

31 PLUS WINS \$100 CONTEST ("sweepstakes")

Sweepstakes Entry Period: Thursday, September 17, 2026, at 12:00 a.m. Eastern Time through January 9, 2027, at 11:59 p.m. Eastern Time

Station(s): WBLM, WCYY, WEBB, WEZQ (the "Stations")

Station Address: One City Center, Portland, Maine 04101

Station Telephone: 207-774-6364

Townsquare Media, Inc., its subsidiary companies, and affiliated companies (together, the "Company"), 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.

1. ELIGIBILITY:

Sweepstakes is open only to legal residents of the forty-eight (48) contiguous United States who are 18 years of age or older as of the date of entry.

Employees of Townsquare Media, Inc., its advertising or promotion agencies, those involved in the production, development, implementation or handling of the Sweepstakes, 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 Sweepstakes (collectively, "Sweepstakes 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 where prohibited by law.

2. HOW TO ENTER; TERMS OF ENTRY:

Beginning Thursday, September 17, 2026, at 12:00 a.m. Eastern Time and continuing through January 9, 2027, at 11:59 p.m. Eastern Time (the "Entry Period"), individuals are invited to visit a participating Station website or mobile app and complete the online registration form for their chance to win a \$100 gift card.

Each entrant must fully complete all required information and submit their registration according to the provided instructions.

By entering the Sweepstakes, each entrant acknowledges and agrees that the personal information submitted as part of the registration will be collected, used, and disclosed by the Company in accordance with its privacy policy, available at the applicable Station website.

Limit one (1) entry per person and per household during the Sweepstakes.

Once an entrant has successfully registered, that entry will remain eligible for all applicable drawings conducted during the Sweepstakes, subject to the terms and conditions of these Official Rules.

No mechanically reproduced or automated entries will be accepted. Each participant must submit an entry on their own behalf. No person may enter on behalf of another individual or in another person's name. Any person found in violation of this provision will be disqualified, and all entries submitted by that person will be ruled ineligible for any prize award.

Entry into the Sweepstakes does not guarantee a prize.

3. DRAWING ELIGIBILITY; WINNER SELECTION:

Following each New England Patriots regular-season game during the Entry Period, if the Patriots scored thirty-one (31) or more points in that game, one (1) potential prize winner will be selected in a random drawing from among all eligible entries received during the Entry Period. If the Patriots score 30 points or fewer, no drawing will be held, and no prize will be awarded for that game. The Patriots' final score as officially recorded for the applicable regular-season game will determine whether a drawing occurs.

The random drawing will be conducted as soon as reasonably practicable following the applicable Patriots game. The potential winner will be contacted using the telephone number, email address, or other contact information provided at the time of entry.

The potential winner must return the Company's call or email within 48 hours, or he/she will forfeit the prize. If the Company does not hear back from the potential winner within 48 hours, the Company may select an alternate potential winner using the same notification procedure.

A maximum of eight (8) prizes will be awarded during the Sweepstakes. Once eight (8) prizes have been awarded, the Sweepstakes will conclude, and no additional drawings will be conducted.

Each entrant may win a maximum of one (1) prize during the Sweepstakes. Once an entrant has been confirmed as a winner, that entrant will no longer be eligible for subsequent drawings.

All decisions of the Company concerning the drawings, determination of eligibility, and interpretation of these Official Rules are final and binding.

4. PRIZE DESCRIPTION:

A maximum of eight (8) prizes will be awarded during the Sweepstakes.

Each prize consists of one (1) \$100 gift card.

The approximate retail value ("ARV") of each prize is one hundred dollars (\$100).

The maximum total ARV of all prizes available during the Sweepstakes is eight hundred dollars (\$800).

There is no guarantee that all eight (8) prizes will be awarded. The number of prizes awarded will depend upon the number of Patriots regular-season games during the Sweepstakes in which the Patriots score 31 or more points and the availability of eligible entrants. Any prizes not triggered by a qualifying Patriots game during the Sweepstakes will not be awarded.

5. PRIZE TERMS:

Prizes are not transferable or exchangeable for any other prize or equivalent prize, except that the Company reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize becomes unavailable for any reason as determined by the Company in its sole discretion.

Prize winners may be required, at the discretion of the Company, to submit proof of eligibility.

Winners are responsible for any taxes and fees associated with receipt or use of a prize.

Prizes may be collected Monday through Friday between 10am and 4pm at Townsquare Media, One City Center, Portland, Maine 04101. In the Company's discretion, prizes may be delivered via mail or another method specified by the Company.

6. CONCLUSION OF SWEEPSTAKES:

The Sweepstakes will conclude upon the earliest of:

- (a) the award of the maximum eight (8) prizes;
- (b) the conclusion of the 2026 New England Patriots regular season; or
- (c) such other date as determined by the Company in accordance with these Official Rules.

7. TECHNICAL ISSUES:

The Company will not be responsible or liable for any technical problems or other issues, such as, without limitation, computer error, human error, telephone system failure, internet failure, transmitter difficulties, server problems, network failure, or other inability of entrants to enter the Sweepstakes due to technical malfunction.

No mechanically reproduced or completed entries will be accepted.

The Company's computer is the official time-keeping device for this Sweepstakes.

8. GENERAL CONDITIONS:

The Company 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, technical problem, unauthorized intervention, or any other cause, the Company may, in its sole discretion, either 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 terminate the Sweepstakes and award any remaining prizes at random from among the eligible entries received prior to the impairment.

The Company 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, disruptive, annoying, harassing, or threatening 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 Company reserves the right to seek damages from any such person to the fullest extent permitted by law.

The Company'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, the 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.

9. RELEASE AND LIMITATIONS OF LIABILITY:

By participating in the Sweepstakes, each participant, and winner, waives any and all claims of liability against Townsquare Media, Inc., its related, affiliated and subsidiary companies and the employees and agents of each (collectively, the "Company Released Parties"), the Sweepstakes' sponsors, and their related, affiliated and subsidiary companies and their respective employees and agents (collectively, the "Sponsor 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. Each participant and winner further 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.

10. CONDUCT AND DECISIONS:

By participating in the Sweepstakes, participants agree to be bound by the decisions of the 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. 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.

11. DISPUTES:

By participating in the Sweepstakes, each participant, and winners (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 Company 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.

12. CONTEST RESULTS:

To request the name of the winner, send a separate, self-addressed stamped envelope to Townsquare Media, Inc., 4 Manhattanville Rd, Suite 107, Purchase, NY 10577, ATTN: 31 PLUS WINS \$100 CONTEST. Requests must be received within thirty (30) days from the end date of the applicable Sweepstakes.