

Instant Sweepstakes Rules:

KMTR-TV, Eugene (the "Station")

Station Address: 3825 International Court, Springfield, OR 97477

Telephone: (541) 746-1600

Sponsor: Newport Television and its subsidiaries and affiliated companies (together, "Newport") will from time to time conduct over-the-air call-in sweepstakes (an "Instant Sweepstakes") in which viewers who call in at specified times will be eligible to win a prize or prizes. Although each Instant Sweepstakes will vary as to type/number of prizes and call-in requirements, the following rules ("Official Rules") apply to all Instant Sweepstakes conducted by Newport. Newport agrees to conduct Instant Sweepstakes substantially as described in these Official Rules, and by participating, each participant agrees as follows:

Newport may conduct Instant Sweepstakes concurrently and simultaneously on several participating television stations owned or operated by Newport, and in various States, and Newport may add or remove participating stations at any time during an Instant Sweepstakes as announced on the affected station(s).

1. Description of Instant Sweepstakes/Participation.

A. Dates of Instant Sweepstakes: An Instant Sweepstakes will begin and end on the dates announced on the air. FOR ANY INSTANT SWEEPSTAKES, NO PURCHASE IS NECESSARY AND PURCHASE DOES NOT INCREASE ODDS OF WINNING. Void where prohibited. Odds of winning depend upon the number of participants.

B. How to Enter:

Participating stations will announce how to enter an Instant Sweepstakes over the air at relevant times throughout the broadcast day. Tune in to the Station for complete details.

C. How to Play:

To participate in an Instant Sweepstakes, participants will be instructed on the air to call in to Station at specified times. These instructions will take substantially the form of: "Call now. If you are the Xth caller, you will be eligible to win." Call-in times and call-in requirements will vary for each Instant Sweepstakes, so listen for specific details to be announced on the air or look for them to be posted in the contest section of Station's website.

2. Prize.

The prize(s) that may be awarded to eligible winner(s) of an Instant Sweepstakes will vary from sweepstakes to sweepstakes, so please tune in to Station for announcements of specific details. The Station also will identify the available prizes and their approximate value in the sweepstakes section of [Station website]; this information also is available from the Station by sending a written request, along with a self-addressed, stamped envelope, to the address listed above. Prizes are not transferable, redeemable for cash or exchangeable for any other prize. All prizes must be redeemed within 30 days of the Instant Sweepstakes end date. No cash equivalent for prize(s) will be awarded. If a winner cannot be reached or is disqualified, Newport reserves the right to determine an alternate winner or not to award that winner's prize, in its sole discretion. Additional conditions and restrictions may apply to particular prizes. Any such limitations will be announced on the air and posted in the contest section of Station's website.

3. Eligibility and Limitations.

Participants and winner(s) must be U.S. residents at least 18 years old, as determined by Newport, and reside in the Station's Designated Market Area, as determined by Nielsen Media Research. Only one (1) entry per person. Only one (1) prize per household per Instant Sweepstakes. Only one (1) prize per household from any of Newport's stations within any thirty (30) day period. Employees of Newport, the Instant Sweepstakes' 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. Participants cannot be a registered candidate for public office and must agree not to become one until one year after the conclusion of the Instant Sweepstakes and initial broadcast of the program associated with the Instant Sweepstakes (if applicable). Participants must never have been convicted of a felony or misdemeanor, other than a minor traffic violation, and have never had a restraining order or other injunctive relief entered against them. If a participant has appeared in a television reality/game show series or is currently involved in the production of any such television show, participant is ineligible to participate in an Instant Sweepstakes. At Newport's request, any participant must timely produce proof of eligibility satisfactory to Newport, and participants who fail to timely produce such proof will be disqualified.

4. Telephone and Delivery Disclaimer.

Because Instant Sweepstakes require participants to call in to enter and/or a telephone is needed to participate, participants are restricted to the use of ordinary telephone equipment. The Station may, at its option, disqualify participants who enable the "Caller ID block" function of their telephone service or who otherwise do not cause their telephone number to be transmitted via Called ID. Participants using equipment not set up for toll-free phone exchanges (800, 888, 877, 866, etc.) may experience call connection problems. Newport disclaims all liability for the inability of a participant to complete or continue a telephone call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond Newport's control, or otherwise. For all Instant Sweepstakes, Newport 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. Newport is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including but not limited to: failed, incomplete, garbled or delayed telephone connections, traffic congestion on telephone lines, the Internet or at any website.

5. Publicity; Use of Personal Information.

By participating, where allowed by law, all participants and winners grant Newport exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other instant sweepstakes without notice and waive any claims to royalty, right, or remuneration for such use. By participating in Instant Sweepstakes, where allowed by law, participants agree that Newport may disclose personal information obtained from participants in the Instant Sweepstakes to third parties and use such information for marketing and other purposes without notice or remuneration.

6. Release.

By participating in the Instant Sweepstakes, each participant and winner waives any and all claims of liability against Newport, its employees and agents, the Instant Sweepstakes' sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Instant Sweepstakes, or from the use of any prize. In order to receive a prize, participants must sign a waiver form provided by Newport without modification.

7. Taxes.

Any valuation of the prize(s) that may be awarded in an Instant Sweepstakes is based on available information provided to Newport, and the value of any prize(s) 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 which are not specifically provided for in the official rules. Each winner must provide Newport 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 Newport 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 Instant Sweepstakes, participants agree to be bound by the decisions of Newport personnel. Persons who violate any rule, gain unfair advantage in participating in the Instant Sweepstakes, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. Newport will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Instant Sweepstakes and Newport's decisions concerning such disputes shall be final. If the conduct or outcome of the Instant Sweepstakes is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of Newport, Newport reserves the right to terminate an Instant Sweepstakes, or make such other decisions regarding the outcome as Newport deems appropriate. All decisions will be made by Newport and are final.

ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF AN INSTANT SWEEPSTAKES, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF AN INSTANT SWEEPSTAKES 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.

Newport may substitute prizes, amend the rules or discontinue an Instant Sweepstakes at any time as announced on the relevant station(s). Newport disclaims any responsibility to notify participants of any aspect related to the conduct of an Instant Sweepstakes. 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 Newport 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 written request including the contest name, along with a self addressed stamped envelope, to Newport Television, LLC, 460 Nichols Road, Suite 250, Kansas City, MO 64112.

10. Compliance with Law.

The conduct of any Instant Sweepstakes is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Participating station(s) shall follow the applicable laws for conducting sweepstakes, 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, and providing specific written information about an instant sweepstakes, etc. as required by local and state law.