

## **“\$100K Holiday” Official Promotion Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

1. HOW IT WORKS: From November 2, 2009 through December 18, 2009 (the “Promotion Period”), an individual may drop by a participating location to retrieve an entry card for the Lady Luck Casino \$100K Holiday. Completed registration cards may be mailed to the participating radio station at the following address: Sudbury Broadcasting Group, P.O. Box 989, Blytheville, AR 72316 or dropped by during regular business hours from 9 a.m. – 4:30 p.m. at 125 South 2<sup>nd</sup> Street, Blytheville, AR. Entry cards that are incomplete or illegible will be automatically disqualified. No entries will be accepted after December 17, 2009. Entries arriving after Thursday, December 17, 2009, will be automatically disqualified. For a complete list of participating locations, please visit the station website at [www.thundercountry963.com](http://www.thundercountry963.com) or visit the station at 125 South 2<sup>nd</sup> Street in Blytheville, Arkansas. In the event that registration cards are unavailable at participating locations, listeners are invited to pick one up at our studios at 125 South 2<sup>nd</sup> Street in Blytheville, or register online at [www.thundercountry963.com](http://www.thundercountry963.com). Entries will also be accepted at the station’s website at [www.thundercountry963.com](http://www.thundercountry963.com). Listeners may also qualify by listening to KHLS Thunder Country 96.3, KAMJ KJam 93.9 and KQFX The Fix 107.3. Listeners will be prompted at random throughout the promotional period to be caller number 9 when they hear the Lady Luck Casino Boat Horn. Listeners may also qualify instantly at special live broadcasts on Sudbury Broadcasting Group stations. Be listening for details on where and when those locations will be, or visit the website for locations and times at [www.thundercountry963.com](http://www.thundercountry963.com). Sudbury Broadcasting Group assumes no responsibility or liability for problems that may be associated with telephone communications, busy lines, dropped calls or general inability to communicate during phone calls. Sudbury Broadcasting Group also assumes no responsibility or liability for the United States Postal Service’s ability to deliver qualifying cards which may have been mailed. Only cards that arrive at the station’s studios by December 17, 2009 will be considered to be entered in the contest.

Eligible qualifiers will be invited to the Lady Luck Casino property on Saturday, December 19 between the hours of 12 p.m. and 8 p.m., to enter a 5-digit Entry Code on the keypad of the Visible Vault™ (“Vault”) provided, and if the Vault opens he/she could be the winner of the Grand Prize listed below. Eligible qualifiers will also be given a ticket when they arrive at the Lady Luck Casino property. This ticket will be their entry into an additional drawing for \$1,000 which will be held at 8 p.m. Qualifiers must be present to win the guaranteed \$1,000 prize. In the event they are not, the Casino reserves the right to draw a new name every ten (10) minutes until the \$1,000 prize has been awarded.

2. ELIGIBILITY: Open to legal residents of the continental United States who are 21 years of age or older at time of entry. Void where prohibited by law. Employees of Sponsors, their parents, affiliates and subsidiaries, participating advertising and promotion agencies and prize suppliers (and members of their immediate family and/or those living in the same of household of each) are not eligible. Immediate family is defined as spouse, parent, grandparent or sibling. Limit 1 entry per person per day. Entry into the contest may be through the Thunder Country website at [www.thundercountry963.com](http://www.thundercountry963.com), by picking up an entry card from participating locations, completing and returning it to Sudbury Broadcasting Group, by entry at Lady Luck Casino, on-air contesting or at a special live broadcast event. For a complete list of participating locations, please visit the website or visit the radio station at 125 South 2<sup>nd</sup> Street, Blytheville, Arkansas 72315.

3. HOW TO PLAY: A random 5 digit number ("Prize Determination Number") has been programmed into the Visible Vault. Each contestant is permitted only 1 attempt to open the Visible Vault. Make your attempt by entering a number consisting of exactly five digits into the Vault's lock. If the number you enter as your attempt is identical (exact order) to the Prize Determination Number, you are a winner, subject to verification. Grand Prize: \$100,000.00.

4. CONDITIONS OF PARTICIPATION: Only one grand prize is available to be won. If a contestant enters a number that matches the Prize Determination Number and the Grand Prize is won, the promotion is over and no additional attempts will be allowed. If no one enters the Prize Determination Number, no grand prize will be awarded. The odds of winning are 1/100,000 per attempt. No more than the number of prizes set forth in these Official Rules will be awarded. Entry Numbers not legitimately entered in accordance with these rules are void. Use of any automated system except for the Vault itself to participate is prohibited and will result in disqualification. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING. A PARTICIPANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL SAID PARTICIPANT'S ELIGIBILITY AND THE POTENTIAL WIN HAS BEEN VERIFIED AND SAID PARTICIPANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE AND ANY DOCUMENTATION NECESSARY FOR VERIFICATION HAS BEEN SUBMITTED TO SPONSOR OR SPONSOR'S DESIGNEE FOR VERIFICATION. SPONSOR WILL NOT ACCEPT ANY OTHER EVIDENCE OF A WIN IN LIEU OF ITS VALIDATION PROCESS. No transfer, assignment or substitution of a prize will be permitted, except Sponsor reserves the right to substitute prize for an item of equal or greater value in the event an advertised prize is unavailable. All federal, state and local laws and regulations apply. Participants agree to be bound by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this contest. The winner of a prize, if any, must sign and return an Affidavit of Eligibility, a Liability Release and where legally permissible a Publicity Release within five business days following the date of the verified win. Failure to comply with this deadline may result in forfeiture of a prize. Unclaimed prizes will not be awarded. Return of any prize as undeliverable may result in disqualification. Acceptance of a prize constitutes permission for Sponsor and its agencies to use winner's name and/or likeness for advertising and promotional purposes without additional compensation, unless prohibited by law. Sponsor is not

responsible for any typographical or other error in the printing of the offer, administration of the contest or in the announcement of the prize.

6. PRIZES AND ODDS: Only one (1) Grand Prize consisting of \$100,000 is available to be won. Odds of winning the Grand Prize are 1:100,000 Payment of Grand Prize will be in the form of a check from the promotion sponsor after a winner has been determined. All taxes on any prize are the sole responsibility of the winners.

7. INDEMNIFICATION. By participating, participants agree to release, discharge, indemnify and hold harmless Sponsor and each of its respective officers, directors, employees, representatives, agents, advertising and promotional agencies from and against any claims made by winners, entrants, or any other third parties, related in any way to the operation of this contest as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any contest-related activity or participation in this contest.

8. LIMITATION OF LIABILITY: The memory of the Vault's lock is the sole determiner of (i) each Entry Number entered as an attempt and (ii) the Combination. Sponsor is not responsible for electronic errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entries or the Vault or lock itself, or for technical, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entries by on account of technical problems with the Vault or lock or combination of both. If for any reason the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes, technological or otherwise, which corrupt, disrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this contest, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend any and all aspects of the contest. Sponsor reserves the right, but not the obligation, to select winners from eligible entries received as of the termination date. A Contestant's sole remedy in the event of Vault or lock malfunction shall be a replacement entry. Sponsors further reserve the right to disqualify any individual who tampers with the entry process. **Caution:** Any attempt by any individual to deliberately damage the Vault or lock or undermine the legitimate operation of the contest is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent of the law.

**9. GOVERNING LAW; DISPUTES:** Each Contestant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court governing Country and State of the Sponsor Location(ii) 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 (iii) under no circumstances will a participant be permitted to obtain awards for and participant 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. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the state of [State], without regard to conflicts of law rules.

10. WINNER'S LIST: For a complete list of winners, if any, send a separate self-addressed, stamped envelope to: "100K Holiday" Winners List, P.O. Box 989, Blytheville, AR 72316. Requests must be received by January 31, 2010.

11. SPONSOR: Lady Luck Casino, 777 East 3<sup>rd</sup> Street, Caruthersville, Missouri 63830.  
ADVERTISING AGENT : Sudbury Broadcasting Group 125 S. 2<sup>nd</sup> Street,  
Blytheville, AR 72315

12. NOTE: There are master combinations for the lock each consisting of more digits than are required for your attempt. If you enter one of these master combinations, it is NOT an eligible attempt and you are NOT eligible for any prize award, even if the lock opens.

13. PROXIES: If a contestant qualifies to try their five digit code on December 19, 2009, at Lady Luck Casino, they must come in person with one form of picture i.d. (driver's license). No proxies will be allowed in this contest. If a person is unable to attend the grand finale on December 19,2009 they automatically forfeit their opportunity to try to open the Vault.