27, to 11:59 PM (“EST”)

Sweepstakes Voting Period: Friday, March 28 through Friday, April 4, 2025, at 11:59 p.m. EST

Station(s): WHOM, WCYY, WJBQ, WBLM (the “Stations”)

Station Address: One City Center, Portland, Maine 04101

Station Telephone: 207-774-6364

Townsquare Media Portland, LLC (“Sponsor”), its parent company, and affiliated companies (together, the “Company” or “Contest Organizer”), will conduct the Sweepstakes substantially 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 stations owned and/or operated by the Company and/or owned and operated by other companies, and in various states. 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.

For a current list of participating stations, send a request with a self-addressed, stamped envelope to:

HAPPY TAILS PHOTO SUBMISSION AND VOTING CONTEST, Townsquare Media Portland, One City Center, Portland, Maine, 04101.

1. ELIGIBILITY:

Sweepstakes is open only to individuals who are legal residents of the forty-eight (48) contiguous states who are 13 years of age or older (18 or older if a resident of Maine).

Employees of Townsquare Media Inc., their advertising or promotion agencies, those involved in the production, development, implementation or handling of Giveaways, any agents acting for, or on behalf of the above entities, their respective parent companies, officers, directors, subsidiaries, affiliates, licensees, service providers, prize suppliers any other person or entity associated with the Giveaways (collectively “Giveaway Entities”) and/or the immediate family (spouse, parents, siblings and children) and household members (whether related or not) of each such employee, are not eligible. All U.S., federal, state and local laws and regulations apply. Void in Quebec, Puerto Rico and where prohibited by law.

2. HOW TO ENTER/PLAY:

Entry Period. Beginning Monday, March 17, 2025, at 12:00 a.m. Eastern Standard Time (“EST”) and continuing through Thursday, March 27, to 11:59 PM (“EST”) (the “Entry Period”), contestants are invited to submit a pet photo and story (a “Pet Entry”), using the upload form on the 94.9 WHOM, WCYY, WBLM, and WJBQ websites and mobile apps (the “station websites and apps”), for their chance to win the Grand Prize (a \$500 cash gift card, as defined below). Pet photos should be single shots of your pet only. Pet stories should be 100 words or less and should describe your pet (where they are from, a funny story about them, what your pet means to you, etc.). If you have more than one pet at home, you must decide which pet to use for your Pet Entry. Only one (1) Pet Entry will be accepted per person and per household during the Sweepstakes. Pet’s stories may appear on the station websites and apps or may be read on-air. Contest Organizers reserve the right to edit pet stories for clarity. All Pet Entries must be received no later than Thursday, March 27, 2025 at 11:59 p.m. Upon conclusion of the Entry Period, all eligible Pet Entries will be advanced to the “Voting Period.”

Voting Period. Upon conclusion of the Entry Period, each eligible Pet Entry shall be posted to each of the station websites and apps for public view. Beginning 12:00 a.m. EST on Friday, March 28, 2025, and continuing through Friday, April 4, 2025 at 11:59 p.m., listeners will cast their online vote for their favorite Pet Entry. Votes are limited to one (1) vote per person, per day during the Voting Period. All votes must be received through the station websites and apps no later than 11:59 p.m. on Friday April 4, 2025 EST to be counted.

3. TERMS OF ENTRY AND VOTING:

No purchase necessary. Completion of the above steps during the Entry Period will enter you into the Sweepstakes. **Only one (1) Pet Entry will be accepted per person and per household during the Sweepstakes. Submission of an AI-generated photo will result in immediate disqualification.**

All submitted pet photographs and stories must be the sole property of the entrant at the time of submission. By entering, the participant grants Townsquare Media and its affiliated stations a non-exclusive, royalty-free, perpetual license to use, reproduce, distribute, and display the submitted photographs on the participating stations' websites, mobile applications, social media platforms, and for promotional and marketing purposes.

No mechanically reproduced voting mechanisms will be allowed. If it is discovered that any voter or entrant used any mechanically reproduced voting mechanisms, those votes will not be counted toward the subject nominee's final vote count and nominee may, in the Contest Organizer's sole and absolute discretion, be disqualified from the Sweepstakes.

Entry into the Sweepstakes does not guarantee a prize. Nominations and votes do not guarantee a prize. Odds of winning are based solely on the number of legitimate votes received during the Sweepstakes. All prize claims are subject to verification of the claimant's eligibility and compliance with the Official Rules. If you are deemed a Winner of the Sweepstakes, but found to be ineligible, you will be disqualified from the Sweepstakes and any prize awarded to you will be forfeited. Should a technical problem or other issue (such as, without limitation, computer error, human error, or transmitter difficulties) result in an incomplete entry, the Contest Organizers will have the right to reject or disqualify such entry. Contest Organizers will not be responsible or liable for any technical problems or other issues. Sponsor's computer is the official time-keeping device for this Promotion.

Participation in this Sweepstakes constitutes contestant's (or his/her parent or legal guardian if the contestant is under the legal age of majority in their home state) full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding.

4. WINNER SELECTION, AND CONDITIONS:

On Monday, April 7, 2025, after conclusion of the Voting Period, the Pet Entry receiving the highest number of votes will be declared the "Grand Prize Winner", subject to verification of compliance with these Official Rules and eligibility requirements. Contest Organizers will contact the Grand Prize Winner via telephone (using the telephone number provided with the Pet Entry) to notify them that their Pet Entry has received the most votes and declared the "Grand Prize Winner." In the event Contest Organizers are unable to contact the Grand Prize Winner within seven (7) days, or in the event the Grand Prize Winner chooses to reject the Grand Prize, the title of Grand Prize Winner, along with the Grand Prize (as defined below) will be awarded to the runner up (the Pet Entry with the second highest number of votes).

The Grand Prize Winner will be announced on-air and posted on-line at each of the station websites and apps on Monday, April 7th.

Townsquare Media reserves the right, in its sole discretion, to disqualify the winning entry if the participant fails to meet the eligibility requirements or comply with these Official Rules.

5. GRAND PRIZE DESCRIPTION:

A single grand prize of one (1) five-hundred-dollar (\$500.00) VISA cash gift card ("Grand Prize") will be awarded to the Grand Prize Winner.

Total retail value of the Grand Prize is five hundred dollars (\$500.00).

6. PRIZE TERMS:

Only one (1) Grand Prize will be awarded during the Sweepstakes.

Grand Prize is not transferable or exchangeable for any other prize or equivalent prize. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason as determined by the Sponsor in its sole discretion.

Grand Prize Winner may be required, at the discretion of Contest Organizers, to submit proof of eligibility.

The winners (or their parent/legal guardian in the case of a minor) are responsible for any taxes and fees associated with receipt or use of a prize.

Contest Winners to receive the Prize via mail or may receive the Prize via another method specified by the Contest Organizer.

7. CONCLUSION OF SWEEPSTAKES:

This Sweepstakes will end promptly upon conclusion of the Voting Period after a Pet Entry has been deemed the Grand Prize Winner and notified of such status.

8. TECHNICAL ISSUES:

Contest Organizers will not be responsible or liable for any technical problems or other issues, such as, without limitation, computer error, human error, or transmitter difficulties. Contest Organizers are not responsible for telephone system or internet failure, or other inability of entrants to nominate or vote during the Sweepstakes due to technical malfunction. No mechanically reproduced or completed entries will be accepted.

9. GENERAL CONDITIONS:

The Contest Organizers may substitute prizes, amend the rules, or discontinue the Sweepstakes at any time. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Contest Organizers may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prizes at random from among the eligible entries received up to the time of the impairment. The Contest Organizer reserves the right in its sole discretion to disqualify any individual for any reason whatsoever, including but not limited to individuals it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Contest Organizer reserves the right to seek damages from any such person to the fullest extent permitted by law. The Contest Organizer's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In case of a dispute as to the owner of an entry, entry will be deemed to have been submitted by the authorized account holder of the screen name from which the entry is made. The authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

10. USE OF INFORMATION:

By participating in the Sweepstakes, each entrant agrees that information submitted in connection with the Sweepstakes may be used for promotional and marketing purposes, including, without limitation, to provide information to the entrant about products, services, promotions, and other content, and in connection with the administration of the Sweepstakes.

11. RELEASE AND LIMITATIONS OF LIABILITY:

By participating in the Sweepstakes, each participant, semi-finalist, and Grand Prize Winner (i) waives any and all claims of liability against Townsquare Media Portland, LLC, its parent, related, affiliated and subsidiary companies and the employees and agents of each (collectively, the "Company Released Parties"), the Contest's sponsors, and their parent, related, affiliated and subsidiary companies and their respective employees and agents (collectively, the "Contest Released Parties," together with the Company Released Parties, the "Released Parties"), for any loss, claim or cause of action or personal injury which may arise out of the conduct of, or participation in, the Sweepstakes, or from the use of any prize including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, software applications, mobile devices, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors of any kind in the promotion or administration of the Sweepstakes or the processing of entries; or (f) injury (up to and including death) or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use of any prize, including travel, and (ii) agrees to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and does hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to prize, including express warranties provided exclusively by prize supplier that are sent along with the prize. Each participant further agrees that in the event of any claim, the Released Parties' liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney's fees. Each participant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

12. CONDUCT AND DECISIONS:

By participating in the Sweepstakes, participants agree to be bound by the decisions of Company, which are final and binding. 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 and binding. If the conduct or outcome of the Sweepstakes is affected by human error, any mechanical or technical malfunctions or failures of any kind, intentional interference, or any event beyond the control of the Company, or if for any other reason the Company determines that the Sweepstakes cannot be run as planned, the Company reserves the right to terminate the Sweepstakes, or make such other decisions regarding the outcome as the Company deems appropriate. The Company may waive any of these rules in its sole discretion. ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS SWEEPSTAKES, TELEPHONE SYSTEMS OR WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPATION TO THE FULLEST EXTENT PERMITTED BY LAW.

13. DISPUTES:

By participating in the Sweepstakes, each participant, semi-finalist, and Grand Prize Winner (collectively, an "entrant") agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in New York. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant's rights and obligations, or the rights and obligations of the Contest Organizers in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of New York, without

giving effect to any choice of law or conflict of law rules (whether of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than New York.

14. 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 (or their parent/legal guardian in the case of a minor) is solely responsible for reporting and paying any and all applicable taxes. The Company reserves the right to withhold and deduct taxes and charges from the prize if and to the extent required by law. 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 the Company 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.

15. CONTEST RESULTS:

To request the name of the winner, send a separate, self-addressed stamped envelope to Townsquare Media, Inc., 1 Manhattanville Rd, Suite 202, Purchase, NY 10577, ATTN: WHOM "Happy Tails". Requests must be received within thirty (30) days from the end date of the applicable Sweepstakes.

16. UPLOADING MEDIA:

If the contest includes uploading media – including but not limited to pictures, videos, or audio – entrant gives Townsquare Media, Inc. unconditional license to use such pictures, video, or audio without limitation.