

The Hawk's Great Harley Giveaway – Dice Roll Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS OPEN TO LEGAL RESIDENTS OF THE U.S. ONLY, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED.

Contest Name: The Hawk's Great Harley Giveaway Dice Roll Contest (the "Contest").

Contest Period: Contest registration is scheduled to begin on 9/28/09 and end 10/31/09 (the "Registration Period"). The grand prize dice roll contest event is scheduled to occur on 10/31/09 at Heritage Harley-Davidson. The contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

Who May Enter: Contest is open to legal U.S. residents, who reside within the broadcast listening area of WWHQ-FM 101.5 The Hawk and are age 18 or older as of date of entry with a valid driver's license, except the following classes of persons who are not eligible to enter:

- a. Employees, officers, and directors of Heritage Harley-Davidson ("Sponsor"), Nassau Broadcasting ("Administrator"), Million Dollar Media, L.L.C. each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this contest (collectively, "Released Parties") and the members of the immediate families or households of any of the above, whether or not related. "Immediate family members" includes, for purposes of this contest, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses.
- b. Individuals who are unable or unwilling to be present to participate in the grand prize contest event on 10/31/09.

How to Enter – Two Ways:

1. **On Air Contests – 101.5 The Hawk(WWHQ-FM):** Listen to 101.5 The Hawk beginning 9/28/09 through 10/30/09 to qualify during on air contests. Each day Monday – Friday during the Registration Period, the station will announce a designated 'Song of the Day. Listen for the first occurrence of the song to be played, then be the correct designated caller announced by station after the entire song has completed playing on air. The designated caller, as determined and announced on-air by the station for each scheduled contest qualification attempt (example: caller 10, caller 101, etc.) will be selected as a qualified finalist for a chance to participate in the grand prize contest (see below). The designated and selected caller is at the station's sole discretion and may change for each contest qualification attempt. Sponsor not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his or her telephone call.
2. **Grand Prize Event Date:** Join the grand prize event on 10/31/09 at Heritage Harley-Davidson. Obtain and fully complete an entry blank (while supplies last) made available prior to the start of the grand prize dice contest attempts. Entry blank availability may be limited. Deposit completed entry blank into the registration box available at sponsor location by the required registration deadline prior to the start of the grand prize contest. Maximum of one (1) entry per person during grand prize event.

Maximum of one entry per person per entry method. Incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or entries or for lost or stolen entries boxes, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer transmissions and/or network connections; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. Any attempt by any participant to obtain more than the stated number of entries allowed by using same, multiple/different email addresses, identities, or any other methods void that participant's entries and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.

Finalist Selection & Notification: A maximum total of (30) finalists will be randomly selected from all registration methods combined to participate in the grand prize contest event (*see contest description below*) as follows:

- **On Air Qualifiers:** A total of (25) finalists will be selected through on-air contests. Approximately (1) finalist will be qualified per day, Monday – Friday during the on-air registration period.
- **Grand Prize Event Date:** A total of (5) last chance finalists will be randomly selected from among eligible entries received on the date of the grand prize contest, prior to the start of the dice roll contest. The selected finalist name will be announced at the event, and the finalist must be present at the time of such announcement to participate. The selected finalist must immediately make their presence known to the contest administrator, or they will be disqualified and an alternate finalist will be selected and announced.

Maximum of one finalist per household. Each pre-selected finalist will be notified initially by phone or in person of their selection. During the finalist notification phone call, potential finalist must confirm their eligibility, and indicate their willingness and ability to attend the grand prize event on 10/31/09 to participate in the in the grand prize contest (*see description below*).

Any selected finalist who does not meet the eligibility requirements, does not wish to participate in the grand prize contest, or who is unable or unwilling to attend the grand prize event will be disqualified. An alternate finalist will then be randomly selected from all remaining eligible entries received, and notified per the procedures outlined above, time permitting. **Only finalists selected and notified by sponsor will be eligible to participate in the grand prize contest. All other entrants are ineligible. Finalist selection and participation is non-transferable. No other individual may participate on behalf of a selected finalist.** Decisions of judges in the selection of finalists, and all matters related to this contest are final and binding.

Selected finalist(s) must be present at the date, time and location as specified by sponsor to participate in the grand prize contest (10/31/09 at Heritage Harley-Davidson). Any finalist who fails to appear by the required deadline as stated by Station will be disqualified, and will not receive any alternate contest attempts, prize substitution or compensation. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Finalists will be notified of any changes at the time of their selection and/or notification. Sponsor reserves the right, in its sole discretion to randomly select replacement finalists for any disqualified finalists from anyone in attendance from the crowd on the day of the contest. Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.

Grand Prize Contest: In order for the grand prize to be awarded, an eligible contestant must print and sign their full name on the first unoccupied line of the provided official contestant registration form prior to their dice roll attempt. Each contestant will receive a maximum of one (1) dice roll attempt. Eligible contestants will roll in the order as solely determined by contest administrators. Each eligible contestant must roll all 6 dice provided by Sponsor and have each die come to rest with the predetermined winning side face up, on a single roll attempt. The winning symbols for this contest are: H-A-R-L-E-Y.

Eligible dice roll attempt requirements

- All dice roll attempts must occur in the presence of the contest administrators, and must be recorded on video tape in its entirety. Any dice roll attempt not in the presence of the contest administrator, or that is not video taped for any reason will be disqualified and is not eligible for the grand prize;
- Contestants will not be permitted to take any practice or warm-up tosses prior to their attempt. Once a die has been rolled, their attempt is considered to be started.
- Each eligible contestant must roll all 6 dice all at one time. Contestants may not attempt to change the outcome of any rolled die, by hitting the die with a subsequent roll attempt;
- All (6) dice must be rolled on each individual contest attempt. The winning outcome must occur during a single roll attempt – i.e. contestants may not combine letters during multiple roll attempts. Each roll is its own unique contest attempt, and the (6) winning letters must all land face-up on a single roll.
- Each die must be tossed in a completely random manner that does not allow the contestant to “set” or “slide” the dice, alter or influence the random outcome of the roll;
- Each die must be rolled a minimum of 2-feet in distance from the contestant, in order to prevent the contestant from altering, affecting, influencing, or enhancing the random outcome of any roll. The contest administrator will designate the demarcation line that each die must cross during the roll;
- All dice must come to rest lying flat;
- All dice must land on and remain on the designated dice rolling surface;
- No rolled die may come in contact with any person or object other than the designated rolling surfaces or walls.
- If any die comes in contact with another person or object (other than the dice roll surface or designated walls or backstop) for any reason; or if any person or object in any way interferes, alters, changes, influences or affects the random outcome of the roll, then the entire attempt is disqualified and the contestant may not receive another attempt.

The following will result in the contestant being required to re-roll their entire dice roll attempt:

If any of the following outcomes occur, that dice roll attempt is disqualified and the contestant will be granted a maximum of one re-roll attempt (the contestant must re-roll all 6 dice):

- If the contest administrator deems that any die has failed to cross the dice roll demarcation line;
- If any die is leaning in any manner;
- If any die leaves the designated dice roll playing surface;
- If any contestant inadvertently drops a die as they are preparing to roll, and the dropped die does not meet the eligible dice roll requirements as stated in the contest rules.

In all circumstances, an eligible contestant may have a maximum of one re-roll attempt. In the event of a second ineligible dice roll, their entire dice roll attempt will be disqualified and the contestant will not be eligible for any prize claim regardless of the outcome of their roll.

Prize Awards & Delivery:

Grand Prize – In the event of a successful grand prize dice roll (H-A-R-L-E-Y):

In the event of a successful dice roll attempt by any eligible contestant, then the grand prize will be awarded subject to approval and verification of compliance with these Official Rules. The grand prize award is as follows:

- **Roller** – The eligible contestant who actually successfully completed the grand prize dice roll contest requirements will be awarded the following grand prize package:
 - 2009 Harley-Davidson Motorcycle, with a maximum retail value not to exceed \$15,000;
- **All other eligible finalists who are present (up to 29 finalists)** – Each of the remaining eligible finalist who are actually present for the grand prize event will each be awarded a 2009 Harley Davidson Sportster Motorcycle, with a maximum retail value not to exceed \$7,000.

Each prize winner, if any, must take delivery of their designated Harley-Davidson motorcycle from Heritage Harley-Davidson, or as otherwise instructed by Sponsor. Sponsor shall solely designate and specify available motorcycles for prize delivery for each winner including make, model, color and options. Designated motorcycle must be from among the Sponsor designated motorcycles that are currently in designated dealer’s stock of inventory. Sponsor reserves the right to award an alternate year model (i.e. 2008) if a 2009 model is not available at the time of prize award. Prize winner may not substitute, exchange, or apply the vehicle’s value towards a higher cost or alternate vehicle.

Eligible prize winners, if any, will receive their motorcycle prize award within approximately 60 days from the date in which the grand prize contest has been successfully completed. If the MSRP of any designated prize award motorcycle is under the MSRP listed above, the corresponding winner will not be awarded the difference between their vehicle's actual MSRP and the corresponding maximum retail prize value of their prize award. Each prize winner is responsible for paying any and all sales tax on their prize award at time of delivery, estimated at approximately \$900 for the winning roller, and \$420 for each additional finalist (based on a 6.0% tax value), but actual Sales Tax may vary depending on the state and county in which each vehicle is awarded.

There is a maximum (1) grand prize winning prize award available, based upon the first eligible contestant who successfully completes the grand prize dice roll contest requirements. The contest is immediately concluded following the first successful grand prize dice roll contest attempt, regardless of the number of finalists remaining who have not participated in their contest attempt. **In the event there is no eligible contestant who successfully completes the grand prize winning requirements according to these official rules, then the grand prize will not be awarded.**

Bonus Prize: In the event that there is no eligible contestant who successfully completes the grand prize dice roll contest requirements, then the sponsor shall award the eligible contestant who has successfully rolled **the most winning letters** during their contest attempt the bonus prize, subject to verification and compliance with these Official Rules. The bonus prize award is as follows: A station prize package will an approximate retail value not to exceed \$500.

A maximum (1) bonus prize will be awarded. In the event of any tie among eligible contestants at the conclusion of the dice roll contest (*i.e. each contestant has rolled the same number of winning letters*), then Sponsor shall conduct a 'Roll-Off' among the tied contestants. Each tied contestant shall receive one (1) additional roll of the dice. The contestant who rolls the most winning letters during the 'Roll Off' will be declared the bonus prize winner. In the event of a remaining tie after the first Roll-Off attempt, the process will continue until there is only one contestant remaining who will be declared the bonus prize winner. **NOTE: The grand prize will NOT be awarded for any contestant who rolls all 6-dice face-up on HARLEY during a bonus prize Roll-Off contest attempt.**

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of each Prize winner, including but not limited to tax, title, insurance, license and registration fees. All federal, state and local taxes are each Prize winner's sole responsibility. Prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of comparable or greater value, at its sole discretion.

Each winner will be required to complete and return a W-9 form, affidavit of eligibility, and liability/publicity release, and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize and are responsible for paying all income taxes on prize. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. Total maximum retail value of all available prize awards: \$218,000.

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties (collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of being selected as an eligible finalist are dependent upon the total number of entries received or participants trying to call the station to register. The odds of a selected finalist completing the grand prize winning requirements by successfully rolling the dice are: 1:46,656.

Winners List: For a copy of these official rules or name of the Prize winner(s), send a self addressed, stamped envelope to: **Hawk-Tober Harley-Ween Dice Roll Contest, c/o Nassau Broadcasting, 25 Country Club Road, Village West – Building 1, Gilford, NH 03249.** Please specify which you are requesting. Requests must be received by 12/24/09.

Sponsor: This Promotion is sponsored by Heritage Harley-Davidson, 142 Manchester Street, Concord, NH 03301.

Administrator: This Promotion is administered by Nassau Broadcasting, 25 Country Club Road, Village West – Building 1, Gilford, NH 03249.