2008 WJYE ELMWOOD VILLAGE HOLIDAY MATCH GAME

OFFICIAL CONTEST RULES
Contest runs November 24th through December 19th 2008

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. **How to Enter the Contest:**
   a. The WJYE Elmwood Village Holiday Match Game will begin at approximately 8:00am Eastern Time (ET) on Monday, November 24th, 2008 and end at approximately 4:00pm ET on Friday December 19th, 2008, or when all prizes have been given away to contestants, whichever is sooner.
   
   b. To participate in the contest, listeners must tune in to WJYE 96.1 FM in the 8:00 AM, 10:00 AM & 3:00 PM hours each weekday and listen for the announcement to call the WJYE contest line (cue to call) at 716-644-9696. The 9th caller to reach the contest line after the cue to call will play the WJYE Holiday Match Game by picking two (2) squares identified by the numbers 1 through 64. If the prize associated with the two squares picked match, the caller wins that Prize (pending verification of eligibility) associated with those squares. There are 32 possible matches out of a total of 64 squares. Callers will be required to provide all information requested, including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win the prize. The Holiday Match Game “Game Board” will be available at www.WJYE.com, or listeners can make their own “Game Board”. All players who match two squares will be eligible to win the grand prize.
   
   c. WJYE is not responsible for telephone service outages or delays, busy signals or any other technical difficulties that may prevent an individual from completing his/her call.
   
   d. Only one (1) winner per household is permitted in any contest. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a 2008 Match Game Prize Winner only once.

2. **Eligibility Restrictions:**
   a. The contest is open to US residents who are 21 years of age or older and legally reside in the greater metropolitan Buffalo area. Employees of WJYE, its corporate licensee, Regent Broadcasting Inc, its advertising agencies, participating sponsors/promotional partners and other radio stations in the Buffalo metropolitan area and the members of their immediate families are ineligible to participate or win.
   
   b. Listeners are eligible to win a WJYE contest only once every sixty (60) days and a prize valued at $600.00 or more only once every six (6) months. Only one (1) winner per household is permitted in any contest.
   
   c. Winners will be required to show a valid government-issued photo ID to claim prize.
   
   d. Contestants are required to provide truthful information and WJYE will reject and delete any entry that it discovers to be false or fraudulent. WJYE will also disqualify and delete any entries received from persons under the minimum age requirement for this contest and also from persons under the age of 13 in compliance with the Children’s Online Privacy Protection Act.

3. **Selection of Winners:**
   a. Decisions of WJYE management with respect to the contest are final.
   
   b. Contestants are eligible only by being the 9th caller to reach the WJYE’S contest line after the cue to call is announced each weekday, as per 1.b. of these Official Rules. The 9th caller must pick two matching squares on the Holiday “Match Game” board to win the Daily Prize.
   
   c. Grand Prize Winner will be selected in a random drawing from a pool of all eligible Match Game Board Prize Winners by WJYE staff after 4:00 PM on December 19, 2008 and announced on-air Monday, December 22nd, 2008.
   
   d. The odds of winning depend upon the number and order of eligible telephone calls received.
   
   e. Grand Prize winner must execute and return any required Affidavit of Eligibility/Release of Liability Prize Acceptance Form within thirty (30) days of notification or prize will be forfeited and an alternate winner will be selected via random drawing of all remaining daily prize winners.
4. **Game Board Prizes:** There will be a maximum of 32 Prize Winners. Each Winner will win one (1) of the following items, depending on squares matched. All participating stores listed below are part of the Elmwood Village Merchants, Buffalo-NY.

- $50 Gift Certificate from Brodo Soup & Wine Bar, 765 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Cecelia’s Ristorante & Martini Bar, 716 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Cosefini, 1004 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Comfort Zone Café, 1002 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Lexington Cooperative Market, 807 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Watson’s Chocolates, 750 Ensminger St, Tonawanda-NY 14150
- $50 Gift Certificate from The Cowpok Body Piercing & Tattoos, 177 Elmwood Ave, Bfl-o NY 14201
- $50 Gift Certificate from Elmwood Village Fabrics, 305 Bryant St, Bfl-o NY 14222
- $50 Gift Certificate from The Tree House Toystore, 793 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Firebrand, 715 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Spoiled Rotten Gift Boutique, 831 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Clutch Accessories, 814 Elmwood Ave, BFL-O NY 14222
- $50 Gift Certificate from Shoe Fly, 801 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from LU Modern Classics, 504 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from NEO Gift Studio, 512 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Abraham’s Jewelers, 798 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Thin Ice, 719 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Talking Leaves Books, 951 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Anna Grace, 799 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Karma Salon, 731 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Mister Pizza, 1065 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Elmwood Pet Supplies, 706 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from ETS/Elmwood Taco & Subs, 925 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Brian Art Galleries, 717 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Urban Valet, 620 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from JP Bullfeathers, 1010 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from El Buen Amigo, 982 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Everything Elmwood, 740 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Campus Wheelworks, 744 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Thirsty Buffalo, Elmwood Ave, Bfl-o NY 14222
- Two Admissions to a theater production at Ujima, 545 Elmwood Ave, Bfl-o NY 14222
  (Value $50 for Two General Admission Adult Tickets).
- Two Weeks of Unlimited Yoga Classes at Bikram Yoga, 912 Elmwood Ave, Bfl-o NY 14222 (Value: $50.00)

5. **Grand Prize:** All Board game Prize Winners will automatically be qualified for the Grand Prize: A gift certificate from each of the participating stores identical to what they supplied for their Game Board prize. As such, the Grand Prize Winner will receive all items listed below:

- $50 Gift Certificate from Brodo Soup & Wine Bar, 765 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Cecelia’s Ristorante & Martini Bar, 716 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Cosefini, 1004 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Comfort Zone Café, 1002 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Lexington Cooperative Market, 807 Elmwood Ave, Bfl-o NY 14222
- $50 Gift Certificate from Watson’s Chocolates, 750 Ensminger St, Tonawanda-NY 14150
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- Two Weeks of Unlimited Yoga Classes at Bikram Yoga, 912 Elmwood Ave, Bflo-NY 14222  (Value: $50.00)

   c. There is no substitution, transfer, or cash equivalent for prizes, except that Sponsor may, solely at its discretion, substitute prizes of comparable value or cash due to prize unavailability or where required by law. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other expenses. Other restrictions may apply.

   d. All prizes or prize certificates must be picked-up at the WJYE offices, 14 Lafayette Square, Suite 1200, Buffalo, NY during regular business hours. There is no delivery/installation included in any of the prizes. Winner will forfeit any prize or prize certificate not claimed within thirty (30) days of winning. In the event that a prize or prize certificate is mailed to a winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. WJYE is not responsible for the safe arrival of a prize or prize certificate. Expiration of each certificate varies.

6. Conditions:
   a. Payments of all federal, state and local taxes are solely the responsibility of the winner. Winners may be required to sign an IRS W-9 Form, or the equivalent.

   b. By participating in the contest, winner agrees to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and to sign a publicity release confirming such consent prior to acceptance of the prize.

   c. Prior to awarding any prize or prize certificate, WJYE in its sole discretion may require contest winners to sign a liability release, agreeing to hold WJYE, its corporate licensee, its parent, subsidiary and affiliated corporations, and other officers, shareholders, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.

   d. WJYE, in sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the WJYE Web Site or is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify the contest if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

   d. WJYE reserves the right to make changes in the rules of the contest, including the substitution of a prize(s) of equivalent value, which will become effective upon announcement.

   e. Failure to comply with the contest rules may result in a contestant's disqualification, at the sole discretion of WJYE.

   e. WJYE is not responsible for typographical or other errors in printing, the offering or the administration of the contest in the announcement of a prize.

   f. Copies of the written contest rules and a list of all winners (when complete) are available during regular business hours at the main studio of WJYE 14 Lafayette Square, Suite 1200, Buffalo, NY 14203, at www.wjye.com, or by sending a self-addressed, stamped envelope to WJYE at the mailing address above.