

Contest Name: Holiday in the Heartland (The "Contest")
Station: Country 103.9 WRBI (The "Station")
Station Address: P.O. Box 201, Batesville, Indiana
Telephone: 812-934-5111

WRBI, a wholly-owned subsidiary of Leeson Media, LLC, its subsidiaries and affiliated companies (together, the "Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agree as follows:

1. Description of Contest/Participation.

A. Dates of Contest: The Contest will begin and end on or about Monday, November 24, 2025 through Thursday, December 18, 2025.

NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited.
Odds of winning depend upon the number of participants.

B. How to Win:

- a. Register at a participating sponsor location(s) from Monday, November 24, 2025 through Thursday, December 18, 2025. Participating sponsors locations will be posted on WRBIRadio.com.
- b. During the weeks of Monday, December 1 through Friday, December 5, Monday, December 8 through Friday, December 12, Monday, December 15 through Thursday, December 18; a random drawing from each of the participating sponsors will be made. For sponsors with multiple locations, one winner will be chosen on December 18, 2025. Each "Holiday in the Heartland" recipient wins a preliminary prize package with a minimum value of \$20.00 and the opportunity to win one of 3 grand prizes. "Holiday in the Heartland" weekly winners will be posted weekly on <http://wrbiradio.com> and announced on-air throughout each day.
- c. The "Holiday in the Heartland" ON-AIR and ONLINE GRAND PRIZE DRAWING will be held on Friday, December 19, 2025 after the 5 pm news. Each preliminary prize winner will be entered for a chance to win one of three grand prizes: a ¼ beef processed and packaged from Lutz Beef, a 5-foot Adirondack glider from Vinyl Solutions Unlimited, or \$500 from Napoleon State Bank.

2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:

Three Grand Prize Winners—

- ¼ beef processed and packaged from Lutz Beef
- 5-foot Adirondack glider from Vinyl Solutions Unlimited
- \$500.00 cash from Napoleon State Bank

Each weekly winner will receive one of a variety of prizes with a value of at least \$20.

Prizes are not transferable, redeemable for cash or exchangeable for any other prize. Each "Holiday in the Heartland" winner will need to be available via phone during the ON-AIR and VIRTUAL EVENT December 20, 2024 to be eligible to win. If a winner cannot be contacted, they will be disqualified, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. Eligibility and Limitations. Participants and winner(s) must be U.S. residents at least 18-years old as determined by the Company and reside in the Station's Total Survey Area (TSA). Only one (1) prize per household for the Contest. Only one (1) entry per person per day per location. Employees of the Company, Owners and Managers of 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.

4. Telephone and Delivery Disclaimer. *If a contest is a call in to win contest and/or a telephone is needed to participate in the Contest, participants are restricted to the use of ordinary telephone equipment. 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 contests 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 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.*

5. 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.
6. 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.
7. 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 tax payer 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.
8. 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. Unsportsman like, 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. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.
9. 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.
10. 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.