

Contest Name: Y101 Secret Sound Contest (the "Contest")

Station: WYOY – 101.7 FM (the "Station")

Station Address: 265 Highpoint Drive, Ridgeland, MS 39157

Telephone: 601-956-0102

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE ODDS OF WINNING. This Contest is open only to individuals ("Entrants") who are legal residents of the 50 United States and the District of Columbia that are or will be at least 18 years of age with valid social security number at the time of entry. If you are not a permanent resident of the United States or you are not the required age as of time of entry, you are not eligible to participate in this Contest or to win a prize. Void outside participating Station's Total Market Area (TMA) and where prohibited or restricted by law. Odds of winning depend upon the number of eligible entries received during the Contest Period.

New South Radio, dba Digio Strategies, its subsidiaries, affiliated companies and divisions will conduct its promotional contests as described in the official contest rules, and by participating, each participant agrees as follows: The Contest is administered by the Company and any questions, comments or complaints regarding the Contest must be directed to the contest administrator. The Contest sponsor(s), promotional partners and administrator are herein collectively referred to as the Contest Entities.

Description of Contest/Participation.

Dates of Contest: Contest will begin October 9, 2023 at 12:01:00am CST and end November 17, 2023 at 11:59:59pm CST. The end date might change depending on how long it takes to get a winner for each sound. ("Contest Period").

How to Enter: Listen to Y101 at 6:20am, 8:20am, 12:20pm, 3:20pm, and 5:20pm each weekday for the Y101 on air personality to play the official Secret Sound Cue to Call on air. Caller number 10 (ten) to 601-995-1017 will get to play the contest. The individual who plays will have 1 (one) try to guess the secret sound. If the individual does not guess the secret sound correctly, that individual may try again at the next contest time along with any other participants who try to be caller 10. The secret sound will not change until a winner is proclaimed. The sound must be identified exactly as we have it written down in the studio. The answers need to be as close to word for word as possible. Ex. If the sound was "getting on a lawn mower and starting it" and the person said "getting on a lawn mower and trying to turn the key," that is not correct. VERY close, but not correct. These descriptions will be written down prior to the contest, and only contest administrators should have access to the answers. If the caller properly identifies the sound (word for word what we have on our sheet), that person will win the jackpot. If the caller incorrectly identifies the sound, an amount will be added to the growing jackpot. How much we add to the jackpot will vary based on if we give a hint or not. Sounds will only be heard on-air. They will not be posted to the website. A list of wrong-guesses will be available at Y101.com

The Company is not responsible for calls not received due to difficulty accessing the internet, service outage or delays, computer difficulties and other technological problems.

Prizes will include the following: each secret sound will start with a value of \$1,000. After each incorrect guess, we will add additional money to the jackpot. Values to be determined and may change at any time. On occasion, WYOY could possibly give out clues over the air to listeners. Any clues given out will be at the sole discretion of WYOY contest administrators or WYOY management. WYOY will also post online at www.y101.com some of the contestant's incorrect guesses.

Winner must sign a prize acceptance form, a W-9 form, an affidavit or verification of eligibility, and a liability/publicity release (where permitted.) If a winner cannot be contacted or is disqualified, the Company reserves the right to determine an alternate winner in its sole discretion. Unclaimed prize(s) will not be awarded.

Releases and Conditions. By participating in the Contest, each participant and winner 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 award, receipt and/or use or misuse of any prize, including any travel related thereto. As a condition of participating in the Contest, participants agree and acknowledge that in order to receive a prize, participants must sign an official waiver form provided by the Company and agree to the terms herein, including but not limited to the prize conditions in this

paragraph. The prize is subject to certain terms and conditions as specified herein. Winner and if applicable, winner's guest must comply with all rules and regulations. Failure to do so may result in forfeiture of prize in its entirety. The prize elements will be awarded as described herein (subject to legal restrictions, etc). By accepting the prize, Prize Winner must agree to the prize conditions on participation and must sign a release to be eligible to receive a prize and hereby agrees that: (i) that all decisions of the Company, judges, and Contest Entities with respect to the Contest are final and binding; (ii) to release the Company, Station and sponsors and their respective parent companies and affiliates, officers, directors, employees, agents, and licensees from any and all claims in connection with the Contest and the award or use of the prizes; (iii) to allow the Company to and sponsors to use their names, voices, photographs, likenesses, biographical material, in any advertising or broadcasting material relating to this contest, without additional financial or other compensation; and (iv) where allowed by law, sign a publicity release confirming such consent prior to acceptance of the prize. The Contest Entities are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond the Contest Entities' sole control. All taxes, related fees, other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of prizewinner. The Company, Sponsor, and Station does not make, and is not responsible in any manner for, any warranties, representations, or guarantees, express or implied, in fact or law, relating to any prizes, regarding the use, value or enjoyment of the prize, including, without limitation, its quality, mechanical condition, or fitness for a particular purpose. The Company will have no further obligation to winner.

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 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(s) which are not specifically provided for in the official rules, regardless of whether prize is used in whole or in part. Each winner 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.

General Contest Rules

New South Radio, dba Digio Strategies,

WJKK-FM, WUSJ-FM, WYOY-FM, WIIN-AM, WHJT-FM, WHJT-HD2

Specific Contests may have more specific or additional rules, or for specific contests, the rules below may be altered. By participating in a contest, you agree to be bound by the official contest rules, including, but not limited to, these general contest rules.

1. All entrants to any contest both imply & agree to participate in the contest and obey the rules by their participation. No purchase is necessary to participate in any contest.
2. There will be certain age requirements to participate in contests and to accept and use certain prizes. This will be determined based on the requirements or prizes of each individual contest. Where necessary, valid photo ID will be required as a proof of the age of the participant. Parent or legal guardian needs to be present to show valid ID and sign the permission in order to collect prizes won by minors.
3. Prizes may be awarded to listeners who call and/or text at the appropriate time, depending on specific contest requirements. Digio Strategies may also give away prizes through judging, voting, or random drawings, via email, social media, text line, or any other possible methods.
4. Digio Strategies is not responsible for phone or internet technical issues, disconnections, etc., and/or for any malfunctions of any devices.
5. Winner agrees to give Digio Strategies and all radio stations owned and operated by Digio Strategies, as well as other contest sponsors, permission to use of their name, likeness, voice, video, or any other representation for use in on-air promotions, television, signage, digital, social media, or any other form without compensation. For minors under the age of 18, parent or guardian permission is required. Any

photos of children under the age of 18 can only be posted by a parent or guardian on any station website or social media site owned or operated by Digio Strategies, hereby authorizing the use of said photos by Digio Strategies and/or our radio stations and/or our co-sponsors of the contest. Digio Strategies reserves the right to remove or refuse the use of any photo posted by any party. All entrants/participants agree to hold New South Radio, Inc. (dba Digio Strategies, WJKK-FM, WUSJ-FM, WYOY-FM, WIIN-AM, WHJT-FM, and/or WHJT-HD2) harmless and without liability for such publication, broadcast or use.

6. All persons must participate in behalf of themselves only and not in behalf of someone else. And all persons must use their legal name that corresponds to their legal identification.
7. Unless otherwise permitted in specific contest rules, only one person may enter any contest per written entry form. No "Duos", groups, or teams will be allowed to enter together. Any ties, disputes, conflicts, questions, or concerns regarding a Digio Strategies contest and/or their associated prizes will be decided by the appropriate officials of Digio Strategies, whose decisions are final and indisputable.
8. Winners may win only once every thirty (30) days on any of the Digio Strategies' stations including WJKK-FM, WUSJ-FM, WYOY-FM, WIIN-AM, WHJT-FM, and/or WHJT-HD2, regardless of the value of the prize. Should a household win more than once in a thirty-day period, and/or on more than one Digio Strategies station, all prizes, etc. won after the first prize or station will be forfeited.
9. Unless otherwise specified, prizes are to be accepted as is and cannot be substituted for cash or prizes of equal value and right to receive a prize cannot be transferred to another person by the original winner. If a winning participant chooses not to accept a prize, that participant still may not win the prize of another contest that falls under the general contest rules within 30 days. Digio Strategies retains the right to substitute a prize with another similar prize of equal or greater value in the event the original prize offered is not available due to circumstances beyond its control.
10. If the prize includes travel, lodging, entertainment, or special event, the winner is responsible for all taxes, expenses, and gratuity not expressly included in and as part of the prize. Winner agrees to accept all blackout dates, space availability requirements, etc., established by Digio Strategies prize partners, such as hotels, airlines, trains, ships, etc. Winner agrees that acceptance of any trip as a prize from Digio Strategies does so entirely upon their own initiative, risk and responsibility. Digio Strategies will not be responsible for injury, including death that may occur as a result of a contest or prize.
11. If concert or other ticketed event has been awarded as a prize and the concert or event is postponed, rained out, canceled, or for other reasons beyond our control does not occur, Digio Strategies will not be responsible for replacing the prize.
12. Winners are responsible for all city, state, or federal taxes on prizes that meet municipal, state or federal requirements. For total prizes valued at or above \$600 for any given year, winners will be required to fill out an IRS form W-9 before receipt of the prize. Digio Strategies, or its promotional partner issuing the prize, will provide a form 1099 to winners who win \$600 or more in prize value from one and/or multiple contests each year.
13. It is important for all participants to read and follow individual contest rules closely. Participants can be disqualified for not following the rules. Digio Strategies reserves the right to change rules at any time and has final authority on any question related to rules or discrepancies, conflicts or areas of confusion. Additionally, all participants must meet date and time deadlines associated with individual contests and acceptance of certain prizes in order to remain eligible to participate and to prevent forfeiture of prizes. All contests are void where prohibited by law.
14. Prizes must be picked up at the Digio Strategies studios within 10 business days of winning, or the prize may be forfeited. Cash prizes will be awarded via check. Winner will have 10 business days from the date they receive notification that the check is available for pick up.
15. Participants and winners enter contests at their own risk, and agree to release and hold harmless New South Radio, Inc. (dba Digio Strategies and the related radio stations), its owners, officers, employees, sponsors, affiliates, successors, and assigns for any claims, injuries, losses, or expenses related to participating in any contest, winning a contest, or from the use of any prize in any contest.
16. Owners and employees of Digio Strategies, nor owners nor employees of affiliates of Digio Strategies, nor owners nor employees of contest sponsors, nor any of the immediate families nor household members of these persons are allowed to participate or win any Digio Strategies contest.
17. **Time Delay between Over-the-Air Analog Signal and Other Signal Delivery:** Due to the time delay that exists between the Station's analog over-the-air signal and the Station's online webcast, listeners who listen to the Station online may hear Contest information or a cue to call later than listeners listening to the Station's analog over-the-air signal. As a result, the odds of an online listener winning this Contest may be diminished.

Unless otherwise stated, the odds of winning a Station contest depend on a number of factors, including but not limited to the number of eligible entries received and the number of listeners participating at any given time.