

105.9 KISS-FM Battle of the Beauty Salon Bracket Challenge OFFICIAL CAMPAIGN RULES

By participating and/or voting in **Battle of the Beauty Salon Bracket Challenge** (the “Campaign”), you agree to these Campaign Rules and Privacy Policy shown on www.kissfmdetroit.com and all final decisions of WDMK-FM (the “Station”). If you do not agree to these Campaign Rules and Privacy Policy, you should not place a vote on our website. Further you can request deletion of your existing voting account at www.kissfmdetroit.com. **Battle of the Beauty Salon Bracket Challenge** is being administered by a neutral third party, Second Street (“Campaign Administrator”), on behalf of the Station. Station shall make the final determination as to the winner in its sole discretion. The Station reserves the right to end this Campaign or change these guidelines upon announcement on air and/or by publication at www.kissfmdetroit.com.

RULES & VOTING ROUNDS

Thirty-two (32) pre-selected participating salons will be randomly paired in a bracket-style competition and voted on until there is one (1) remaining salon. Nominations will be taken into consideration but station will pre-select salons from its sole discretion. Voting rounds are as follows:

- i. Round 1 – Thirty Two (32) salons: will begin on Monday May 23, 2022 at 12:00AM Eastern Time (“ET”) and end on Friday, May 27, 2022 at 11:59PM ET. In each matchup, the salon with highest votes will advance to Round 2.

- ii. Round 2 – sixteen (16) Salons: will begin on Saturday, May 28, 2022 at 12:00AM ET and end on Wednesday June 1, 2022 at 11:59PM ET. In each matchup, the salon with highest votes will advance to Round 3

- iii. Round 3 – Eight (8) salons: will begin on Thursday, June 2, 2022 at 12:00AM ET and end on Tuesday June 7, 2022 at 11:59PM ET. In each matchup, the salon with highest votes will advance to Round 4.

- iv. Round 4 – four (4) salons: will begin on Wednesday June 8, 2022 at 12:00AM and end on Monday June 13, 2022 at 11:59PM ET. In each matchup, the salon with highest votes will advance to Round 5.

- v. Round 5 – Two (2) salons: will begin on Tuesday June 14, 2022 at 12:00AM ET and end

on Friday June 17, 2022 at 10:00am ET. The salon with the highest number of votes once Round 5 has concluded will be deemed the winning salon, upon confirmation of eligibility.

Winning salon will be announced live by the Station morning show co-host Angie Starr at the Inferno Hairshow at Huntington Place located at 1 Washington Blvd, Detroit, MI 48226, on Sunday June 19, 2022 between the hours of 6-8pm ET. A representative of the winning salon does not need to be present at this event to win the Campaign.

- vi. Winning salon will also be announced live on air on the Station during the Mason & Starr morning show on Monday, June 20, 2022 between the hours of 6:00am and 10:00am ET. Winning salon will also be notified by phone and/or email on or around Monday, June 20, 2022.
- vii. Users may submit one vote per round.
- viii. In the event of a tie in any round, the salon to advance to the next round will be randomly selected by the Station.
- ix. In the event that a pre-selected salon would like to opt out of the Campaign, the paired salon will automatically win that round. Salons may opt out by emailing Ben.perez@bbgi.com with the subject line “Battle of the Beauty Salon Bracket Challenge Opt-Out”. Upon confirmation, the salon will be removed from the Campaign.
- x. This Contest is open to all salons that reside in the Detroit Metro Area, consisting of the following Michigan counties: Lenawee, Monroe, Wayne, Washtenaw, Jackson, Hillsdale, Ingham, Livingston, Oakland, Macomb, St. Clair, Lapeer, Genesee, and Shiawassee. Salon must be located in the Detroit Metro area.

VOTING MECHANISMS

Votes are to be cast by individuals only with unique email addresses. Automated or multiple voting mechanisms are strictly prohibited. Any votes suspected by the producers to be fraudulent may be disqualified, in the Station’s sole discretion, and could affect the final standings prior to or after initial announcement. The Station reserves the right in its sole discretion to cancel or

suspend this Campaign, in part or in its entirety, should virus, tampering, fraud, technical difficulties or other causes beyond its control corrupt the administration, security, fairness, integrity or proper administration of the Campaign, or for any reason whatsoever. The Station further reserves the right to modify these Campaign Rules at any time during the voting period for any reason, in its sole discretion.

Participating salons may not attempt to obtain votes by any fraudulent or inappropriate means, including, without limitation, by: (a) circumventing (or encouraging others to circumvent) any vote limits; (b) using any automated system to vote; (c) offering any inducements to others in exchange for votes; or (d) using proxy voting schemes in which anyone other than the actual person submits the vote. The Station, in its sole discretion, reserves the right to reject any votes that they have reason to believe were obtained through fraudulent or inappropriate means.

PRIZE

Up to one (1) winning salon will be awarded a marketing campaign on WDMK-FM valued at no greater than fifteen thousand dollars (\$15,000). Marketing grant will be awarded subject to Station marketing availability and inventory and must be used between June 25, 2022 and August 15, 2022; subject to change in Station's sole discretion. Station reserves the right to approve and edit any scripts, images, videos, etc. and may reject any content if it is deemed, at the sole discretion of the Station, to be unsuitable for public display or posting on the Station's website. Winning salon agrees that they will be contacted by a Station Account Executive or Marketing Director for the purpose of developing, creating & executing the marketing campaign. Winning salon must have website actively monitored by Google Analytics prior to campaign launching and that they will grant Station "read-only" access in order to demonstrate the effectiveness of the campaign.

Winning salon must confirm acceptance of prize within twenty-four (24) hours of winning, or risk disqualification and selection of an alternate winning salon (time permitting) from the salon who was deemed the runner-up.

COMPLAINTS & DISPUTES

In the event of a dispute, the Station shall request one (1) written statement from each complaining or refuting business. The Station shall use this communication and its website access logs to determine an outcome of a dispute, which shall be final.

LIABILITIES

Participating salons will be civil and not launch personal attacks against other competitors or businesses, or tamper with or hack into the system. The Station reserves the right to delete, move, or edit content in their discretion. This Campaign is also governed by our Terms of Use and Privacy Policy. The Station further reserves the right to cancel, terminate or modify the Campaign if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.

Voters and participating salons hereby release and agree to indemnify and hold harmless the Station, its licensee, affiliates, subsidiaries, parent corporation and each of their officers, directors, shareholders, employees, advertising and PR agencies, sponsors, advertisers, promotional partners, agents, representatives, and their successors and assigns, and all others connected with them and the contest (collectively, "Released Parties") from any and all liability, claims, actions and damages sustained or incurred by participation in the campaign arising in any manner whatsoever.

The Station, its licensee, affiliates, subsidiaries, parent corporation, sponsors, advertisers and promotional partners, and their assigns and successors are not responsible for failure to conduct or for alterations to the Campaign due to circumstances beyond the control of any such entity.

By participating in the Campaign, participants give full consent to the Station to use his/her/its name, likeness, city and state in all forms of advertising, promotional, editorial, marketing and collateral materials without additional compensation or permission, except where prohibited by law.