

KYKY's "Norah Jones Flyaway"
OFFICIAL RULES

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

1. HOW TO ENTER THE CONTEST

a. KYKY's "Norah Jones Flyaway" ("Contest") will begin on or around 12:01am CT on 11/17/2009 and will end at 11:59pm CT on 11/23/2009.

b. To participate in the Contest, you may enter via the following method(s): Beginning at 12:01am CST on 11/17/09 and ending at 11:59pm CST on 11/23/09, complete and submit an online official contest entry form available at <http://www.Y98.com>. Follow the links and instructions to enter and submit your first name and last name, complete address, city, state, zip code, telephone number, date of birth, and a valid email address in the online entry form. Only one internet entry per person and one internet entry per email address is permitted. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. Station's computer is the official time keeping device for the Contest. The Station is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems.

2. ELIGIBILITY RESTRICTIONS

a. The Contest is open to all persons who are 18 years of age or older and who reside in a county which comprises the St. Louis Total Survey Area as defined by Arbitron. Employees of Southwest Airlines, Inc., Blue Note Records, CBS Radio Inc., KYKY (the "Station"), its licensee, and each of their corporate parents, subsidiaries, and affiliates, their advertising agencies, participating sponsors/promotional partners, other radio stations in the St. Louis metropolitan area and the members of their immediate families and/or households are ineligible to participate or win. (CBS Radio and the Station shall be collectively referred to as the "Contest Entities")

b. Only one winner per household is permitted in any Contest administered by the Station.

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 entry from individuals who do not meet the eligibility requirements, and, in compliance with the Children's Online Privacy Protection Act, the Station will also delete any entry knowingly received from persons under the age of 13.

3. PRIZES:

- a. One (1) grand prize: a trip for two (2) for winner and guest (over 18) to New York, NY from (3 days and 2 nights, dates TBD) to see Norah Jones perform. Trip will include round-trip coach class airfare for two (2) persons departing from the major U.S. airport nearest to winner's home (as determined by Administrator) to New York, NY, two (2) night standard double occupancy hotel accommodations (one room), and two (2) tickets to attend the show on (date TBD), at (venue TBD). Approximate Retail Value: \$2000, but will vary depending on travel origination and fares in effect at the time of departure. Certain travel restrictions may apply. Travel arrangements must be made through Administrator's designee or agent on a carrier of Administrator's choice. Tickets issued by Southwest Airlines will bear the date of issue and the date of expiration. Expiration dates will not be extended, and tickets will not be refundable or redeemable for cash or credit at any time, nor will tickets be replaced if lost or stolen. Tickets may not be sold to a third party. Tickets valid on Southwest-operated, published, scheduled service only from the airport nearest the winner's residence served by Southwest Airlines. If the winner does not live in a city served by Southwest Airlines, winner will be responsible for their transportation to the nearest airport served by Southwest Airlines.
- b. If grand prize winner cannot travel on dates specified by Contest Entities, winner may be disqualified and an alternate winner selected. All other costs not specifically stated herein, including, but not limited to, taxes, meals, tips and ground transportation, are the responsibility of the winner. Taxes are solely the responsibility of the winner. Winner and travel companion must travel on the same itinerary and are responsible for obtaining all required travel documents including passports. In addition, travel companion of Winner must be 18 years of age or older. Winner and travel companion are responsible for obtaining travel insurance (and all other forms of insurance) where applicable, at their option, and hereby acknowledge that the Contest Entities have not and will not obtain or provide travel insurance or any other form of insurance. Winner and travel companion must sign a Publicity, Liability Waiver and Travel Release form prior to traveling. If a selected event is unable to take place as scheduled, for reasons such as cancellation, preemption, postponement or unavailability, or for any reason beyond the control of the Contest Entities, the Contest Entities' sole responsibility to a Winner will be to award the remaining available portion of the prize and no substitution will be provided for unawarded portion of prize. Tickets are subject to terms and conditions as specified by issuer. Seat locations to be

determined by Contest Entities. Contest Entities reserve the right remove or to deny entry to winner and/or guest if he/she engages in a disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the concert.

- c. No prize substitutions, cash equivalent, or transfer of prizes permitted except at the sole discretion of the Contest Entities. Prize subject to availability and the Contest Entities reserve the right, at their sole discretion, to award a prize of greater or equal value if the advertised prize is unavailable. Any other costs and expenses associated with acceptance and use of the prize not described herein is the responsibility of the winner.
- d. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. The Station is not responsible for the safe arrival of a prize or prize certificate.

4. SELECTION OF WINNERS

- a. Decisions of Contest Entities management with respect to the Contest are final.
- b. One (1) winner will be selected on 11/24/09 at approximately 8:30am CT in a random drawing of all eligible online entries and notified by telephone.
- c. Odds of winning depend upon the number of entries received.
- d. Winner need not listen or be present to win.
- e. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within 48 hours of winning or prize will be forfeited and no alternate winner will be chosen. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner 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 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. Such winnings of \$600 or more will be reported to the IRS.

- b. By participating in the Contest, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. Prior to awarding any prize or prize certificate, the Station, in its sole discretion, may require Contest winner (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless Southwest Airlines, Inc., Blue Note Records, the Station, its licensee, each of their respective parent, subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Contest.
- d. If for any reason this Contest 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 Station that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Contest, or if the Contest is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate or modify the Contest. If the Contest is terminated before the original end date, the Station reserves the right to select the winners by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winners.
- e. The Station, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the Station's website. Failure to comply with the rules of the Contest may result in a contestant'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 Contest, the Station reserves the right to disqualify that entrant from entering and/or winning future Contests and to prosecute and seek damages to the fullest extent permitted by law.
- f. The Station reserves the right to make changes in the rules of the Contest, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, 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 or modify the Contest and shall not be required to award a substitute prize.

g. The Contest Entities are not responsible for typographical or other errors in the printing, the offering or the administration of the Contest or in the announcement of a prize.

h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by 11/23/2009 to “Norah Jones New York Flyaway– Official Rules,” Attn: Promotions, KYKY, 3100 Market Street, St. Louis, MO 63103. For the names of the prize winners send a self-addressed stamped envelope for receipt by 01/23/2010 to the above address marked “Norah Jones New York Flyaway – 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 www.Y98.com.

6. PRIVACY

By use of the Station’s website or by entering the Contest through the Station’s website, you agree to the website’s Terms of Use Agreement located at www.Y98.com and to the use of your personal information as described in the Privacy Policy located at www.Y98.com.

Station: KYKY, 3100 Market Street, St. Louis, MO 63103.

Sponsor and Administrator: CBS Radio, 40 W 57th 15 Floor, New York, NY 10019.

Prize Provider: CBS Radio, 40 W 57th 15 Floor, New York, NY 10019.