

**97.1 The River (WSRV) – 97.1 The River Blocks of Cash 2017
OFFICIAL RULES**

1. **NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the 97.1 The River Blocks of Cash 2017 sweepstakes (the “Sweepstakes”) is open to legal U.S. residents of the state of Georgia, who are 18 years or older and are physically located in the U.S. at the time of entry. Employees of COX Radio, Inc., d/b/a WSRV-FM (“Sponsor”) and their respective affiliated companies, subsidiaries, and advertising and promotional agencies, and the family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term “family members” includes spouses, parents, grandparents, siblings, children, grandchildren and in-laws, regardless of where they live.
3. **How To Enter.** The Sweepstakes will begin at 9:00 a.m. Eastern Standard Time (“EST”) on May 1, 2017, and end on June 16, 2017, at 5:01 p.m. EST (the “Sweepstakes Period”). Sponsor will be the official timekeeper for the Sweepstakes.

To enter, listen to WSRV-FM 97.1 The River’s radio broadcast(s) (the “Show”) at 9:00 a.m., 12:00 p.m., and 5:00 p.m. EST, each weekday during the Sweepstakes Period, not including May 29, 2017 (Memorial Day). Every weekday, with the exception of May 29, 2017 (Memorial Day), during the Sweepstakes Period at approximately 9:00 a.m., 12:00 p.m., and 5:00 p.m. EST, Sponsor will announce the cue to call (the “Cue”). When you hear the Cue, call Sponsor’s Sweepstakes Line at 404-741-9797 to try to be the ninety-seventh (97th) caller. Subject to verification of eligibility and compliance with these Official Rules, the 97th person to call Sponsor’s Sweepstakes Line, as solely determined by Sponsor, will become a potential winner. The determinations of Sponsor and Sweepstakes operators will be final and binding in all respects.

Enter as often as you like, provided that automatic telephone dialing equipment or other software or computer-assisted dialing equipment is prohibited and will result in disqualification.

Listeners accessing Sponsor’s radio station audio via IP connections like website-based streaming or mobile devices are welcome to enter. However, Sponsor cannot be responsible for delays in electronic transmission of station audio to IP devices. By entering the Sweepstakes, listeners acknowledge and agree to this specific provision of these Sweepstakes Rules. In addition, Sponsor will not be responsible for loss of service to a Sweepstakes Line or for a participant’s failure to reach a Sweepstakes Line due to malfunction of any network or system, congestion, any technical or human error, failures or malfunctions of any kind, including the congestion, overload, busy signals, or any other factor that may prevent an individual from completing his/her phone call. In the event of interruption of power or telephone service to Sponsor during a call-in period of a Sweepstakes prior to accepting the correct caller, or a change in programming that results in Sponsor’s inability to air a call-in opportunity, Sponsor will not replay the affected call-in opportunity and the number of prizes awarded in the Sweepstakes will be reduced accordingly. If the correct caller is ineligible, or fails to comply with any term of condition of these Official Rules, that caller will be disqualified, and Sponsor will resume the call-in opportunity and declare the next caller a winner, pending verification of eligibility and compliance with these Official Rules.

Any winning contestant must be the same person who originally dialed the phone to the radio station to participate in a Sweepstakes. No family members, friends, office associates, or any other person will be allowed to participate in a Sweepstakes on another person's behalf. A contestant must provide his or her own name as listed on his or her valid Georgia driver’s license or Georgia state-issued ID (or other proof of Georgia residency, such as a copy of a utility bill). If a participant

uses a false name on any ID submitted as proof of identification, he or she will be immediately disqualified from the Sweepstakes and be ineligible to win any prize.

Telephone calls will be taken by Sweepstakes operators in the order they are received, and the operators will count the number of calls received after each on-air Sweepstakes cue to call to determine the correct caller. The determinations of Sponsor and Sweepstakes operators will be final and binding in all respects.

In the event a caller gets disconnected for any reason before being declared a winner, Sponsor may resume the call-in opportunity affected and declare the next caller a winner, pending verification of eligibility and compliance with these General Sweepstakes Rules. Sponsor will not be responsible for dropped calls from mobile devices or land lines and dropped calls may result in a potential winner's disqualification and forfeiture of all interest in any prize. Sponsor reserves the right to disqualify any entries by persons who submit false or misleading entry information or who Sponsor determines to be tampering with or abusing any aspect of the Sweepstakes.

4. **Odds.** Odds of winning depend on the number of eligible participants who participate during a particular period.
5. **Prize Description.** Subject to Sponsor's verification of winner's eligibility, each winner will receive one (1) \$500 check.

Sponsor will award a maximum of 102 prizes.

The maximum approximate retail value of all prizes to be awarded in this Sweepstakes is \$51,000.

Prizes will be fulfilled approximately eight (8) weeks after the conclusion of the Sweepstakes.

LIMIT: one (1) prize per person during the Sweepstakes Period.

6. **Winner Notification and Acceptance.** All potential Winners will be notified by Sponsor's Promotions Department at the time they are determined to be the 97th caller. .

To claim his/her prize, the potential winner must provide the requested for documentation by the station within a timely manner. Potential winners may be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law), which must be notarized and returned within five (5) business days/hours of notification.

Sponsor's inability to reach a potential winner after a reasonable (as solely determined by Sponsor) effort has been made, the failure of a potential winner to timely respond to a prize notification, or the return of any prize notification as undeliverable, and/or a potential winner's failure to comply with any term or condition of these Official Rules may, in Sponsor's sole discretion, result in the potential winner's disqualification and forfeiture of all interest in any prize and the selection of an alternate winner.

A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL SPONSOR HAS COMPLETED ITS VERIFICATION OF PARTICIPANT'S ELIGIBILITY.

A winner may waive the right to receive a prize. Prizes are non-assignable and nontransferable and cannot be redeemed for cash. No substitutions allowed by winner. Sponsor reserves the right to substitute prizes or components of prize packages with a prize or component of equal or greater value. Winner may be required to provide his/her valid Social Security Number to Sponsor for tax purposes and/or complete an IRS W-9 form in order to claim a prize. **Winners are solely responsible for all federal, state and local taxes on prize value and, as applicable, will be**

issued an IRS Form 1099 based on the prize value determined by Sponsor. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Publicity.** Participants acknowledge that telephone calls placed to a Sweepstakes Line operated by Sponsor may be recorded for use on-air any time. Except where prohibited, participation in a Sweepstakes constitutes each participant's irrevocable consent to the publication of his or her name in any media, including the Internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation. . Except where prohibited, acceptance of any prize constitutes the winner's irrevocable consent to the publication or other use by Sponsor and its licensees of his or her name, biographical information and likeness in any media, including the Internet, for any commercial, publicity or promotional purpose, without limitation, review or approval, or additional compensation.
8. **Participation.** Participants agree to be bound by these Official Rules and the decisions of Sponsor and any Sweepstakes judges or administrators selected by Sponsor, which are final and binding in all respects. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. Sponsor reserves the right to cancel or modify the Sweepstakes for any reason, including, but not limited to, in the event the Sweepstakes is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Sponsor which corrupt or impair the administration, security, fairness, integrity or proper operation of the Sweepstakes as determined by Sponsor, in its sole discretion. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date. Proof of sending or submission of an entry will not be deemed proof of receipt by Sponsor.
9. **Release.** BY PARTICIPATING IN THE SWEEPSTAKES, EACH PARTICIPANT AGREES TO FULLY RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS SPONSOR, COX MEDIA GROUP, LLC, COX ENTERPRISES, INC., AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, AND SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE SWEEPSTAKES, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE SWEEPSTAKES; (2) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; OR (3) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE SWEEPSTAKES OR ANY PRIZE.
10. **Limitations of Liability.** BY PARTICIPATING IN THE SWEEPSTAKES, PARTICIPANTS ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT SPONSOR MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE PRIZE(S) AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN IMPLIED WARRANTIES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, THE LIABILITY OF THE RELEASED PARTIES IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.)

THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY PARTICIPANTS, PRINTING OR PRODUCTION ERRORS, OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR EMPLOYED IN THE SWEEPSTAKES; (2) TECHNICAL FAILURES OF

ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE ENTRY PROCESS OR THE SWEEPSTAKES; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE SWEEPSTAKES, THE PROCESSING OF ENTRIES, OR THE NOTIFICATION OF ANY WINNER; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM A PARTICIPANT'S PARTICIPATION IN THE SWEEPSTAKES OR RECEIPT OR USE OR MISUSE OF ANY PRIZE.

Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. In the event that production, technical, seeding, programming, or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award the prizes by a random drawing among all legitimate eligible prize claims.

11. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

12. **Sponsor.** The 97.1 The River Blocks of Cash 2017 is sponsored by Cox Radio, Inc., d/b/a WSRV-FM. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials or announcements relating to the Sweepstakes. For a list of winners (available after June 19, 2017 or a copy of these Official Rules, visit www.971TheRiver.com or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), 97.1 The River Blocks of Cash 2017, 1601 W. Peachtree St. NE Atlanta, GA 30309. If you have any questions regarding this Sweepstakes, please contact amanda.allwood@coxinc.com