



OFFICIAL RULES

Contest Name: First Flakes

Station: Country 107.7 WGNA FM
Station Address: 1241 Kings Road, Schenectady, NY 12303
Telephone: 518-881-1515

Regent Communications, its subsidiaries and affiliated companies (together, the "Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

Description of the Contest.

Dates of Contest:

Will begin on/about Monday, November 3rd, 2008 & end when first six (6) inches of snowfall occurs at WGNA Studios, 1241 Kings Road, Schenectady, NY, 12303.

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. All decisions of the judges will be final.

How to Enter:

To enter, listeners will visit www.wgna.com and enter their entry for the First Flakes contest to win the grand prize of an Airens 9 horse, 27 inch snowblower valued at \$1,079 from All Season's Equipment.

The person that correctly submits the day and hour that the first six (6) inches of snowfall occurs in one continuous snowfall will win the Airens 9 horse, 27 inch snowblower valued at \$1,079 from All Season's Equipment.

- Contestants will submit their entries via www.wgna.com. They will guess the day and time that the first six (6) inches of snowfall occurs in one continuous snowfall
- Only one (1) entry per day, per person, per household is allowed. If more than one entry per day, per person, per household is received, all entries from that person that day will be disqualified.
- Contestants must be 18 years of age or older on November 3rd, 2008 to participate in the First Flakes contest to participate.
- The snowfall will be measured by WGNA staff at the WGNA Studios—located at 1241 Kings Road, Schenectady, NY 12303.
- Decisions of the WGNA staff are final.

Grand Prize Winner:

Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:
One (1) grand prize winner for the **WGNA First Flakes** contest will receive:

Airens 9 horse, 27 inch snowblower valued at \$1,079 from All Season's Equipment.

The Station reserves the right to post or not to post the grand prize winner on WGNA's website – www.wgna.com

Prizes are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be redeemed within 30 days of the contest end date. If a winner cannot be contacted or is disqualified, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

Eligibility and Limitations. Participants and winner(s) must be U.S. residents at least 18-years old as determined by the Company. Only one (1) entry per person, per day, per household for the Contest. *If more than one entry per day, per person, per household is received, all entries from that person that day will be disqualified.* Only one (1) prize per household from any of the Company's stations within any thirty (30) day period. Employees of the Company, All Season's Equipment, the Contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and 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.

Delivery Disclaimer. The Company disclaims all liability for any delays, mis-delivery, 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 Contest, 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 Contest. Entry forms in a register-to-win contest must be handwritten. No photocopies or mechanical reproductions of entry forms is permitted.

Publicity; Use of Personal Information. By participating, where allowed by law, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

Release. By participating in the Contest, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by the Company.

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 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. 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. 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.

Conduct and Decisions. By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, 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 Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest 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 Contest, 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.

Miscellaneous. Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. 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 mail a written request with a stamped, self-addressed return envelope to the Station's address, listed above. All entries become the property of the Company and will not be returned.

Compliance with Law. The conduct of the Contest 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 contests, 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 Contest, etc. as required by local and state law.