



Mid-Wisconsin Beverage, WDEZ, Rock 94.7 and WIFC 20' Montego Bay Pontoon Giveaway

OFFICIAL RULES

NO PURCHASE NECESSARY.

1. TERM: The promotion starts on or about May 18, 2015 and ends on or about August 22, 2015. A total of 120 Qualifiers will be drawn from participating Radio Stations (WDEZ, Rock 94.7 and WIFC). At the end of the contest, one (1) Grand Prize Winner will be drawn from the pool of Qualifiers with one (1) Grand Prize awarded to that Qualifier. The Grand Prize Drawing will take place at Torpy Park, Minocqua, Wisconsin, on August 30, 2015 from 1pm-3pm Central time. Qualifiers will be notified by phone and/or e-mail that they have qualified and must be present at the Grand Prize Drawing to win the Grand Prize.

2. ELIGIBILITY: You must be at least 21 years of age and a legal resident of the United States of America to be eligible. Current and former employees of Mid-Wisconsin Beverage, Inc., Pepsi Co., Lipton Tea, Creative Communication & Design, WDEZ, Rock 94.7 and WIFC and immediate family members of such employees and/or persons living within the same household of such employees are not eligible to win. You may qualify only ONCE during the promotion (May 18-August 22, 2015) for the Grand Prize Award. You cannot participate further once you have become a Qualifier. Failure to comply with all the Official Rules will VOID your entry. Any fraudulent representation will void your participation. There is no sales presentation or purchase required.

3. GRAND PRIZE DESCRIPTION: One 20' Montego Bay Standard Cruise Pontoon with motor and trailer will be awarded at the end of the contest.

4. GENERAL CONDITIONS: No substitution for the prize is offered. No transfer of prize to a third party is permitted. A non-cash prize may not be redeemed for cash value. Void where prohibited or restricted by law. Prize recipient will be solely responsible for paying any and all applicable federal, state and local taxes as a result of winning the Grand Prize, excluding Wisconsin state sales tax, which will be paid by contest sponsors. All persons, by participating in this promotion, agree to be bound by these Official Rules and the decisions of Mid-Wisconsin Beverage, Inc. and WDEZ, Rock 94.7 and WIFC, whose decisions in all aspects of this promotion shall be final and binding. No more than the one prize stated in these Official Rules will be awarded.

5. HOW TO PARTICIPATE: For this promotion, qualifiers will enter via either on-air invitation, text-to-win invitation, or other entry invitation at the discretion of the contest sponsors. To enter via USPS mail, send a stamped postcard with your name, address, phone number and e-mail address to: "Lipton Pontoon Giveaway" c/o Mid-Wisconsin Beverage, Inc. P.O. Box 89, Wausau, WI, 54402-0089. Postcards without the "Lipton Pontoon Giveaway" will be ineligible. Postcards with postage due will be voided. You may enter only ONCE per week by mail, with weeks ending on Friday. Note: Illegible or improperly completed entry forms will be disqualified. Each Qualifier will be notified by phone or e-mail by contest sponsors and will be instructed regarding the time, location, and attendance requirement for the Grand Prize Drawing.

6. RELEASES: The Grand Prize Winner will be required to sign an Affidavit of Eligibility and a Liability / Publicity Release before any prize is awarded. The winner must consent to the use of his or her name, voice, picture or other likeness without compensation for promotional purposes in all media as determined by Mid-Wisconsin Beverage, Inc. and WDEZ, Rock 94.7 and WIFC. Mid-Wisconsin Beverage, Inc. and WDEZ, Rock 94.7 and WIFC are indemnified of ANY responsibility for any injury, damage or other circumstance for all participants in this promotion. All entrants assume sole responsibility for all their actions in connection with this contest.

7. SPONSORS: Mid-Wisconsin Beverage, Incorporated and WDEZ, Rock 94.7 and WIFC.

8. PARTICIPATING RADIO STATIONS: WDEZ 101.9FM, Rock 94.7FM and WIFC 95.5FM.

9. ODDS OF WINNING: The odds of being selected as a Qualifier are dependent upon multiple factors and cannot be determined precisely. The odds of a Qualifier being selected as Grand Prize Winner are 120:1.