

WEIGHT LOSS SURGICAL CENTER

“My Mom Deserves More of Life”

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. HOW TO ENTER THE CONTEST

- a. Weight Loss Surgical Center, LLC (Weight Loss Surgical Center) "My Mom Deserves More of Life" ("Contest") will begin on Monday, September 7th, 2009 (6:00am CST) and will end on Sunday, September 27th, 2009 (11:59pm CST).
- b. To participate in the Contest, you may enter via the following method(s): An official entry form can be found at www.moreoflife.com, www.kfkf.com, www.star102.com, or www.Q104KC.com or by sending a self addressed, stamped envelope to 508 Westport Road, Kansas City, MO 64111. Contest sponsors not responsible for lost, stolen, mangled, misdelivered, postage due, illegible, incomplete or late entries, equipment malfunctions and any other technological difficulties that may prevent an individual from completing his/her entry. Contest Entities are not responsible for internet stream broadcast delays, failures or outages, equipment malfunctions and any other technological difficulties that may prevent and individual from participating. Entries must be received online by 11:59 pm CDT September 27th, 2009 or must be postmarked by September 28th, 2009.
- c. One official entry form per person will be accepted. Please be sure that all information is filled out legibly and completely. No entry forms or any items submitted with the entry forms, including but not limited to photographs or videos, will be returned.
- d. You agree to be bound to these Rules by submitting an entry form to participate in the Weight Loss Surgical Center Contest. Please read these Rules carefully to ensure that you understand and are prepared to keep the commitment that comes with participation and the obligations that the winner of the Contest must fulfill.

2. ELIGIBILITY RESTRICTIONS

- a. The contest is open to all persons who are 18 years of age or older and who are a legal resident of the United States of America. Employees of Wilks

Broadcasting or Weight Loss Surgical Center its licensee, its corporate parents, subsidiaries, and affiliates, its advertising agencies, participating sponsors/promotional partners, other radio stations and the members of their immediate families and/or households are ineligible to participate or win.

- b. Only one winner per household is permitted in any Contest administered by the Station.
- c. Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements, and the Station will also delete any entry received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

3. PRIZES:

- a. One (1) Prize: One Lap Band Surgery from and performed by Weight Loss Surgical Center estimated to have a value of \$18,400 USD. Estimated value listed here is only a point of reference, as actual value of procedure will vary. The winner will have to present him or herself, as required by Weight Loss Surgical Center, to undergo the Surgery within 60 days after the winner is selected and announced. If winner cannot comply with requirements of the surgery or is determined to be ineligible for the surgery by Contest Entities, winner may be disqualified and an alternate winner selected. All other costs not specifically stated herein, including, but not limited to, taxes, additional medical fees separate from the surgery, additional medicines separate from the surgery. Taxes are solely the responsibility of the winner. Winner and travel companion must sign a Publicity, Liability Waiver and Release form prior to surgery.

4. SELECTION OF WINNERS

- a. Fifteen (15) finalists will be selected on Monday, October 12th, 2009 by 6:00 pm CST and notified by phone. Finalists must be available for an interview with Weight Loss Surgical Center staff to evaluate their candidacy for the Lap Band Surgery.
- b. One (1) winner of the Lap Band Surgery will be selected and notified by 6:00 pm (CST) on Monday, October 19, 2009.
- c. Decisions of Contest Entities management with respect to the Contest are final.
- d. Odds of winning are dependent on the number of entries received.
- e. Winner need not listen or be present to win.

- f. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within seven (7) days of notification attempt or prize will be forfeited and an alternate winner may be chosen by selection committee of Contest Entities choosing. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.

5. CONDITIONS

- a. By participating in the Weight Loss Surgical Center Contest, the winner agrees to have his or her name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize. More specifically, and as a condition of receiving and as consideration for the prize, the winner promises and agrees for a period of twelve (12) months following the Lap Band surgery:
 - 1. To attend follow-up appointments with Weight Loss Surgical Center with weigh in and photo documentation.
 - 2. To participate in on-air interviews with Wilks Broadcasting.
 - 3. To write weekly web blogs and to capture video testimonial no less than two (2) times a month to be posted online at the discretion of Weight Loss Surgical Center for the purpose of candidly discussion and publicizing the winner's experience related to the LAP-BAND "r" surgery and Weight Loss Surgical Center.
 - 4. Participate in Weight Loss Surgical Center educational seminars as requested for one year after surgery.
 - 5. Participate in a promotional event (either hosted by Weight Loss Surgical Center or Wilks Broadcasting no less than one (1) time in a thirty (30) day period and no more than three (3) times in a thirty (30) day period at the discretion of Wilks Broadcasting and Weight Loss Surgical Center
 - 6. To participate in media training as defined by Weight Loss Surgical Center prior to any promotional activities.
 - 7. To participate in any PR activities as requested by Weight Loss Surgical Center, including national or local programs/outlets in all forms.
 - 8. To participate in up to two (2) stand alone photo shoots at a date, time and location to be mutually agreed upon. Wardrobe to be approved by Weight Loss Surgical Center.
- b. Payments of all federal, state and local taxes are solely the responsibility of the winners. Winners may be required to sign an IRS Form W-9 or the equivalent.
- c. The winner will forfeit the prize unless he or she: (1) responds within seven (7) days to notification (or attempted notification) from Wilks Broadcasting and/or Weight Loss Surgical Center that he or she has been selected as the winner, (2) satisfies all requirements of these Rules, including, but not limited to, the

Conditions set forth in below and (3) follows the advice, recommendations, and instructions of Weight Loss Surgical Center pertaining in any way to the Lap Band Surgery.

- d. There is no substitution, transfer or cash equivalent for prizes. The prize is expressly limited to the item listed above and does not include taxes, gratuities, or any other expenses. Other restrictions may apply.
- e. By participating in the sweepstakes, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this sweepstakes without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- f. Contest Entities, in its sole discretion, reserves the right to disqualify any person tampering with the entry process, the operation of the Station's website or is otherwise in violation of the rules. It further reserves the right to cancel, terminate or modify the sweepstakes if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort.
- g. The Contest Entities reserve the right to make changes in the rules of the Contest, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Station, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Station reserves the right, but not the obligation, to cancel or modify the sweepstakes and shall not be required to award a substitute prize.
- h. Failure to comply with the Contest rules may result in a contestant's disqualification solely at the discretion of the Contest Entities.
- i. The Contest Entities are not responsible for typographical or other errors in the printing, the offering or the administration of the Contest, or in the announcement of a prize.
- j. Copies of the written Contest rules and a list of winners (when complete) are available during regular business hours at the main studio of Wilks Broadcasting at 508 Westport Road, Suite 202, Kansas City, MO 64111.

Contest Entities: Weight Loss Surgical Center, LLC (Weight Loss Surgical Center)