

Contest Name: Dining with the Dinosaurs

Station(s): Local 12 WKRC-TV

Station(s) Address(es): 1906 Highland Avenue, Cincinnati, OH 45219

Telephone: 513.763.5500

Local 12 WKRC-TV (hereinafter "Local 12"), its subsidiaries and affiliated companies (together, the "Company") and Cincinnati Museum Center (herein after "CMC") its subsidiaries and affiliated companies will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

1. Description of Contest/Participation.

Greater Cincinnati residents 12 and under, with permission of their parent or legal guardian, may enter to win "Dining with the Dinosaurs" at CMC with Local 12's chief meteorologist, Tim Hedrick. Winners may invite and host up to 3 guests to attend the event. Tim Hedrick, or another meteorologist from Local 12, will do their weather portions of the selected evening's newscast live from the "Dining with Dinosaurs" event at CMC. Inclement weather, breaking news or acts of nature beyond our control may force cancellation or postponement of one or more broadcast segments, and will be solely at the discretion of Local 12 News. NO PURCHASE NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. Odds of winning depend upon the number of participants.

- A. Dates of Contest: The Contest will begin on or about June 2, 2009 and end on or about July 29, 2009.
- B. How to Enter: Log onto www.local12.com to download and print an official entry form coloring page. Color the entry form and mail it to: Dining with the Dinosaurs, c/o Local 12, P.O. Box 19615, Cincinnati, OH 45219-0615. Please include your name, age and birth date, address, phone number, and signature of child's parent or legal guardian.
- C. How to Play: Submit your completed official coloring page to Local 12. Each day's winner is randomly selected from all entries (except for prior "Dining with the Dinosaurs" winners) received by Local 12. Entries remain property of Local 12 and will not be returned. Local 12 is not responsible for any lost, stolen and/or misplaced entries. Entries will be carried over from day to day. The final deadline for receipt of entries is July 22, 2009 at 11:59 p.m.
- D. Winner Notification and Acceptance: Winners' names will be announced during the 5:30 p.m. newscast Monday through Friday during weather starting on or about June 22, 2009 and ending on or about July 31, 2009. Winners will be notified via phone. If a winner cannot be contacted from the information provided on the entry form within 24 hours or is disqualified, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

Prizes will be awarded in the name of each winner's parent or legal guardian, who will be required to physically come to Local 12 WKRC-TV at 1906 Highland Avenue – Cincinnati, Ohio to present a photo ID, provide a valid Social Security number, and complete an affidavit of eligibility and a liability of public release. Failure to sign and return the affidavit or release within five (5) business days of winner notification, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and award of the prize to a substitute winner. Acceptance of any prize

constitutes winner's and his or her parent or legal guardian's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Local 12. Winners' parents or legal guardians are solely responsible for reporting and payment of any taxes on prizes.

- E. Other Requirements: Each entry must be the sole original work of the child. Winners cannot select a specific "Dining with the Dinosaurs" date. In the event a winner cannot participate in the event on the specified date, the winner will forfeit the prize and another winner will be selected by random drawing. The decisions of Local 12 are sole and final. Local 12 reserves the right to change broadcast date and location at any time. Inclement weather, breaking news or acts of nature beyond our control may force cancellation or postponement of one or more broadcast segments, and will be solely at the discretion of Local 12 News. In that event, Local 12 will make all efforts to provide catering and event activities, regardless of the broadcast status. However, Local 12 and CMC reserve the right to cancel the entire event without notice. Local 12 reserves the right to change or modify the rules without prior notice.

2. Prize(s). The prize(s) that may be awarded to the eligible winner(s) are:

Prize (25): Dinner for four (4) at CMC (provided by Deco Catering), four (4) tickets to Dinosaurs Unearthed, and four (4) tickets to Dinosaurs Alive! on July 29, 2009

(Approximate prize value: \$150.)

Prizes are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be redeemed on July 29, 2009. If a winner cannot be contacted from the information provided on the entry form within 24 hours or is disqualified, the Company reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion.

3. **Eligibility and Limitations.** Participants and winner(s) must be U.S. residents ages 12 and under as determined by the Company and reside in Local 12's Designated Marketing Area (DMA) and have approval from parent or legal guardian to participate. Only one (1) prize per household for the Contest. Only one (1) prize per household from any of the Company's stations within any thirty (30) day period. Employees of the Company, the Contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. **Telephone and Delivery Disclaimer.** For all contests the Company disclaims all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by mail, courier, express, electronic transmission, or other delivery method. Entry forms in a register-to-win contest must be handwritten. No photocopies or mechanical reproductions of entry forms is permitted.

5. **Publicity; Use of Personal Information.** By participating, where allowed by law, all participants and winner(s)' parent or legal guardian grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

6. **Release.** By participating in the Contest, each participant and winner's parent or legal guardian waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize. In order to receive a prize, participants must sign an official waiver form provided by the Company.

7. **Taxes.** Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner's parent or legal guardian is solely responsible for reporting and paying any and all applicable taxes related to the prize(s) and paying any expenses associated with any prize which are not specifically provided for in the official rules. Each winner's parent or legal guardian must provide the Company with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Any person winning over \$600 in prizes from the Company will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

8. **Conduct and Decisions.** By participating in the Contest, participants and their parent or legal guardian agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **Miscellaneous.** Each winner's parent or legal guardian must submit proof of eligibility and sign the Company's release form to claim the prize. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as announced on the Station(s). The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. For a copy of the rules, or where required by law, a list of winners, visit the business office of the Station during normal business hours or mail a written request with a stamped, self-addressed return envelope to the Station's address, listed above. All entries become the property of the Company and will not be returned. To be removed from our direct mail, email or fax lists, visit the main office of the Station during regular business hours, or send a self addressed stamped envelope with contest name to Newport Television Contesting, 1906 Highland Avenue, Cincinnati, OH 45219.

10. **Compliance with Law.** The conduct of the Contest is governed by the applicable laws of the State of Ohio, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Contest, etc. as required by local and state law.