

GREAT MEDIA DETROIT AMERICAN EXPRESS® GIFT CARD CONTEST RULES

NO PURCHASE OR OTHER CONSIDERATION IS NECESSARY TO PARTICIPATE IN THIS CONTEST; PURCHASE DOES NOT INCREASE CHANCES OF WINNING.

How to Enter for a Chance to Win

This contest will run from March 21st, 2011 through April 15th, 2011 at 11:59pm (ET). Visitors can log on to the contest page at either www.wcsx.com, www.wrif.com or www.detroitmagic.com, fill out the survey completely and submit the online entry form to be entered into the contest.

One (1) winner will be selected at random on or around April 25th, 2011, from among all eligible online entries received by all participating local radio stations, to win the local prize. All online entries must be received by 11:59 pm (ET) on April 15th, 2011 to be eligible for the local prize drawing. Winner will be notified by Email Address provided during contest entry.

All online contest entries will become the property of Greater Media Detroit and will not be acknowledged or returned. Limit one entry per person and per email address.

Prizes

One (1) prize will be awarded, a \$100 American Express® gift card. Expiration date and other restrictions may apply as stated on the gift card or accompanying paperwork. ARV = \$100.

Odds of being selected as the local prize winner depend on number of eligible entries received by all participating local radio stations. Non-cash prizes are not redeemable for cash. Greater Media Detroit reserves the right, in its sole discretion, to substitute any prize with one of equal or greater value. Winner may not request prize substitution. Prize is non-transferable and may not be claimed or used by any person other than the winner. Winner must claim prize in person at the Greater Media Detroit offices at One Radio Plaza, Detroit, MI 48220, by Friday, May 17th, 2011. Prize not claimed by this time will be forfeited.

Eligibility

All entrants must be at least 18 years old and legal residents of the United States, living or working in the Detroit metro survey area (as defined by Arbitron). A winner will be disqualified if he/she or a member of his/her household has won a Greater Media Detroit contest (including any contest run by any of its radio stations) with a value over \$50.00 within the previous 60 days. Employees (including their immediate families and members of the same household) of Greater Media Detroit, its affiliates, promotion sponsors, advertising and promotional agencies who do business with Greater Media Detroit or any of the promotion sponsors, and other radio stations in the Detroit metro survey area (as defined by Arbitron) are not eligible to participate. The term "immediate family" includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including "in-laws." Limit one entry per person; multiple entries will disqualify the entrant. Void where prohibited.

Release

By entering, all participants agree to release and hold harmless the promotion sponsors, Greater Boston Radio, Inc., Greater Detroit Radio, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any and all liability and any injuries, loss or damage of any kind arising from or in connection with this contest and any prize won. Winner will be required to sign a form releasing Greater Media Detroit and its affiliated companies from all liability in connection with the contest and the award and use of the prize before claiming the prize.

Disclaimer

Greater Media Detroit undertakes no liability or responsibility, and makes no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or travel to/from or attendance at any event relating to the contest, by the winner and/or winner's guest(s). Greater Media Detroit is not responsible for damage to a prize or loss of a prize after the prize has been claimed. Winner must inspect prize before leaving the station. Greater Media Detroit is not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, misdirected, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in this contest, or by any human error which may occur in the execution of this contest. If, for any reason, the contest is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of Greater Media Detroit, Station management reserves the right at its sole discretion to cancel, terminate, modify or suspend the contest and/or determine an alternate method of awarding the prize(s).

CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY DAMAGE OR MANIPULATE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, STATION RESERVES THE RIGHT TO SEEK DAMAGES FROM AND PRESS CRIMINAL CHARGES AGAINST ANY INDIVIDUAL BELIEVED TO BE INVOLVED.

License

Entry into any contest constitutes full permission for Greater Media Detroit and promotion sponsors and their respective affiliates to broadcast and/or to photograph or publish the participant's name, voice, recorded comments, biographical information, face and likeness without compensation.

Taxes

If required by law, Greater Media Detroit will report the total value of each prize to the IRS and will furnish winners with a federal Form 1099. Winner must provide his/her social security number to Greater Media Detroit for tax reporting purposes, and is solely responsible for payment of all taxes incurred as a result of the award of a prize.

General

Failure to conform to all contest rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant or on a contestant's behalf, will result in the contestant's disqualification and forfeiture of any prize won. Greater Media Detroit reserves the right to rule ineligible listeners who, in its sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by Greater Media Detroit or its affiliates. Greater Media Detroit reserves the right to cancel, suspend and/or modify this Contest and these Official Rules at any time, which changes will become effective upon announcement. By taking part in this contest, participants agree to be bound by these rules and all decisions of the judges, who are employees of Greater Media Detroit and whose decisions with respect to all aspects of the contest are final and binding. Copies of written contest rules and the list of winners are available during regular business hours at any Greater Media Detroit offices at One Radio Plaza, Detroit, MI 48220, for 60 days after the contest concludes.

As a condition to participating in this Contest, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court located in Oakland County having competent jurisdiction, which court shall apply the laws of the State of Michigan, without regard to the conflicts of law principles thereof. The entrant and Greater Media

Detroit hereby waive any and all right to trial by jury. If any provision of these Official Rules is declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law.

All federal, state and local laws and regulations apply.

AMERICAN EXPRESS is a registered federal trademark of American Express Company, which is not a sponsor of or affiliated in any way with this Contest.