

# The Jeep Patriot Sweepstakes

## Contest Rules

These contest rules are specific to the above contest conducted by Entercom Boston, LLC d/b/a WRKO and WEEI (collectively, the “Station”). Except to the extent specifically set forth below with respect to this specific contest, the Station’s general contest rules apply to this contest as well. A copy of these specific contest rules and the Station’s general contest rules are available at the Station’s studio at 20 Guest Street, 3<sup>rd</sup> Floor, Boston, MA 02135 during regular business hours and on the contest page on the Station’s website at [www.wrko.com](http://www.wrko.com) and [www.weei.com](http://www.weei.com). **To the extent that the general contest rules differ from these rules, these rules will govern and control with respect to this Contest.**

### How to Enter

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1. No purchase necessary.
2. From July 20, 2009 through September 20, 2009 (Keyword Announcement Period), listen for the Jeep Patriot Keyword of the Game that will be announced by a radio announcer during the 4<sup>th</sup> inning of every Red Sox game baseball game broadcast on WRKO and WEEI. The announcer will indicate the Jeep Patriot Keyword of the Game by stating “Time now for the Jeep Patriot Keyword of the Game...” The Jeep Patriot Keyword of the Game will be announced during every qualifying game on the following dates: July 20, 21, 22, 24, 25, 26, 27, 28, 29, 30, 31, August 1, 2, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, September 1, 2, 3, 4, 5, 6, 7, 8, 9, 11, 12, 13, 15, 16, 17, 18, 19, 20 for up to a total of 57 games. However, if a game is cancelled during this time period and is scheduled after September 20, 2009, then that game will not count in this Contest and the Jeep Patriot Keyword announced during the immediately-preceding game during the Keyword Announcement Period will remain in effect until a new Jeep Patriot Keyword of the Game is announced during the next game during the Keyword Announcement Period, if applicable. If a game is rescheduled during the Keyword Announcement Period, even if it is a double header on the same day, a Jeep Patriot Keyword of the Game will be announced during that game. The radio announcers will announce a new Jeep Patriot Keyword of the Game during each Red Sox game during the Keyword Announcement Period.
3. Immediately following the announcement of a new Jeep Patriot Keyword of the Game during a Red Sox game throughout the Keyword Announcement Period, go to [www.jeppatriotsweepstakes.com](http://www.jeppatriotsweepstakes.com), enter the correctly-spelled (determined at Station’s sole discretion) Jeep Patriot Keyword of the Game that was announced during the immediately-preceding 4<sup>th</sup> inning of the Red Sox game. Entrants will be required to provide their first and last name, mailing address, daytime phone number (including area code), date of birth, email address, and the exact spelling (determined at Station’s sole discretion) of the particular Jeep Patriot Keyword of the Game. You can also access the [www.jeppatriotsweepstakes.com](http://www.jeppatriotsweepstakes.com) website by visiting the baseball contest page on either [www.wrko.com](http://www.wrko.com) or [www.weei.com](http://www.weei.com) and clicking on the Jeep Patriot Sweepstakes icon. The deadline to submit an entry for a particular Jeep Patriot Keyword of the Game will be when a new Jeep Patriot Keyword of the Game is announced during the 4<sup>th</sup> inning of the immediately-following game during the Keyword Announcement Period. The deadline to submit an entry for the Jeep Patriot Keyword of the Game announced during the last game during the Keyword Announcement Period will be 12 midnight ET immediately following the last game. There is no limit to the number of entries a person can submit during this Contest.

### How to Win

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4. All of the entries received with correct Jeep Patriot keywords (determined at Station’s sole discretion) during the Contest will be pooled and the Station will conduct a random drawing on September 21, 2009 at 10:00am ET to select up to **(1) Grand Prize Winner**, upon verification of eligibility and compliance with these Contest rules, from among all collective entries received during the Contest that contain correct Jeep Patriot keywords (determined in Station’s sole discretion).
5. Grand Prize Winner will be contacted via telephone on September 21, 2009 at the telephone number provided in his or her entry. Station will only be required to leave one message at telephone number

provided in Grand Prize Winner's entry in the event someone answers the phone or an answering machine is reached. If no answer or answering machine is reached, Station will not be obligated to attempt any further contact. If the selected Grand Prize Winner is ineligible or if Station cannot initially reach potential Grand Prize Winner and Grand Prize Winner does not call back Station by September 25, 2009 at 10:00am ET, another name will be drawn from among all entries that contain correct Jeep Patriot keywords. If the second selected person is ineligible or if Station cannot initially reach that person and they do not call the Station back by September 30, 2009 at 10:00 am ET, there will be no Grand Prize Winner and no Grand Prize will be awarded in this Contest.

6. The Grand Prize Winner will be required to sign one or more affidavits and/or liability release agreements no later than October 5, 2009 or by the time they pick up the Grand Prize Vehicle, whichever date is sooner. Failure to do so by the deadline required by Station will result in automatic forfeiture of the Grand Prize.
7. Odds of winning Grand Prize depend on total number of entries received during Contest that contain the correct Jeep Patriot keywords.

#### **Prize(s)**

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8. Up to 1 prize will be awarded in this contest. The verified Grand Prize winner in this contest will receive: one 2010 Jeep Patriot Sport 4x4 . **MSRP**: \$19,920 (the "Grand Prize Vehicle"). The exact Grand Prize Vehicle awarded in this Contest will depend on the availability of 2010 Jeep Patriots in stock at the particular New England Jeep dealership awarding the Grand Prize Vehicle, and will be selected at the sole discretion of the New England Jeep dealers. The specific New England Jeep dealership will be determined by geographical location of the residence of the Grand Prize Winner. A New England Jeep dealership representative will contact the Grand Prize Winner via phone with complete details and information on how to pick up the vehicle within 10 days of being notified by Station that he or she is the Grand Prize Winner (see 5 above), but in no event can Grand Prize Winner pick up the Grand Prize Vehicle later than October 30, 2009. **IF GRAND PRIZE WINNER DOES NOT PICK UP THE GRAND PRIZE VEHICLE BY October 30, 2009, GRAND PRIZE IS AUTOMATICALLY RESCINDED AND THE GRAND PRIZE WINNER IS DISQUALIFIED. IN SUCH AN EVENT, THE GRAND PRIZE WILL NOT BE AWARDED AND WILL REMAIN THE PROPERTY OF JEEP.** Any additional options, changes, or modifications are the sole responsibility of the Grand Prize Winner, if any, at his or her sole cost. Grand Prize Winner, if any, must provide their name, address, phone number, and social security number, produce a valid driver's license, and proof of insurance before picking up the Grand Prize Vehicle, and execute any documents required by the New England Jeep dealership awarding the Grand Prize Vehicle. Grand Prize Winner, if any, shall be solely responsible for obtaining and payment of any federal or state-required registration, tags, title, inspection, insurance coverage, and all taxes. Sales tax and fees will depend on the Grand Prize Winner's state of residence. Sales tax on the Grand Prize Vehicle is estimated between \$0 and \$1,394.40 depending on the Grand Prize Winner's state of residence. In addition, the Grand Prize Winner shall receive an IRS form 1099 and such prize will be reported to the Internal Revenue Service for the 2009 tax year for the fair market value of the Grand Prize Vehicle. Neither Station nor Jeep is responsible in any manner for any warranties, representations, or guarantees, express or implied, in fact or law, relating to the Grand Prize Vehicle, including without limitation, its quality, mechanical condition, merchantability, or fitness for a particular purpose, with the exception of any standard manufacturer's warranty that may apply to the Grand Prize Vehicle. **THE GRAND PRIZE VEHICLE MUST BE ACCEPTED BY THE GRAND PRIZE WINNER "AS-IS." THE STATION AND NEW ENGLAND JEEP ARE NOT RESPONSIBLE FOR ANY ACTIONS AND OR MAINTENANCE OF GRAND PRIZE VEHICLE AFTER IT HAS BEEN AWARDED.**

#### **Sponsor(s)**

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9. The sponsors of this contest are: Entercom Boston LLC and New England Jeep Dealers.

#### **Other Rules Specific to This Contest**

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10. Entrants must be legal U.S. residents and reside in one of the following state(s): Massachusetts, New Hampshire, Rhode Island, Vermont, Maine or Connecticut and must be 18 years of age or older and hold a

valid U.S. driver's license. Residents of the State of Florida and persons who are residents of the states that are not mentioned in the immediately preceding sentence are ineligible to win this Contest.

12. Persons who have won another contest or promotion of any kind from Station may participate in this contest.
13. The Grand Prize Winner of this contest will be ineligible to enter any Station contest for ninety days thereafter.