

KZOK'S "Holland America Line Cruise to Alaska"

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 the "Holland America Line Cruise to Alaska" promotion (the "Promotion") being conducted by KZOK-FM (the "Station"). The Promotion begins on Monday, April 3, 2017 and ends on Friday, April 28, 2017 (the "Promotion Dates").
- b. To enter the Promotion, entrant may enter on-air beginning on Monday, April 3, 2017 at 10:00am PT and ending on Friday, April 28, 2017 at 2:00pm PT (the "Entry Period") as follows:
 - i. To enter, on-air, listen to the Station each weekday beginning on Monday, April 3, 2017 and ending on Friday, April 28, 2017 between the hours of 10:00am PT and 2:00pm PT during the Entry Period for the announcement of the cue to call. Upon hearing the cue to call, the designated caller (as announced by the on-air personality prior to the cue to call) to get through to the Station contest line at 1-800-252-1025 will have a chance to answer the trivia question written by KZOK. The designated caller who correctly answers the question will win an On-Air Qualifying Prize and be qualified to win the Grand Prize, upon confirmation of eligibility. At the time of entrant's call, entrant will be required to provide all information requested including entrant's full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. P.O. Boxes are not permitted. In the event that the selected caller is incorrect, disconnected or is found to be ineligible, the next eligible caller who successfully makes it through on the call-in line and completes the call will be a Qualifying Prize winner. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a Qualifying Prize winner only once.
- c. There will be up to a total of twenty (20) Qualifying Prize winners and five (5) Grand Prize winners selected in the Promotion.
- d. Due to delays in the online streaming of the Station's broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests. Entrants are encouraged to listen to the Station on-air. The Station is not responsible for online streaming delays.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are legal U.S. residents 21 years of age or older and who reside in the state of Washington within the following counties: King, Pierce, Snohomish, Island Thurston, Kitsap, Whatcom, Skagit, San Juan, Clallam, Jefferson, Grays Harbor, Mason, Pacific, Lewis and East & West Kittitas, Chelan and Douglas. Void where prohibited or restricted by law. Employees, officers, directors and agents of Holland America Line N.V., the Station, CBS Radio Inc., their corporate affiliates, Station's advertising and promotional agencies, participating sponsors, prize suppliers, their respective affiliates (collectively, the "Promotion Entities") and other radio stations in the greater Seattle metropolitan area, the members of their immediate families (spouse, parents, siblings or children) 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.
- b. Listeners are eligible to win a prize valued at \$600 or more only once every six (6) months. Only one (1) winner per household is permitted in any station-conducted promotion. Listeners may only win once (1) per contest.
- c. 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 (20) Qualifying Prizes will be awarded in the Promotion. Qualifying Prize is a wooden Alaska Brewing Company sign and twelve (12) Alaskan Brewing Company glasses. The Approximate Retail Value ("ARV") of each Qualifying Prize is \$95.00. The winner(s) will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the prize(s). The prize(s) is awarded as is.
- b. Five (5) Grand Prizes will be awarded in this Promotion. The Grand Prize is a trip for two (2) people to Alaska on a Holland America Line cruise and includes the following: one (1) seven- (7) day Holland America Line Alaska Cruise for the winner and one (1) guest. Each winner and their respective guest must travel on the same itinerary. Winners may select a seven (7) day Holland America Line Alaska cruise departing from Seattle, WA in 2017, subject to availability at time of confirmation. Each prize consists of ocean-view stateroom accommodations for the winner and one (1) guest (same stateroom) and most shipboard meals (certain alternate dining options require

payment of a fee. The ARV of each Grand Prize is \$3,598.00. Each Grand Prize must be used by September 20, 2017. Actual value depends on market conditions at time of fulfillment. Any difference between ARV and actual value will not be awarded. Restrictions may apply. All prize details will be determined by Sponsor in its discretion. Prizes consist only of those items expressly specified in these Official Rules as being part of the prize. All expenses and costs associated with the acceptance or use of any prize that are not expressly specified in these Official Rules as being part of the Prize (including without limitation airfare or other transportation to or from port of departure, ground transfers, shore excursions, alcohol and certain other beverages, hotel service charges, personal onboard expenses, or applicable passport, visa and entry/exit fees) are the responsibility of the winner. Prizes are provided subject to the Holland America Line Cruise Contract and applicable terms and conditions set forth in the Holland America Line brochure from which the cruise is selected. Any traveler under the age of 21 years as of the date of cruise departure (whether a Prize winner or such winner's guest) must be accompanied by a parent, guardian or chaperone 21 years or older in the same stateroom. Prizes are non-transferable, non-refundable, non-negotiable for cash, may not be resold, and cannot be used as partial payment toward a different Holland America cruise or stateroom category other than that assigned. Winners and guests are NOT eligible for Holland America air/sea programs or Holland America's Cancellation Protection Plan programs in connection with any Prize. No substitution of any Prize or any component thereof is permitted, except in the discretion of Sponsor, which reserves the right to substitute a prize or prize component of equal or greater value. All prizes will be awarded if properly claimed. Prizes are awarded "as is" and without any warranty, except as required by law. Actual value may vary based on point of departure and dates of travel. Any difference between stated value and actual value will not be awarded. Certain travel restrictions may apply. Travel arrangements must be made through the Station or its designee. Prize(s) is subject to availability. If the Grand Prize winner cannot travel on date(s) specified by the Station, the winner may be disqualified, and an alternate winner may be selected (time permitting) at the Station's sole discretion. All other costs not specifically stated herein, including but not limited to those of, taxes, meals, tips and ground transportation to/from the airport and/or to/from the hotel and to/from the port of cruise departure, are the responsibility of the winner. Station will determine itinerary and airline, if applicable, in its sole discretion. The winner and guest must travel on the same itinerary and are responsible for obtaining all required travel documents, including, without limitation, passports for international travel. If applicable, the winner may be required to present a valid credit card upon cruise check in to cover any incidental expenses incurred during the winner's voyage. The winner and guest must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a prize-related event or travel is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, including for weather, or for any reason beyond the control of the Promotion Entities,

their sole responsibility to the winner will be to award the remaining available elements of the prize and no substitution or compensation will be provided for the unawarded elements of the prize. No refund or compensation will be made in the event of the cancellation or delay of any cruise voyage. The Station, in its sole discretion, reserves the right to deny entry to or to remove the Grand Prize winner and/or guest if either engages in disruptive behavior or in a manner with intent to annoy, abuse, threaten or harass any other person at any prize related event.

- 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 by 5:30pm PT on Monday, June 5, 2017. In the event that a prize or prize certificate is mailed or shipped to the winner(s), it will be with the prior written consent of the winner(s) and therefore, winner(s) assumes the risk of its loss. The Station is not responsible for the safe arrival of a prize(s) or prize certificate(s).
- 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). 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. Other restrictions may apply.

4. POTENTIAL WINNER SELECTION AND NOTIFICATION

- a. Decisions of the Station management with respect to the Promotion are final.
- b. Twenty (20) Qualifying Prize winners will be selected on-air as described in Section 1 of these Official Rules.
- c. Five (5) Grand Prize winners will be selected in the Promotion. One (1) Grand Prize winner will be selected on Friday, April 7, 2017 at approximately 4:00pm PT in a random drawing of all eligible Qualifying Prize winners selected between April 3-7, 2017. One (1) Grand Prize winner will be selected on Friday, April 14, 2017 at approximately 4:00pm PT in a random drawing of all Qualifying Prize winners selected between April 10-14, 2017.

One (1) Grand Prize winner will be selected on Friday, April 21, 2017 at approximately 4:00pm PT in a random drawing of all Qualifying Prize winner selected between April 17-21, 2017. Two (2) Grand Prize winners will be selected on Friday, April 28, 2017 at approximately 4:00pm PT in a random drawing of all Qualifying Prize winners selected between April 24-28, 2017.

- d. Odds of winning a Qualifying Prize depend on the number and order of phone calls received. Odds of a Qualifying Prize winner winning the Grand Prize on April 7, 2017, April 14, 2017, and April 21, 2017 are 1 in 5. Odds of a Qualifying Prize winner winning the Grand Prize on April 28, 2017 are 2 in 5.
- e. Qualifying Prize winners must listen to the Station to win a Qualifying Prize but do not need to be present to win a Qualifying Prize. The Grand Prize winners do not need to listen to the Station or be present to win a Grand Prize.
- f. Potential Qualifying Prize winners will be notified of winning at the time of their winning phone calls. Potential Grand Prize winners will be notified of winning by telephone following each Grand Prize drawing. Prizes will be awarded only upon confirmation of eligibility and completion of all requisite releases. If a Qualifying Prize winner fails to sign and return the required affidavit of eligibility and/or liability/publicity release by 5:30pm PT on Monday, June 5, 2017, or if a prize or prize notification is returned as undeliverable, the potential Qualifying Prize winner forfeits the Qualifying Prize and an alternate Qualifying Prize winner will not be selected. If the Grand Prize winner and his/her guest fails to sign and return the required affidavit of eligibility and/or liability/publicity release within 14 days of receipt of the prize, or if a prize or prize notification is returned as undeliverable, the potential Grand Prize winner forfeits the Grand Prize and an alternate Grand Prize winner will be selected in a random drawing of all remaining Qualifying Prize winners (time permitting).

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, Holland America Line N.V., or their 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 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, in perpetuity, 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 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 make changes to the rules 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).
- 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 for receipt by April 28, 2017 to "Holland America Cruise to Alaska – Official Rules," Attn: Promotions KZOK, 1000 Dexter Ave N. Suite 100 Seattle, WA 98109. For the names of the winners send a self-addressed stamped envelope for receipt by July 5, 2017 to the above address marked "Holland America Cruise to Alaska – 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 may be posted online at kzok.com.

6. PRIVACY

- a. By participating in the Promotion, you agree to the Station's Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at seattle.cbslocal.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.

Promotion Administrator:

KZOK, 1000 Dexter Ave N. Suite 100 Seattle, WA 98109;

CBS Radio, 1071 Avenue of the Americas, 44th Floor, New York, NY 10020