

EXTREME SOCIAL MEDIA MAKEOVER CONTEST

OFFICIAL RULES

1. HOW TO ENTER: NO PURCHASE NECESSARY. In order to enter, from 9:00:00 a.m. Central Time (“CT”) on May 18, 2017, through 11:59:59 p.m. CT July 16, 2017 (“Contest Period”), you must visit the Hubbard Interactive Facebook Page (“Website”), click on the "Extreme Social Media Makeover" icon to register to enter the Contest by providing your complete name, the name of your business, the state your business is registered with the Secretary of State’s office, business telephone number and an email address, along with the URL of at least one (1) of your businesses current Social Media sites (the more the better) in the appropriate space provided on the Facebook page, (collectively, “Entry” or “Entries”). **PLEASE NOTE:** You must have at least one (1) current live social media page (for example, Facebook, Twitter, Instagram, etc.) in order to be eligible to enter. Entries will be accepted in this Contest during the Contest Period and all entries must be received by 11:59:59 p.m. CT on July 16, 2017, to be eligible. Sponsors are not responsible for problems accessing the Facebook page, or technical or atmospheric conditions that disrupt the completion of the Facebook form, or any other problems which might or might not result from this Contest. Limit, one entry per person per business/person; any business/person submitting more than one entry may be disqualified.

By entering, you hereby acknowledge and agree each Entry received will be reviewed by Sponsor, who will perform an audit of each Entries Social Media site provided on the Entry and will contact each entrant to provide feedback based on the audit conducted.

This Contest is not sponsored, endorsed, administered by or associated with Facebook. By entering, you are providing your information to Sponsor and not to Facebook.

2. JUDGING CRITERIA/HOW THE WINNER IS CHOSEN: Enter as explained in Paragraph 1 above. From all eligible Entries received, a panel of judges comprised of staff members from Sponsor, in their sole and absolute discretion, will determine the winner based on, but not limited to, the following judging criteria: lack of online presence/prominence (33.3%); lack of creativity/originality of current social media page(s) (33.3%); and greatest potential for improvement (33.4%). The Entry with the highest overall score using the preceding judging criteria will be deemed the Grand Prize Winner. The potential Grand Prize Winner will be contacted via email and telephone by Sponsor. In the event of a tie, the Entry with the highest score in the greatest potential for improvement category will be deemed the Grand Prize Winner from among all tying Entries. The winner will be notified by July 21, 2017.
3. CLAIMING YOUR PRIZE: The Grand Prize Winner must claim his/her prize in person at the Hubbard Interactive Offices, 3415 University Avenue, St. Paul, Minnesota 55114, during normal business hours (Monday-Friday, 9:00 a.m. to 5:00 p.m.) on a mutually agreed upon date and time prior to **August 14, 2017**. Grand Prize Winner must use prize within **sixty (60) days** from the date Winner is verified. Failure to comply with any of these deadlines shall be deemed to be the winner’s forfeiture of his or her right to claim a prize. The winner must present identification acceptable to Sponsor showing winner’s right to act and make decisions on the winning businesses behalf (e.g. picture identification, business check or credit card featuring winner and businesses name, etc.). If a qualifier winner cannot prove he or she is qualified to accept the prize on the

businesses behalf, the prize will not be awarded. Any unclaimed prize remains the property of Sponsor.

4. PRIZE: There will be one (1) Grand Prize Winner in this Contest. The Grand Prize Winner will receive one (1) month of Social Media Management services at no charge from Sponsor, including: a dedicated social media strategist; initial planning and strategy meeting; creation of custom Facebook page or optimize current Facebook page; daily content management of your Facebook page for one (1) month; daily Facebook page monitoring for one month (i.e., responding to/addressing comments); one (1) monthly report/recap; introduction of your Facebook page to Sponsor's 170,000+ potential Facebook audience. Winner will also receive one (1) like-generating Facebook sweepstakes or contest (including graphics, posts and execution) and featured links from the KS95, myTalk 107.1 and 1500 ESPN listener rewards clubs to your Facebook sweepstakes/contest. And, cleaning up/redesigning winner's Facebook page and one (1) additional social media channel of winner's choice (i.e., Twitter, Pinterest, LinkedIn, etc.); and a face-to-face recap meeting at the end of the promotion. Approximate Retail Value: \$5,000. Winner is solely responsible for obtaining/providing any prizes offered to the public through any social media contest or Contest administered by Sponsor in connection with the Grand Prize. Sponsor will be required to enter into an Agreement with Sponsor prior to receiving any portion of the Grand Prize.

A qualified Grand Prize Winner must also meet the eligibility requirements as set forth in Paragraph 5 of these rules. The potential Grand Prize Winner is responsible for paying all applicable income taxes associated with the prize. A 1099 form will be submitted to all appropriate taxing authorities, and by signing the Prize Release, the Grand Prize Winner accepts the prize, and even if the Grand Prize Winner does not use the prize, he/she will be responsible for the applicable taxes.

5. ELIGIBILITY: Entrants must be entering on behalf of a business that is incorporated or organized in the state of Minnesota or Wisconsin, has at least one (1) social media site at the time of entry, and the business representative entering on behalf of the business must be at least 18 years or older and have the authority to make decisions on behalf of the business. Employees of 2060 Digital, LLC, including their parent companies, subsidiaries, affiliates, or related companies, and their immediate families, are not eligible to enter or participate.
6. CONTEST DEADLINE. All entries must be received no later than 11:59:59 p.m. CT on July 16, 2017.
7. RELEASE; CONSENT TO USE LIKENESS, VOICE AND ADDRESS: The winner must enter into an Agreement with Sponsor prior to receiving the prize, including a Liability Release. Each business entering this Contest (a) agrees to release and indemnify 2060 Digital, LLC (including their subsidiaries, affiliates, parent or related companies) from and against any and all liability, claims, damages and actions arising directly or indirectly out of or sustained in connection with the awarding, acceptance or use of the prize(s), and (b) consents to the use by 2060 Digital, LLC for promotional purposes only of the businesses name and address (city and state) without any additional compensation. By accepting the Grand Prize, the winner agrees to be bound by these official rules, including the above release.
9. WINNER LIST: For the name of the winning business, send a separate self-addressed, stamped envelope before July 31, 2017, to Winners List, Extreme Social Media Makeover, 3415 University Avenue, St. Paul, Minnesota 55114.

10. MISCELLANEOUS: Sponsor is not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated or misdirected entries, entries not received by the entry deadline, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in this Contest, or other hardware, software or technical errors of any kind including any injury or damage to any person's computer related to or resulting from participating in the Contest. Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user's Internet service provider and/or insufficient space in user's e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the Contest (or any portion thereof) if fraud, misconduct or technical failures destroy the integrity of the Contest or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Contest, as determined by Sponsor, in their sole discretion. If the Contest is so cancelled, judging will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry made by Internet will be declared made by the "authorized e-mail account holder" and any damage made to the Website will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrant may be requested to provide Sponsor with proof that the entrant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all entries by such methods. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW. By entering this Contest, entrants give their express permission to be contacted by Sponsor by telephone, email and/or postal mail. By participating in this Contest, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use information pursuant to Sponsor's privacy policy available at <http://corporate.hubbardradio.com/privacy-policy/>. No substitution, cash redemption or transfer of prize by winner permitted, but Sponsor reserves the right to substitute prize of equal or greater value. The Contest is subject to all applicable federal, state and local laws and regulations. Entrants, by participating in this Contest, hereby waive and release, and agree to hold harmless the Sponsor, Facebook, and their respective parents, subsidiaries, affiliates, distributors, licensors, advertising and promotion agencies and all of their respective officers, directors, employees and representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and/or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their participation in this Contest, or any prize-related activity. By participating in this Contest, entrants agree to be bound by the Official Rules and the decisions of the judges. Except where prohibited by law, by accepting a prize, winners agree that Sponsor and its related and affiliated companies may use the winner's name,

address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor and its related and affiliated companies or to this Contest and grants to Sponsor and its related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law.