

## **SPECIFIC RULES FOR MICHELOB ULTRA ALL-STAR CHALLENGE PROMOTION**

In addition to the General Rules posted on the website for Station, which is owned and operated by the Company, the following Specific Rules apply to this Promotion. Please consult those General Rules in addition to these Specific Rules. All capitalized terms not defined in these Specific Rules will have the meanings established in the General Rules. In the event there is a discrepancy or inconsistency between those General Rules and these Specific Rules, these Specific Rules shall control. The General Rules and these Specific Rules shall be collectively referred to as the "Official Rules".

### **PROMOTION DESCRIPTION:**

- Station:** Radio One of Indiana L.P. d/b/a Radio One Indianapolis, owner and operator of WIBC-HD2 and WHHH (collectively, the "Station")
- Promotion:** Michelob Ultra All-Star Challenge
- Promotion Period:** The Promotion begins on January 18, 2024, and ends on February 15, 2024
- Entry Methods:** There is only one (1) Entry Method for this Promotion. Participants enter the Promotion in-person by attending one (1) of the eight (8) qualifying round events, at one of the dates, times, and locations posted on the following websites for the Station during the Promotion Period (each, a "Qualifying Round Event"):  
[www.hot1009.com](http://www.hot1009.com)  
[www.1075thefan.com](http://www.1075thefan.com)
- Number of Entries** Participants may submit no more than one (1) Entry per Qualifying Round Event. Participants may attend more than one Qualifying Round Event; however, once a Participant becomes a Finalist, as that term is defined below, that Participant is no longer eligible to participate in additional Qualifying Round Events.
- Entry Information** Participants must be 21 years old or older. Participants submit an Entry for the Promotion by attending a Qualifying Round Event and registering to play the NBA JAM arcade game on the system provided. Additional information on how to register and additional rules on how to play and win will be made available by the Prize Provider (as defined below) at the Qualifying Round Event (collectively, the "Additional Information and Rules"). After playing the NBA JAM game, all Participants names and scores will be recorded during each Qualifying Round Event. At the end each Qualifying Round Event, the Participant with the highest overall score will be named the finalist from that Qualifying Round Event, subject to any Additional Information and Rules ("Finalist").
- Entry Period:** Participants must be registered with the Station and begin playing NBA JAM at least 15 minutes prior to the end of any Qualifying Round Event.
- Winner Selection:** There will be one (1) Finalist for each Qualifying Round Event. Each Finalist will be invited to participate in the championship round event

on February 15, 2024, at Brother's Bar and Grill, 255 S. Meridian Street Indianapolis, IN 46225, at 3:00 PM to 6:00 PM, or another time to be determined by the Station ("Championship Round Event"). At the Qualifying Round Event, each of the Finalists will play NBA JAM and the Finalist with the highest overall score will be named the Winner and awarded the Grand Prize, subject to any Additional Information and Rules.

Qualifying Prize: There will be eight (8) Qualifying Prizes, each consisting of the following prize elements with an approximate retail value of ("ARV") of \$260.00:

- One (1) Special Edition Pair of Nike Shoes (ARV = \$260.00)
- Participation in the Championship Round Event (ARV = \$0.00)

Grand Prize: There will be one (1) Grand Prize consisting of the following prize elements with an ARV of \$1,000.00:

- One (1) NBA JAM arcade game (ARV = \$600.00)
- One (1) pair of tickets to the NBA All-Star Concert featuring Zedd at the Indiana Convention Center, February 16, 2024, beginning at 9:00 PM (ARV = \$400.00) (the "Concert")

Prize Provider: Zinc Distributing Co.  
3150 Shelby Street  
Indianapolis, Indiana 46227

Participants agree to look solely to the Prize Provider with respect to any claims, losses, or disputes in connection any elements of the Qualifying Prize or the Grand Prize of the Prize, or in connection with the imposition or administration of any Additional Information and Rules. The Station is not responsible for the any failure of Prize Provider to deliver the Prize, or any elements of the Prize or any Additional Information and Rules.

## **ADDITIONAL PRIZE TERMS & CONDITIONS**

The Prize Provider is solely responsible for the contents, administration, and furnishing of any Additional Information and Rules at the Qualifying Round Events and at the Championship Round Event. In the event of a conflict between the Official Rules and the Additional Information and Rules, the terms and conditions of the Additional Information and Rules shall govern.

Participants who do not attend the Championship Round Event forfeit their spot as a Finalist and forfeit all prize elements of the Qualifying Round Prize. The Station shall not make any substitutions or accommodations for any Participants who do not attend the Championship Round Event.

For the purposes of the Official Rules, the terms "Qualifying Round Events", "Championship Round Event", and the Concert shall collectively be referred to as the "Event."

For the purposes of the Official Rules, the locations of any Qualifying Round Events, the Championship Round Event, and the Concert shall collectively be referred to as the "Venue."

For the purposes of the Official Rules, the terms "Qualifying Prize" and "Grand Prize" shall collectively be referred to as the "Prize."