

**WIXX 101.1 FM "Sexy and I Know It" American Music Awards Flyaway Dance Contest 2011
OFFICIAL RULES**

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WIXX "Sexy and I Know It" American Music Awards Flyaway Dance Contest 2011
- .02 SPONSORS: Miller Light and Warner Brothers Records
- .03 DESCRIPTION OF PRIZE(S): Roundtrip Airline for 2 from Green Bay, WI to Los Angeles, CA. Hotel stay for 2. Two tickets to the 2011 American Music Awards Show on 11/20/11.
- .04 VALUE OF PRIZE(S): \$1500.00
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Green Bay-Appleton, WI DMA
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER: Complete an entry form located on the WIXX 101.1 FM website at www.wixx.com
AND/OR
 Complete an entry form available at the following locations:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: First 20 videos OR 10/14/11 at 9:00am CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX "Sexy and I Know It" American Music Awards Flyaway Dance Contest 2011 Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 10/2/11 at 9am CST
Promotion Ends: 10/24/11 at 8am CST
- .11 NUMBER OF WINNERS: One (1)
- .12 METHOD OF SELECTION OF WINNER(S): Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about at CST at 1420 Bellevue St, Green Bay, WI 54311
OR
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT: Winner(s) need to be present to win
OR
 Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): 10/25/11

- .15 ALL PRIZES WILL BE AWARDED: Yes
OR
 No
- .16 ALTERNATE WINNER(S): Yes
(if potential winner(s) do(es) not OR
qualify, decline(s) acceptance of No
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST ADDRESS: WIXX "Sexy and I Know It" American Music Awards Flyaway Dance Contest 2011 Official Rules, c/o Midwest Communications, Inc., Marketing Department, PO Box 23333 Green Bay, WI 54305-3333
- .18 WINNER(S) LIST REQUEST ADDRESS: WIXX "Sexy and I Know It" American Music Awards Flyaway Dance Contest 2011 Winner List, c/o Midwest Communications, Inc., Marketing Department, PO Box 23333, Green Bay, WI 54305-3333
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 10/25/11

Winner will be notified.
Prize will be awarded upon completion of all legal paperwork with
Midwest Communications, Inc./WRIG, Inc.
Winner will receive a 1099 for value of this prize package.
Prize is non-transferable before acceptance of prize.

Winner is responsible for all taxes and additional expenses, including but not limited to any: baggage fees, itinerary change fees, gratuities, tour provider/airline fuel surcharge fees, personal incidentals, passport fees and trip interruption costs.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays or trip interruptions of any kind.
It is recommended that winners investigate travel insurance protection for some prize packages.

Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

HOW TO ENTER

To qualify, listeners must be one of the first TWENTY (20) people to submit a video through WIXX.COM showing a 1-minute clip of them dancing to the song "Sexy and I Know It" by L.M.F.A.O.

The 1-minute clip must be the clip downloaded from WIXX.COM.

In the case that WIXX doesn't receive 20 submissions, the cut-off date for video submissions will be Friday 10/14/11 at 9am.

All videos must be submitted by entering the video's embed code at WIXX.COM.

Videos must be deemed appropriate before they are posted and considered as a qualifier. The descretion of appropriateness will be determined by how it reflects the WIXX brand and image.

Contestant must produce original video and video MUST have the "WIXX" call letters physically present (such as WIXX T-Shirt or hand-made sign) in the video.

Videos only containing a WIXX overlay will not be accepted.

Once videos are posted, if any participants in the videos object to their appearance or likeness being used in the promotional contest, please contact Mary Stastny at 920-435-3771 or mary.stastny@mwcradio.com.

ADDENDUM B

METHOD OF SELECTION OF WINNER

A winner will be determined by an online poll at WIXX.COM.

Voting will begin on Monday, 10/17/11. Voting will continue until 8am on Mon. 10/24/11. All voting for this contest will be done at WIXX.COM through said poll.

Any attempt by a contestant to manipulate the results of this poll in an unfair manner, as determined by WIXX, will be subject to disqualification from the contest. Any malfunction of the poll or of WIXX.COM may forfeit all votes.

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