

The following promotion is intended for participants in the United States only, and will be governed by United States laws. Do not proceed in this promotion if you are not eligible or not currently located in the United States. Further eligibility restrictions are contained in the official rules below.

LIVE 101.5's 2016-2017 STUDENT OF THE WEEK CONTEST
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE ENTRANT'S CHANCE OF WINNING.

1. HOW TO ENTER

- a. These rules govern LIVE 101.5's 2016-2017 Student of the Week Contest (the "Promotion"), which is being conducted by KALV-FM (the "Station"). The Promotion begins on November 21, 2016 and ends on June 23, 2017 (the "Promotion Dates").
- b. To enter the Promotion, entrant may enter online beginning on November 21, 2016 at 6:00 AM Mountain Standard Time ("MST") and ending on June 12, 2017 at 11:59 PM MST (the "Entry Period"). To enter online, visit www.live1015phoenix.com and follow the links and instructions to enter the Promotion and complete and submit the online entry form during the Entry Period. The entry form must also include the first and last name of the student nominee ("Student Nominee"), the name and home phone number of the parent or legal guardian of the Student Nominee and the Student Nominee's school name. Each entry must also include an original essay ("Essay") no longer than 250 words explaining how the Student Nominee has inspired others. Essays ("Content") must be the original creative work of either the Student Nominee or the nominating entrant, but the submitter or entrant must be 18 or older. The Student Nominee must be a student currently enrolled in 12th grade (high school seniors) for the 2016-2017 school year and attending a Maricopa County Public, Private or Charter School (age 16+) or comparable home schooling program. Entry forms must be completed in full. There is a limit of one Essay nomination per person and per email address regardless if entrant has more than one email address. An Essay nomination may only include one Student Nominee. Essays from the same person or email address in excess of the stated limit will be disqualified. Multiple participants are not permitted to share the same email address, and only one email address may be used per entrant. P.O. Boxes are not permitted. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Promotion administrator.
- c. All entrants must agree to the Station's online submission release in order to submit his or her entry. All entries must be received no later than 11:59 pm MST

on the Sunday prior to each qualifying prize winner selection day (Monday from November 28, 2016 through May 15, 2017). One (1) qualifying prize winner will be selected each Monday during the Promotion Dates except on December 26, January 2, 2017, January 16, 2017, and February 20, 2017 when the qualifying prize winner will be selected on the following Tuesday. Non-winning entries will remain in the pool for consideration. All entries must be received by 11:59 pm MST on May 14, 2017.

- d. Entrant must have the right to submit any Content, none of which may defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights including but not limited to copyrights or trademarks. Content must be the original work of entrant or Student Nominee, and any elements appearing in the Content, including, without limitation, photographs, comments, art or any other materials, must be entrant's own original work, created by entrant, or be in the public domain. Further, by participating in the Promotion, entrant grants to the Station a perpetual, royalty-free license to use and publish the Content in connection with the Promotion and for marketing and promotional purposes in any media now existing or hereafter created without any notification, opportunity to review, right of approval, or additional consideration whatsoever. Unless otherwise specified, any material, text or otherwise, included as part of the Content must be in the English language, and no personal information, including but not limited to name, image, or likeness of any person other than the entrant, or those from whom the entrant has obtained permission (or from their parents/guardians if individuals are minors), is to be included or referred to in the Content. As determined by the Station in its sole discretion, Content must not include, depict, reference or promote any indecent or inappropriate subjects or include obscenities, profanity, offensiveness, materially dangerous activities or violence, sexual explicitness, drug use, commercial products or services of third parties, material that is defamatory, disparaging, misrepresentative, discriminatory, false or misleading, or otherwise unlawful, or any material that infringes on another's rights. The Station reserves the right to disqualify any entry that includes Content that it deems, in its sole discretion, to be indecent or inappropriate, unsuitable for public display, broadcast, or posting on any Station-administered website (i.e., entries must be radio clean), otherwise in violation of these guidelines or which communicate messages or images inconsistent with the positive images and/or goodwill to which the Station and its sponsor(s) wish to associate. Entries that do not comply with these guidelines may not be eligible. The Station reserves the right to edit the Content prior to any public disclosure.
- e. There will be twenty (25) qualifiers and one (1) grand prize winner selected in the Promotion.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are legal U.S. residents 18 years of age or older at the time of entry and who reside in Arizona. **Student Nominees must be legal U.S. residents, age 16 and older, currently enrolled in 12th grade (high school seniors) for the 2016-2017 school year and attending a Maricopa County Public, Private or Charter School (age 16+) or comparable home school setting that is treated as a homeschool or a private school under state law. Student Nominees must have an unweighted GPA of 3.0 or above. The Student Nominee must also have an ACT score of 19 or above OR a SAT (math and reading only) on 1600 point scale: 920 (Test date before 3/1/2016) OR 1000 (Test date after 3/1/2016). A GED and/or transcript of all credit-bearing coursework is required for eligibility. This includes; 2014 Series and later: Cumulative score of 680 or above, 2002-2013 Series: Cumulative score of 3000 or above or 2002 Series and prior: Cumulative score of 258 or above.** Parents/guardians may nominate their own children (e.g., for Student Nominees under 18). Void everywhere else and where prohibited or restricted by law. Employees, officers, directors and agents of Grand Canyon University, the Station, CBS Radio Inc., each of their respective parents, subsidiaries, and affiliates, the Station's advertising and promotion agencies, and participating sponsors or prize suppliers (collectively, the "Promotion Entities") and other radio stations in the Station's market, the members of their immediate families (spouses, parents, children, and siblings, regardless of where they reside) and those living in the same household of each (whether related or not), are ineligible to enter or win. This Promotion is subject to all applicable federal, state and local laws and regulations. By participating, entrant agrees to comply with these Official Rules and the decisions of the Station, which are final and binding in all respects, and entrant agrees to waive any right to claim ambiguity in the Promotion or Official Rules, except where prohibited by law.
- b. For the purposes of this Promotion only, there are no restrictions on eligibility based on the dollar amount or timing of prior prize winnings. Only one (1) prize per person and one (1) winner per household will be permitted in the Promotion.
- c. Winner(s) may be required to present valid government-issued photo identification and must provide winner's complete address, date of birth, phone number and proof of High school Diploma or GED once obtained.
- d. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entrant who does not meet the eligibility requirements and will also delete any entry as required by law.

3. PRIZES

- a. Up to twenty (25) qualifying prizes will be awarded. The qualifying prize is one (1) Prize Pack that may be picked up at any time during the promotion following the qualifying prize winner announcement. Qualifying prize must be picked up during

regular business hours at the main offices of the Station. The prize pack may include such items as a backpack, tee shirt and/or school supplies, with a minimum value of \$25.

- b. Up to one (1) grand prize will be awarded in the Promotion. The grand prize is a \$16,500 scholarship (\$8,250 per semester) for a Ground Traditional program of study for the 2017-2018 Academic Year at Grand Canyon University (3300 W Camelback Rd, Phoenix, AZ 85017). The scholarship is valid for up to two (2) semesters of tuition in the school's programs during the 2017-2018 Academic Year. The Approximate Retail Value ("ARV") of the grand prize is \$16,500. Grand prize shall be awarded as a Memorandum of Understanding in the name of the grand prize winner for tuition at the main campus of Grand Canyon University. The prize winner is solely responsible for completing an application by Grand Canyon University's August 22, 2017 application deadline and gaining acceptance into a Ground Traditional program of study at Grand Canyon University for the 2016-2017 Academic Year. Grand prize winner must maintain continuous full time enrollment on the traditional campus and a minimum 3.0 institutional GPA. If the winner withdraws from enrollment or fails to complete the course(s), the scholarship will not be refunded or to the winner. All GCU institutional aid is applied toward tuition and fees first, and will have the effect of reducing these costs. Prize(s) cannot be used to fulfill or satisfy any outstanding debt or be applied toward charges for coursework already completed. Prize is only valid for coursework/programs initiated after the prize is awarded.
- c. No more than the stated number of prizes specified in these official rules will be awarded. All prizes or prize certificates must be claimed at the office of the Station at the address below during regular business hours. The winner(s) will forfeit any prize(s) or prize certificate(s) not claimed within ten (10) days of winning. Unless otherwise specified or required by law, if a prize is not claimed no alternate winner will be selected and the prize will become the property of the Station. The Station may opt to deliver the prize to the winner by mail or overnight courier solely at its discretion. In the event that the Station delivers the prize to the winner by mail or courier with the winner's consent, the winner assumes the risk of the prize's loss, damage or delay.
- d. Prize(s) is not transferable, and no substitution, assignment or cash equivalent of prize(s) is permitted, except by the Station (solely at its discretion), which reserves the right to substitute a prize or prize portion with another prize or prize portion of greater or equal value. The prize(s) are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Promotion Entities are not responsible for winners' limitations that prevent acceptance or use of prize(s). The Prize(s) is provided as is. Entrants acknowledge that the Promotion Entities have not made, and are not in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties, expressed or implied, whether by contract or law, concerning any prize, including

without limitation, implied warranties of quality, merchantability, mechanical condition or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Up to twenty (25) qualifying prize winners will be selected during the Promotion Dates. A maximum of one (1) qualifying prize winner will be selected each Monday beginning November 28, 2016 through May 15, 2017 as described above, except on December 26, January 2, 2017, January 16, 2017, and February 20, 2017 when the qualifying prize winner will be selected on the following Tuesday. Qualifying prize winners will be announced the following Friday's, except December 23, 2016 when winner will be announced on Thursday, December 22, 2016.
- c. The qualifying prize winners will be selected from the eligible nominations received on-line based on the nominating Essay of how the Student has inspired others. Selection depends on academic eligibility. The KALV staff will be responsible for selecting the winners based on the originality, creativity and compelling nature of the essays. Grand Canyon University will determine the academic eligibility of the Student Nominee.
- d. Up to one (1) potential grand prize winner will be selected in the Promotion. Up to one (1) potential grand prize winner will be selected at approximately 10:00 am MST on May 23, 2017. A Station judging panel will select one (1) winner based on the creativity and originality, creativity and compelling nature of the Essay. Student must also meet Grand Canyon University's eligibility requirements. Winner will be announced at the GCU Inspiring Students ceremony at Grand Canyon University (3300 W Camelback Rd, Phoenix, AZ 85017) on TBD date at TBD time.
- e. Entrants need not listen to the Station or be present to win.
- f. Potential winners will be notified by telephone promptly following the judging period. Prize(s) will be awarded only upon confirmation of eligibility and completion of all requisite releases. Upon notification or notification attempt, the potential winner(s) will be required to respond to such notification attempt and execute and return an affidavit of acceptance, eligibility, liability and publicity release within ten (10) days of such notification or notification attempt or prize(s) will be forfeited and an alternate winner will be selected based on the judging criteria described above. If a winner has not reached the age of majority in his/her state of residence (19 years or older if a resident of Alabama or Nebraska, 21 years or older if a resident of Mississippi and 18 years or older in other states), the prize(s) will be awarded in the name of his/her parent or legal

guardian. If a potential winner(s) is deemed ineligible for any reason, cannot be contacted, fails to sign and return the required fully-executed affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize(s). The Promotion Entities are not responsible for any changes in an entrant or winner's email address, phone number, mailing address or other contact information.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). The winner(s) may be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize(s) and will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize(s) valued at \$600 or more or for any prizes awarded by the Station (or any other CBS Radio station in Station's market) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize(s). Such winnings of \$600 or more will be reported to the IRS.
- b. Participation in the Promotion and/or acceptance of prize(s) constitutes entrant's and/or winner's (and guest's, if applicable) permission for the Station or its designees to interview the winner(s) (or guest(s), if applicable), to photograph, film and record each winner (or guest, if applicable), and to use in commerce, advertising and in any media, now or hereafter known, throughout the world, in perpetuity, his/her name, prize(s) won, hometown (city and state), biographic information, likeness, photograph, voice, audio or video recording and/or any statements made by him/her regarding the Station, the Promotion and/or its sponsor(s) for purposes of trade, publicity or promotion without notice or additional compensation, notification or permission, except where prohibited by law. Each winner (and guest, if applicable) agrees to sign a publicity release confirming such consent prior to acceptance of the prize, except where prohibited by law.
- c. Participation in the Promotion and/or acceptance of prize(s) constitutes entrant's and/or winner's (and guest's, if applicable) agreement to release, discharge, and hold harmless the Promotion Entities and their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns (collectively, the "Released Parties") from and against any and all claims or liability arising directly or indirectly from any prize(s) awarded and participation in the Promotion, including, but not limited to, personal injury, death or damage to or loss of property, which may occur in connection with, preparation for, travel to, or participation in the Promotion, or delivery, possession, acceptance and/or use or misuse of any prize or participation in any Promotion-related activity, including,

but not limited to, any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery.

- d. If for any reason this Promotion cannot be executed as planned, including but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Released Parties that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend and/or modify the Promotion. If the Promotion is terminated before the original end date, the Station reserves the right, in its sole discretion to, to modify the procedure for selecting winner(s), unless the nature of the event giving rise to such termination renders it impossible to select winner(s).
- e. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize(s); (ii) incorrect or inaccurate entry information, human error, failure or omission; (iii) unauthorized human intervention; (iv) lost, stolen, mangled, misdirected, postage due, illegible, incomplete or late entries; (v) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, telephone or text message service outages, delays, busy signals, poor signals or signal interference, accidental disconnection or equipment malfunctions or any other technological problems or failures of any kind; or (vi) any cancellations, delays, diversions, substitutions or omissions whatsoever by any transportation providers or any other persons or entities providing any services to winner(s) (and guest(s), if applicable) including any results thereof such as changes in services or location necessitated by same. Further, the Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of God, acts of war, natural disasters, weather, acts of terrorism or other factors beyond the Released Parties' control.
- f. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins or any other methods may void that entrant's entries and that entrant may be disqualified. The use of any device to automate entry is prohibited. Any use of robotic, repetitive, automatic, programmed or similar entry methods or agents (including, but not limited to, promotion entry services or proxies) will void all entries by that entrant at the Station's discretion. The Station's or its Promotion administrator's computer or telephone system is the official time keeping device for this Promotion. In the event of a dispute, online entries will be deemed to have been submitted by the Authorized Account Holder. The "Authorized Account Holder" is the natural person who (i) is assigned to an email address by an internet access provider, online service provider or other organization that is responsible for assigning email addresses for the domain associated with the submitted email address or (ii) is assigned to the text or mobile telephone

number by a telecommunications provider, or other organization that is responsible for assigning such numbers. The Station, in its sole discretion, reserves the right to disqualify any person who it believes is tampering with the entry process or the operation of the Promotion. Failure to comply with the rules of the Promotion may result in an entrant's disqualification and/or forfeiture of any prize or prizes. If the Station makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, the Station may disqualify that entrant from entering and/or winning this and any or all future Station-administered Promotions and seek damages to the fullest extent permitted by law.

- g. The Station reserves the right to modify these rules for clarification or equitable purposes without materially affecting the terms and conditions of the Promotion, including, without limitation, the substitution of a prize(s) of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Promotion Entities, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel, terminate, suspend or modify the Promotion and shall not be required to award a substitute prize(s). If any provision of these Official Rules is irrevocably inconsistent with any provision set forth on the Contest webpage, then the provision of these Official Rules will prevail but solely to the extent of the inconsistency.
- h. Except where prohibited, by entering the Promotion, each entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or any prize(s) awarded shall be resolved individually, without resort to any form of class action, and exclusively by state or federal courts situated in New York, NY; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, but in no event shall such costs include attorneys' fees; and (3) no punitive, incidental, special, consequential or other damages, including, without limitation, lost profits may be awarded (collectively, "Special Damages"), and (4) entrant hereby waives all rights to claim Special Damages and all rights to have any damages awarded multiplied or increased. New York law governs the interpretation and construction of these Official Rules and all aspects related thereto.
- i. For a copy of these Official Rules, send a self-addressed stamped envelope (VT residents may omit return postage) for receipt by the first business day following the end of the Promotion Dates to "LIVE 101.5's 2016-2017 Student Of The Week Contest – Official Rules," Attn: KALV Promotions, 840 N Central Ave., Phoenix, AZ 85004. For the names of the prize winner(s) send a self-addressed stamped envelope (VT residents may omit return postage) for receipt within 60 days following the end of the Promotion Dates to the above address marked "LIVE 101.5's 2016-2017 Student Of The Week Contest – Winner List." The Official Rules and the Winner List (when completed) shall also be available

during regular business hours at the main offices of the Station and online at www.live1015phoenix.com.

6. PRIVACY

- a. By participating in the Promotion, entrant agrees to the Station's Terms of Use Agreement and to the use of entrant's personal information as described in the Privacy Policy located at www.live1015phoenix.com. In the event of conflict between the Station's Terms of Use Agreement and these Official Rules, the terms of these Official Rules shall apply.

Administrator: KALV – FM 840 N Central Ave., Phoenix, AZ 85004.

Sponsor: Grand Canyon University, 3300 W Camelback Rd, Phoenix, AZ 85017.

GCU does not discriminate based on age, race, color, national origin, gender, disability or any other classification protected by applicable law in its programs or activities.