

Mattress Warehouse \$100,000 Sweet Dreams Sweepstakes – Winning List Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS OPEN TO LEGAL RESIDENTS OF THE U.S. ONLY, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED.

Promotion Period: Contest registration is scheduled to begin **2/13/2012 and end 3/10/2012** (the “Registration Period”). The grand prize event is scheduled to take place **on 3/10/2012 between approximately 3:00pm and 5:00pm** at the designated Mattress Warehouse location, in the Salt Lake City, UT metro area. The contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

Who May Enter: Contest is open to legal U.S. residents of Utah, who reside within 250 miles of Salt Lake City, UT, who are age 18 or older as of date of entry with a valid driver’s license or government issued I.D., except the following classes of persons who are not eligible to enter:

- a. Employees, officers, and directors of **Mattress Warehouse** (“Sponsor”), **Cumulus Media** (“Administrator”), **Million Dollar Media, LLC**, each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively “Released Parties”) and the members of the immediate families or households of any of the above, whether or not related. “Immediate family members” includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses.
- b. Individuals who are unable or unwilling to be present to participate in the grand prize contest event on **3/10/2012**.

How to Enter – Five (5) Ways:

- a. **On-Air Contests:** Listen to B98.7, Monday – Friday during the Registration Period listed above for the station to announce the contest at designated times as solely determined by sponsor. The announcer will instruct listeners to call the studio contest line during each contest qualification. The designated caller, as determined and announced on-air by the announcer (example: caller 120, caller 102, etc.) at that time will qualify for a chance to participate in the grand prize contest. The designated caller is at the announcer’s discretion and may change from announcer to announcer. Sponsor is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his or her telephone call.
- b. **Register to Win – Sponsor Locations:** Official entry forms will be made available (while supplies last) **at Mattress Warehouse locations** between the Registration Period. Fully complete an official entry form with all required information and deposit into the official registration box provided at sponsor location. No photocopied or mechanically reproduced entries permitted. Limit one entry per person per day. Incomplete or illegible entries will be disqualified.
- c. **Register to Win – Station Appearances:** Official entry forms will be made available (while supplies last) during **B98.7 remotes at designated Mattress Warehouse locations** between the Registration Period. Fully complete an official entry form with all required information and deposit into the official registration box provided at sponsor location. No photocopied or mechanically reproduced entries permitted. Limit one entry per person. Incomplete or illegible entries will be disqualified.
- d. **On Line Registration:** To enter via on-line registration, visit www.b987.com during the “Registration Period” and click the Contest entry button to connect to the Contest registration page. Each entrant must fully complete the on-line registration page with all required information including his/her name, complete address, valid email address, birth date, and phone number(s) (including area code(s)). After having read and agreed to these Official Rules, click the submit button to submit your on-line entry. All on-line entries must be fully complete for all required information, and must be received by **5:00pm on 3/8/2012** to be eligible. Maximum of one on-line entry per person and per valid email address. Any on-line entry submitted with an invalid email address will be disqualified.
- e. **Grand Prize Event Date – Last Chance Registration:** Join the grand prize event on **3/10/2012** at the time and location as designated on-air by B98.7. Obtain and fully complete an entry blank made available prior to the start of the grand prize contest attempts. Deposit entry blank into the registration box available at sponsor location by the required registration deadline prior to the start of the grand prize contest. **Maximum of one (1) entry per person during grand prize event.**

Incomplete or illegible entries will be disqualified. Released Parties are not responsible for lost, late, misdirected, illegible, incomplete, invalid, unintelligible, damaged, or for lost or stolen entries boxes, or for entries submitted in a manner that is not expressly allowed under these rules, or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer or cellular transmissions and/or network connections; all of which will be disqualified.

Each participant must submit an entry on his/her own behalf. Any entry submitted on behalf of another individual or using another person’s email address or name will be disqualified and ineligible to claim any prize. No mechanically reproduced or automated entries permitted. **Use of any automated system to participate is prohibited and will result in disqualification and all such entries will be deemed void.**

In the event of a dispute as to any on-line registration, the authorized account holder of the e-mail address or mobile phone used to register will be deemed to be the registrant and he/she must be eligible according to these Official Rules. The “authorized email account holder” is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address.

Finalist Selection & Notification: A maximum total of **(50) finalists** will be randomly selected from all registration methods to participate in the grand prize contest event (*see contest description below*) as follows:

- **Pre-Selected Finalists:** A total of **(45)** finalists will be selected through on-air contests, station remotes, store locations and online entries.
- **Grand Prize Event Date:** A total of **(5)** last chance finalist will be randomly selected from among eligible entries received on the date of the grand prize contest, prior to the start of the grand prize contest. The selected finalist name will be announced at the event, and the finalist must be present at the time of such announcement to participate. The selected finalist must immediately make their presence known to the contest administrator, or they will be disqualified and an alternate finalist will be selected and announced.

Maximum of one finalist per household. Each pre-selected finalist will be notified initially by phone or in person of their selection. Any pre-selected finalist that cannot be reached or contacted to confirm their selection after an initial phone call to the number listed on their entry, may be disqualified and an alternate finalist may be selected and notified, time permitting. During the finalist notification phone call, potential finalist must confirm their eligibility, and indicate their willingness and ability to attend the grand prize event on 3/10/2012 to participate in the in the grand prize contest (*see description below*).

Any selected finalist who does not meet the eligibility requirements, does not wish to participate in the grand prize contest, or who is unable or unwilling to attend the grand prize event will be disqualified. An alternate finalist will then be randomly selected from all remaining eligible entries received, and notified per the procedures outlined above, time permitting. Only finalists selected and notified by sponsor will be eligible to participate in the grand prize contest. All other entrants are ineligible. Finalist selection and participation is non-transferable. No other individual may participate on behalf of a selected finalist. Decisions of judges in the selection of finalists, and all matters related to this contest are final.

Selected finalist(s) must be present at the date, time and location as specified by sponsor to participate in the grand prize contest. Any finalist who fails to appear by the required deadline as stated by Station will be disqualified, and will not receive any alternate contest attempts, prize substitution or compensation. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Finalists will be notified of any changes at the time of their selection and/or notification. **Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.**

- **Sponsor reserves the right, in its sole discretion to randomly select replacement finalists for any disqualified finalists from anyone in attendance from the crowd on the day of the contest.**

Grand Prize Contest: Prior to the grand prize event date, the designated list of **(9) Mattresses** will be **randomly arranged** in a predetermined winning order listed from 1 to 9 by an independent promotions company (*Million Dollar Media, LLC*), and placed in a sealed prize envelope. The sealed prize envelope created by Million Dollar Media will be provided to the Administrator, will contain the winning order or featured mattresses listed from 1 to 9, and will be present at the grand prize contest event. **Each mattress will be used a maximum of one time to create the predetermined winning list.**

Each eligible finalist will be provided with the names of **(9) featured Mattresses** in a random, alphabetic or any order of the sponsor's choosing. Each finalist must then create a list by placing the Mattresses in any order of their choice from 1 to 9 on an official entry form, and submit their entry to the contest administrator by the designated deadline. **Each Mattress should be used a maximum of one time in creating the list order on a finalist entry form.** After each eligible finalist has submitted their (9) Mattress list, the entries will be submitted to the independent promotions company and compared to the predetermined winning list.

- In order for the grand prize to be awarded to an eligible finalist, that finalist must have created and submitted a list that exactly matches the winning list of Mattresses in exact order from 1 to 9, as contained in the sealed prize envelope present at the grand prize event.

After all entries have been submitted and reviewed, the contestant administrator will announce if any finalist has submitted an entry with a Mattress list that exactly matches the order of the predetermined winning mattress list as contained in the sealed envelope. If no winning entry has been submitted, the contest administrator will open the sealed prize envelope at the event, and reveal the actual predetermined winning mattress list to all contestants who are present for the contest. In the event of a winning attempt, the envelope will remain sealed.

Each eligible finalist will have a maximum of one opportunity to participate in the contest. All submitted entries must be fully complete and legible. Any incomplete or illegible entry, or any entry not submitted to the contest administrator by the stated deadline at the grand prize event will be ineligible and disqualified from the contest.

Prize Awards & Delivery:

Grand Prize: In the event an eligible finalist has submitted a Mattress list that exactly matches the predetermined winning Mattress list in exact order from 1 to 9, that finalist will be eligible to claim the grand prize subject to approval and verification of compliance with these official rules. The grand prize is: **\$100,000 Cash.**

A maximum **(1)** grand prize will be awarded. **In the event of more than (1) eligible grand prize winning entry, then the value of the grand prize will be evenly distributed among all eligible winning finalists. In the event that no finalist successfully completes the grand prize winning requirements, then the grand prize will not be awarded.**

Grand prize winner, if any, must accept delivery of prize from sponsor, or as otherwise instructed by sponsor. All other costs related to prize delivery and acceptance is the responsibility of winner including but not limited to federal, state and local taxes. All properly claimed prizes will be awarded. Prizes are non-transferable and no cash redemption or prize substitution allowed, except at sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable.

Grand prize winner(s) will be required to complete and return a W-9 form or appropriate tax form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize and are responsible for paying all income taxes on prize.

Bonus Prize: One (1) finalist will be randomly selected from all eligible finalists present at the grand prize event, in a manner as designated by Administrator, to be awarded the bonus prize. Bonus prize is: **a mattress set from Mattress Warehouse with a maximum retail value not to exceed \$500.**

A maximum (1) bonus prize will be awarded. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, finalist will not receive any other prize substitution or compensation. Total maximum value of all available prizes: **\$100,000**

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any

media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties (collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason.

IN CASE OF DISPUTES: By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of being selected as an official finalist to attempt the contest are dependent upon the number of eligible entries received. The odds of winning the contest once selected as an official finalist are: **1:362,880**.

Winners List: : For a copy of these Official Rules or for a list of prize winner(s), if any, send a self addressed, stamped envelope to: [Mattress Warehouse Winning List Contest](#), c/o [Cumulus Media, 434 Bearcat Dr., Salt Lake City, UT 84115](#). PLEASE SPECIFY which you are requesting, official rules or winner list. Requests must be received by **5/10/2012**.

Contest Sponsor/Administrator: This contest is administered by [Cumulus Media, 434 Bearcat Dr., Salt Lake City, UT 84115](#).