

WRIF Rock Girl 2010
Contest Rules

WRIF will be conducting a contest to find one person to be the Riff "Rock Girl" who will represent the Radio Station at promotions, events and on the air for WRIF from May 2010 to May 2011. The person who is selected will become a part-time station employee with an annualized salary of \$40,000.

CONTEST DATES

The Riff Rock Girl contest will take place from 03/18/10 through 5/21/2010. This contest is subject to all federal, state, and local laws, and is void where prohibited by law. **ALL EVENT DATES, TIMES AND LOCATIONS ARE SUBJECT TO CHANGE; LISTEN TO WRIF OR VISIT WWW.WRIF.COM FOR UPDATES.**

WHO CAN ENTER

Only female residents of Metro Detroit, MI (Macomb, Oakland, Wayne, Washtenaw, Monroe, Livingston, Lenawee, Jackson, Hillsdale, St. Clair, Lapeer, and Genesee counties) who are 21 years of age or older as of March 18, 2010 can participate in this contest.

Any person who, as of March 18, 2010, has any type of talent and/or management representation (e.g., a talent agent or manager), is under any type of professional performance contract (including but not limited to, a music recording contract, a talent contract, an acting contract), is under any type of exclusive contract to a modeling and/or promotional agency, and/or is party to any merchandising contract may be deemed **INELIGIBLE** to participate in the contest and subject to disqualification.

Any person who has won or served in the position of "Riff Rock Girl" in the last 10 years is ineligible to participate.

Employees of Greater Media Detroit ("Company"), Specs Howard School of Media Arts, Anheuser-Busch, Metromix.com, any other contest sponsors, and their respective parent, subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of such employees (i.e., spouses, parents, grandparents, children, grandchildren, and siblings) and anyone else residing within the household of each of the above are **NOT** eligible to enter and/or to win.

WRIF-FM reserves the right to disqualify any entrant at any time in its sole discretion. Entrants who provide any false information with respect to employment history, background, or other credentials, may be immediately disqualified or, if already hired, immediately terminated.

THE CONTEST WILL BE CONDUCTED AS FOLLOWS

In order to participate, you must attend one of three (3) scheduled official auditions. Potential candidates will be able to pre-register by filling out an application ahead of time at www.wrif.com/rockgirl2010. Applications can be submitted by filling out the application and submitting with a photo (.jpg format; 1MB maximum size) via email at rockgirl2010@wrif.com or by printing the application, filling it out, and mailing or dropping off the application along with a photo to:

101 WRIF
Attn: Rock Girl Search
One Radio Plaza
Ferndale, MI 48220

Pre-registered applicants will be invited to one of the two auditions, assuming they meet all requirements to participate in the Riff Rock Girl Search. All pre-registered applicants will be contacted 5 to 7 business days prior to the audition to be informed of arrival times and procedures. Auditions

will also be open to the public to attend and apply for the Riff Rock Girl Search onsite the day of the audition. At the auditions, participants will be required to complete an application (if not already pre-registered), sign a participation release form, be photographed, conduct an interview with 101 WRIF station staff members, and read a traffic report. Participants may also be recorded, photographed and/or videotaped at the audition. All contest entries will become the property of Station and will not be acknowledged or returned.

AUDITIONS WILL TAKE PLACE ON

1- 7pm to 11pm, Friday, March 19th – Malarkey's Southgate, 14980 Toledo Dix Rd Southgate

2 – 8pm to Midnight, Saturday, March 20th – Overtyme Grill and Tap Room, 4724 Dixie Hwy, Waterford

3 – 6pm to 10pm, Thursday, March 25th – Malarkey's Westland, 35750 Warren Road Westland

4 – 5pm to 9pm, Saturday, March 27th – Santinos, 59259 Van Dyke, Washington Twp

The Station reserves the right to hold additional auditions. Listen to 101 WRIF or visit our website at www.wrif.com for further details.

Participants must provide a valid form of picture ID and a head-shot (need not be professional) when registering. *Participants must have authorization to provide photos to WRIF for display on its website as provided below. If a participant does not have this authorization and is selected as a semi-finalist, she must inform WRIF so that another photo can be taken for posting on the website.* Auditions will take place on a first-come / first-served basis regardless of whether applicant has already pre-registered. WRIF reserves the right to close the registration process before the event ends (but continue the auditions) if it appears that it will not have time to audition everyone in line. Anyone who has pre-registered and arrives before the end time for the event will be allowed to audition. Auditions will continue, time permitting, until terminated by the Station.

Participants agree to be bound by these Official Rules. Participants agree to submit to a criminal background check, reference check, and credit check. Entrants must not have any conflicting obligations, contractual or otherwise, that would interfere with their obligations if chosen to be the WRIF Rock Girl. Winners must provide satisfactory references and proof of identification and work authorization as required by the Immigration Reform and Control Act of 1986.

At the conclusion of the three (3) auditions, a minimum of thirty-two (32) participants will be chosen as semi-finalists to continue in the contest by participating in the semi-final rounds. In addition to the participants chosen to continue to the semi-finals, the Station may select up to four (4) alternates who may be allowed to continue in the contest at the discretion of the Station.

JUDGING

Participants will be judged based on their personality, presentation, and speaking ability. Judging of participants at the auditions will be by representatives of the Station in their sole discretion. Judges will grade all of the participants at the auditions and select the participants who will compete in the semi-final rounds. Alternates may be chosen in case any of the semi-finalists are not able to continue participating in the contest.

Participants will be graded as follows (percentages are approximate):

- I. 35% Personality
- II. 40% Presentation
- III. 25% Speaking ability

The decisions of the judges are final and can not be negotiated.

Should a participant fail to comply with any of the official rules or fail to appear for the competition or photograph sessions on such date(s) and time(s) as established by WRIF-FM, then such participant shall be disqualified.

SEMI FINAL ROUNDS

The thirty-two (32) semi-finalists' photos will be placed in random order on a webpage available online at www.wrif.com starting April 5 through 11:59 pm (ET) on April 11, 2010. Listeners will vote for their favorite contestant to narrow the field to the Sexy Sixteen (16).

The "Sexy Sixteen" (16) semi-finalists' photos will be placed in random order on a webpage available online at www.wrif.com starting April 19 through 11:59 pm (ET) on May 2, 2010. Listeners will be able go online to vote for their favorite contestant to reduce the semi-finalist pool to eight (8) contestants. During this second round of voting, the "Sexy 16" semi-finalists will make several appearances throughout Metro Detroit during the "Riff Rock Girl Bus Tour". "Sexy 16" Semi-Finalists must attend a minimum of 75% of the "Bus Tour" appearances. Failure to attend 75% of the appearances will be taken into consideration when determining Grand Prize Winner from "Fabulous Four" contestants, assuming one of the "Fabulous Four" contestants fails to meet minimum attendance requirement (unless reasonable excuse is provided for missing appearances and exemption is provided by the Station; providing an exemption is at sole discretion of the Station). "Sexy 16" semi-finalists may also be required to participate in on-line and on-air interviews during the Second Round of Voting.

The "Exotic 8" semi-finalists will be placed in random order on the WRIF Rock Girl webpage starting May 3 through 11:59 pm (ET) on May 19, 2010. Listeners will go online to vote for their favorite contestant to reduce the semi-finalist pool to Four (4) contestants. "Exotic 8" semi-finalists will be required to make several appearances during the Third Round of Voting. "Exotic 8" Semi-Finalists must attend a minimum of 75% of the "Bus Tour" appearances. Failure to attend 75% of the appearances will be taken into consideration when determining Grand Prize Winner from "Fabulous Four" contestants, assuming one of the "Fabulous Four" contestants fails to meet minimum attendance requirement (unless reasonable excuse is provided for missing appearances and exemption is provided by the station; providing an exemption is at sole discretion of the station). All of the "Exotic 8" contestants must appear at the "Rock Girl Finals" party on Thursday, May 20, 2010 (time/location TBD). The "Fabulous Four" contestants will be announced at that time, based on the voting tallies from the final round of voting, and the final round of competition will commence, with onsite judges making the final decision on who will be awarded the title and prizes associated with the "WRIF Rock Girl".

For all semifinal rounds, listeners will be able go online to vote for their favorite contestant. Listeners must be a member of the WRIF Cyber-Crew to vote; limit one vote per member per round of voting. For the Sexy 16 and Exotic 8 (second and third) rounds only, listeners may also vote for their favorite contestant via Text Message Voting (limit one vote per phone number per round of voting) as instructed on the contest webpage. In each round, each listener is limited to one vote total per voting method. Register to become a Cyber-Crew member at www.wrif.com.

WRIF-FM disclaims any liability for 'server errors' or other online or cellular access problems during the voting periods. WRIF-FM reserves the right to extend the online voting period(s) if technical difficulties should arise. WRIF-FM will use commercially reasonable efforts to ensure that the online voting is fair to each contestant and will keep the integrity of the system as balanced as possible. However, if, for any reason, the online voting is not capable of being conducted as planned, including but not limited to infection by computer virus, bug, tampering, unauthorized intervention, fraud, technical failures, or other causes beyond the control of WRIF, Station reserves the right at its sole discretion to cancel, terminate, modify or suspend the online voting and/or determine an alternate method of selecting the semi-finalists. Contestants may be disqualified if Station determines that they or their supporters have engaged in any fraudulent voting or other improper conduct relating to the contest.

FINAL ROUND

The (4) finalists will be announced at the "Rock Girl Final Party" event on Thursday, May 20, 2010 at Location TBD, and the (4) finalists will compete that evening for the prize of "Riff Rock Girl". Throughout the event, the finalists will appear in catwalk competitions, a verbal interview, read radio copy, and talent competitions. Three station-selected judges, along with Station management, will make the final decision on who will be the winner of the competition. The judges' decisions are final and may not be negotiated. The judges will also select a "Runner-Up", should the winner forfeit or be disqualified for any reason, or should she not be willing or able to complete the requirements as stated in the contract.

SEMI FINALIST RESPONSIBILITIES

The (32) semifinalists will be required to attend specified station events, including but not limited to: Photo shoots, on-air interviews, club nights, etc. Semifinalists are not required to attend each and every event, but repeated failure to appear at station functions at the instructed time or failure to appear after committing to attend can result in the semi-finalist being disqualified. The station will give at least 24 hours' notice for each event. In regards to the "Sexy 16" and "Exotic 8" semi-finalists, semi-finalists will be required to attend a minimum of 75% of the "Rock Girl Bus Tour" appearances. Failure to attend 75% of the appearances will be taken into consideration when determining Grand Prize Winner from "Fabulous Four" contestants, assuming one of the "Fabulous Four" contestants fails to meet minimum attendance requirement (unless reasonable excuse is provided for missing appearances and exemption is provided by the station; providing an exemption is at sole discretion of the station).

In the event of a tie during any round, station management will decide who will move on in the contest, in its sole discretion. If the winner of the tie-breaker cannot be reached by phone within two (2) business days then she will be disqualified and the other contestant with the same score will be chosen in her stead.

All auditions may be audio- and video-recorded by the Station and shall be the sole and exclusive property of the Station and may be broadcast on-air and used for promotional and advertising purposes without further permission or compensation.

Station management shall decide all matters relating to the contest and the interpretation of contest rules. The decisions of Station management shall be final. Entry in the contest constitutes agreement by all contestants to abide by these rules, as well as any other rules established by Station and communicated to the participants, and permission for Station to post entrants' photos, record their auditions, and use such materials for Station promotional and advertising purposes.

PRIZE

Only one (1) contestant will win the contest. Subject to satisfactory completion of a thorough background check, the winner will become a part-time employee of the station. Winner must enter into an employment contract with the Station, which will outline the obligations owed to the Station by virtue of being the WRIF Rock Girl. The one (1) winner will receive an annualized salary of \$40,000 to be paid in equal amounts bi-weekly from May 2010-May 2011 (subject to authorized payroll deductions and withholding taxes). The Station shall have the absolute right, without incurring any liability to the winner, to terminate the contract if the winner does not comply with the terms of the contract or otherwise violates company policy as set forth in the employee handbook, a copy of which will be provided to the winner upon commencement of her employment with WRIF.

Winner must be available to participate in station activities as required and assigned by programming and promotions, and be willing to travel around the Metro Detroit area and to other destinations. Winner must be available to participate in Station activities during non-traditional hours, including nights and weekends. Winner will be expected to appear at different venues and types of promotions

including but not limited to concerts, bars, nightclubs, retail locations and more. The winner will be expected to dress in appropriate apparel for station events. No prize substitution or cash redemption will be awarded.

Winner will also receive a full scholarship for the 8 Month Specs Howard School of Media Arts Radio, Video & Film Program. Rules and restrictions to qualify for the Specs Howard School of Media Arts Scholarship are as follows:

- All participants must be high school seniors (graduating by June of 2010), high school graduates or GED recipients.
- Winner will receive written documentation from Specs Howard School of Media Arts acknowledging scholarship approval.
- Upon being awarded a scholarship, the recipient must contact the school within 30 days in order to redeem the scholarship.
- Scholarships are conditional upon winner meeting all SHS entry requirements and prerequisites and recipients are subject to all policies, as published in the Specs Howard School of Media Arts catalog.
- Scholarships are non-transferable and have no cash value.
- Scholarships may not be combined with any other scholarships sponsored by Specs Howard School of Media Arts.
- Scholarship recipients may request their choice of class; however Specs Howard School of Media Arts reserves the right to place the scholarship recipient in a class subject to availability.
- Scholarship must be used for enrollment within 12 months.
- Scholarships do not include housing.
- Other restrictions may apply to individual scholarships.

Total value of prize (assuming employment for the full year and use of Specs Howard scholarship): \$51,995.

Winners agree to release and hold harmless the promotion sponsors, WRIF, Greater Boston Radio, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents from any and all liability and any injuries, loss or damage of any kind arising from or in connection with this contest and any prize won. Winners will be required to sign a form releasing WRIF and its affiliated companies from all liability in connection with the contest and the award and use of the prize before claiming the prize. Any person who refuses to sign the Release and/or provide a social security number will forfeit the contest prize.

Station reserves the right to substitute a prize of equal or greater value for all contests and giveaways.

No transfer or assignment of qualifying opportunities or prizes is allowed. Winner is responsible for paying all applicable local, county, state and federal taxes on prizes based on the estimated retail value of the prize, as set forth in the contest rules.

By participating in this contest, each contestant hereby consents to the Station's use of her name; voice; likeness; photograph; recorded material; and biographical information for on-air broadcast and for advertising and promotional purposes without payment of additional consideration. Station shall have the right to copy, edit, broadcast, publish and use, in whole or in part, any materials featuring participants, in any manner without compensation.

WRIF undertakes no liability or responsibility, and makes no warranties, express or implied, with respect to the performance of the prize(s) awarded, for any failure to perform or negligent performance of any service provider, or for any other risk, incident or damage, direct or indirect, relating to or arising out of the contest, including (but not limited to) cancellations, postponements, delays or other scheduling changes; missed events or connections or inability of winner to attend; and accident, injury, death, damage or expense arising from or occurring during the use of the prize, or

travel to/from or attendance at any event relating to the contest, by the winner. WRIF is not responsible for damage to a prize or loss of a prize after the prize has been claimed. WRIF is not responsible for technical, hardware or software failure or malfunctions, lost or unavailable network or other telecommunications connections, or lost, late, damaged, illegible, inaccurate, incomplete, garbled, disconnected, or delayed contest entries or communications, whether caused by the sender or by any of the equipment or programming associated with or used in this contest, or by any human error which may occur in the execution of this contest.

Failure to conform to all contest rules, or any fraud or other illegal or inappropriate conduct on the part of a contestant, will result in the contestant's disqualification and forfeiture of any prize won. WRIF reserves the right to rule ineligible listeners who, in WRIF's sole judgment, engage in abusive conduct with respect to any contest or promotion conducted by WRIF or its affiliates. By taking part in this contest, participants agree to be bound by these rules and all decisions of the judges, who are employees of WRIF and whose decisions with respect to all aspects of the contest are final and binding.

Copies of contest rules are available at the Station, One Radio Plaza, Ferndale, MI, during normal business hours of 9:00 a.m. to 5:00 p.m., Monday through Friday or online at www.wrif.com.

Station reserves the right to change, alter or modify these rules, contest dates, times, and/or locations at any time with or without written notice. Material changes to the contest rules, if any, will be broadcast on-air and become effective upon announcement.

Station reserves the right to end or stop any contest at any time and for any reason with or without awarding a prize.

As a condition to participating in this Contest, each entrant agrees that any and all disputes that cannot be resolved between the parties, and all causes of action arising out of or in connection with this Contest shall be resolved individually, without resort to any form of class action, exclusively before a court located in Oakland County, Michigan having competent jurisdiction, which court shall apply the laws of the State of Michigan, without regard to the conflicts of law principles thereof. The entrant and WRIF hereby waive any and all right to trial by jury. If any provision of these Official Rules is declared or found by a court of competent jurisdiction to be illegal, unenforceable or void, then such provision will be null and void but each other provision hereof not so affected will be enforced to the full extent permitted by applicable law.