

**WINTER CLASSIC SCRATCH TO WIN  
INSTANT WIN GAME**

**OFFICIAL RULES**

**NO PURCHASE NECESSARY**

- 1. HOW IT WORKS:** To play the Winter Classic Scratch to Win Instant Win Game (“Game”), beginning 10/18/2016 through 12/18/2016 (“Promotion Period”), when you attend a WIL, 101ESPN, or Coors Light event at participating Hotshots, Helen Fitzgerald’s, Syberg’s, or Twin Peaks locations throughout the St. Louis, MO area, you may receive a game card (“Game Card”), while supplies last. Once you obtain a Game Card, scratch off the card and if the Game Card reveals the words: **“Grand Prize! VIP Package!”** or **“First Prize! Hoodie!”** or **“Second Prize! Scarf!”** or **“Third Prize! Koozie!”** you are eligible to redeem the prize specified (subject to verification). To redeem a prize, see Rule #2. If your Game Card reveals **“Try Again! bit.ly/2017WC”** or any message other than the messages stated above, or is blank, you are not a winner of an instant prize.
- 2. TO REDEEM A FIRST, SECOND OR THIRD PRIZE:** Bring entire winning Game Card to any WIL, 101ESPN, or Coors Light representative during the event at the participating location where you received your Game Card to instantly receive your Prize. Or, bring your original winning Game Card to the WIL/101ESPN Studio located at 11647 Olive Blvd, Creve Coeur, MO 63141 Monday-Friday between 8:30 AM – 5:30 PM CT by **December 30, 2016**. Limit one prize per person. Not redeemable for cash. **DO NOT MAIL PRIZE CLAIMS.**

**TO REDEEM A THE GRAND PRIZE:** Bring entire Game Card to the WIL/101ESPN Studio located at 11647 Olive Blvd, Creve Coeur, MO 63141 Monday-Friday between 8:30 AM – 5:30 PM CT by **December 30, 2016**. Limit one prize per person. Not redeemable for cash. **DO NOT MAIL PRIZE CLAIMS.**
- 3. VERIFICATION:** All Prize claims are subject to verification. Decisions of the judges are final. All materials submitted become the sole property of Sponsor and will not be returned. Any Game Card that is illegible, mutilated, altered, duplicated, tampered with, forged, cut, torn, contains printing, typographical, mechanical or other errors, was not obtained legitimately or was distributed where prohibited by law is null and void. Only Game Cards obtained via Rule #1 shall be deemed to have been obtained legitimately. In the event of a printing, production or other error or irregular Game Card, neither Hubbard Radio St. Louis, LLC, Miller Coors, Hotshots, nor their respective agents and agencies shall have any liability. If, due to a printing, production or other error, more winning Game Cards are distributed, or more prizes are claimed than are intended to be awarded for any prize level per Rule #4, the intended prizes will be awarded in a random drawing from among all verified prize claims received for that prize level. In no event will Sponsor be obligated to award more than the stated number of prizes. Game Cards may not be transferred or sold. Not responsible for late, lost, damaged, delayed, incomplete, illegible, mutilated, misdirected mail or mail not received by the deadlines set forth in Rule #2.
- 4. APPROX. NUMBER OF AVAILABLE PRIZES, APPROX. RETAIL VALUES & APPROX. ODDS OF WINNING A PRIZE INSTANTLY (ODDS ARE BASED ON ALL AVAILABLE GAME CARDS BEING DISTRIBUTED. UNCLAIMED PRIZES WILL NOT BE AWARDED.):** APPROX. # OF AVAILABLE PRIZES, APPROX. RETAIL VALUE & APPROX. ODDS OF WINNING: **One (1) Grand Prize** – A Coors Light Winter Classic VIP Package. Package includes: two (2) tickets to the 2017 Bridgestone NHL Winter Classic® at 12:00 PM CT (noon) at Busch Stadium in St. Louis, MO on January 2, 2017; two (2) tickets to the Coors Light Beer Summit; and two (2) tickets to the Alumni Game on December 31, 2016; also including two (2) Coors Light Winter Classic Hoodies, Scarves, and Koozies. ARV: \$1,000.00. Odds 1:5,000. **Twenty-five (25) First Prizes:** A Coors Light Winter Classic Hoodie. ARV: \$50 each. Odds 1:200. **Seventy-five (75) Second Prizes:** A Coors Light Winter Classic Scarf. ARV: \$10 each. Odds 1:67.

**Four Hundred (400) Third Prizes:** A Coors Light Winter Classic Koozie. ARV: \$2 each. Odds 1:13. Prizes consist of only the item specifically listed as the prize. Seat locations are at Sponsor's sole discretion. Any guest must be at least 21 years of age or older. Transportation and parking are not included as part of any prize. All hoodie sizes are Large and are not exchangeable for another size. The Grand Prize winner and his/her guest acknowledge and agree that if any alcohol is consumed by the winner and his/her guest, such alcohol consumption is at the sole discretion of the winner and his/her guest and the sponsors are not responsible for any cost or circumstances resulting from such alcohol purchases/consumption. No responsibility is assumed by the Sponsor if an event is delayed, rescheduled, postponed or cancelled in whole or in part for any reason whatsoever, including, without limitation, any force majeure event such as hurricane, fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, insurrection or terrorist threat. In the event of such cancellation, the sponsor shall have no further liability or obligation to the winners. In the event any event is cancelled or postponed, Sponsor is not responsible for such cancellation or postponement. The tickets are subject to the terms, conditions and restrictions as printed on the tickets.

5. **ELIGIBILITY:** Game open only to residents of Missouri and Illinois, who are 21 years of age or older as of the day he/she receives the Game Card. Employees of Hubbard Radio St. Louis, LLC ("Sponsor"), Miller Coors ("Promotional Participant"), Hotshots, Helen Fitzgerald's, Syberg's, and Twin Peaks and their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void where prohibited by law. In order to be eligible to win a prize in this Sweepstakes, you cannot have won any prize within one hundred eighty (180) days prior to the awarding of a prize to you in this Game from any Hubbard Radio St. Louis station (WIL 92.3, 106.5 The Arch, 101ESPN). These restrictions apply even if you reject the prize. Void outside of MO and IL, and where prohibited by law. No purchase necessary to participate in the Game.
6. **GENERAL RULES:** Game Cards available until 12/18/2016, or while supplies last. Sponsor and Promotional Participant are not responsible for and entrants release each from any failures of any kind (whether caused by computer, technical, or human error) which may either limit the entrant's ability to submit an entry, claim a prize, or otherwise participate in this Game, or either's ability to include all eligible entries, conduct the Game, notify potential winners, or otherwise execute this Game in the manner intended. Entrants further release and agree to indemnify Sponsor and Administrator from any and all liability, claims or actions of any kind whatsoever arising from injuries, damages, or losses to persons or property which may be sustained in connection with this Game including, but not limited to: (a) the receipt, ownership or use of any prize awarded; (b) any typographical or other error in these Official Rules or any other materials disseminated by Sponsor; and (c) any technical malfunction, failure, error, omission, interruption, deletion, defect, delay in operation or communications line failure, , regardless of cause, with any equipment, systems, networks, lines, satellites, servers, computers, or providers used by an entrant, Sponsor or Administrator. Entrants assume all risk of loss, damage, destruction, delay or misdirection of materials/mail/email submitted to or by Sponsor and/or Administrator. As a condition of participating, entrants agree that (1) under no circumstances will any entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim punitive, incidental, consequential or any other damages, other than for actual out-of-pocket expenses, (2) all causes of action arising out of or connected with this Game, or any Prizes awarded, shall be resolved individually, without resort to any form of class action and shall be resolved exclusively by arbitration under the rules of the American Arbitration Association; and (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Game, but in no event attorney's fees. Decisions of Sponsor on all matters related to the Game are final. Sponsor reserves the right to cancel or modify the Game for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Game, or if a computer virus, bug, or other technical problem corrupts the integrity, security, or proper administration of the Game as determined by Sponsor, in its sole discretion. Sponsor reserves the right to disqualify or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules. CAUTION: ANY ATTEMPT TO

DELIBERATELY DAMAGE OR UNDERMINE THE OPERATION OF THIS GAME IS A VIOLATION OF CRIMINAL & CIVIL LAWS. SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND/OR SEEK DAMAGES FROM ANY INDIVIDUAL MAKING ANY SUCH ATTEMPTS TO THE FULL EXTENT PERMITTED BY LAW. Not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated or misdirected verifications, or unique codes not received by verification deadline. No substitution, cash redemption or transfer of prize/offer by winner/offer recipient permitted. All federal, state and local laws and regulations apply. All federal, state and local taxes are the sole responsibility of winner/offer recipient. All materials submitted become the property of the Sponsor and will not be returned. Potential Grand Prize winner may be required to sign an Affidavit of Eligibility, or Release of Liability/Publicity Release (where legal) Form upon claiming the Grand Prize. As such, Grand Prize winner will be required to prove he or she is a qualified winner by presenting identification acceptable to Sponsor (e.g., state driver's license; state issued identification card; valid passport with address verification; or birth certificate with social security card and photo identification and address verification). If the potential Grand Prize winner cannot prove he or she is a qualified winner, the Grand Prize will not be awarded. Any unclaimed prize remains the property of Sponsor.. Sponsor reserves the right to substitute a prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participant to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold harmless Sponsor, its Promotional Participants, and their respective directors, officers, employees and assigns, against any and all claims, damages, losses, expenses and liability arising out of acceptance or use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Game or the acceptance or use of any prize. By participating in this Game, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor and its Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Game.

7. For the names of Prize winners of prizes over \$25.00, available after 12/31/2016, or for a copy of these Official Rules, send a separate, stamped, self-addressed (#10) envelope to be received no later than 1/30/2017 to:  
Rules/Winners (designate which)  
Winter Classic Scratch To Win  
11647 Olive Blvd  
Creve Coeur, MO 63141
8. **SPONSOR:** Hubbard Radio St. Louis, LLC 11647 Olive Blvd, Creve Coeur, MO 63141.