

Contest Name: La Preciosa Car Giveaway

Prizes: (1) – Suzuki SX-4 Sport

(The winner must be 21 years of age or older, a U.S. citizen and Arizona resident with a valid Arizona driver license).

Station(s): Clear Channel Broadcasting/La Preciosa (KTZR)

Contest Dates: March 31-April 25, 2008

Station Address: 3202 N. Oracle Road, Tucson, AZ 85705

Station Phone: (520) 618-2100

Clear Channel Broadcasting/97.1 La Preciosa (KTZR) "Company", Riester and Edmund Marquez Suzuki "Sponsors", as well as their subsidiaries and affiliated companies, will conduct the contest as described in these rules, and by participating, each participant agrees as follows:

Description of Contest/Participation:

1. Dates of Contest:

The contest will begin and end on or about the start and finish dates listed above.

2. How to Enter/Play: (3 ways to enter)

Contestants will have 1 of 3 ways to enter to win one of the grand prizes: 1. Eligible contestants will need to listen for the special giveaway sounder to play weekdays between 6am and 11pm. When it plays, Caller 9 to the KTZR studio lines at (520) 880-9700 will instantly win a pair of tickets and a parking pass to the Pima County Fair on April 25, 2008 for the grand prize drawing. La Preciosa VIP Club Members will also be able to access the time the song will play that day by logging into their VIP Club account on www.lapreciosatucson.com. A total of 56 qualifiers will be awarded in this manner. 2. Eligible contestants can enter to win at La Preciosa appearances in and around Tucson as well as at Edmund Marquez Suzuki located at 702 W. Irvington, Tucson, AZ 85714 during specific dates/times to be announced both on air and online at www.lapreciosatucson.com during the "Contest". Eligible contestants can register to win at the Arizona Lottery booth at the Pima County Fair April 17-23, 2008 during Fair hours. Listeners can register up through the close of the Fair on April 23, 2008 at which point a total of 25 qualifiers will be drawn at random from all entries received. All winners will be contacted by La Preciosa Promotions via telephone with details on the giveaway. Should a qualifier be unavailable or unable to be contacted, a new qualifier will be drawn.

- **On Friday, April 25, 2007** the Grand-Prize Finale Event will take place 5pm-7pm on the main stage at the Pima County Fairgrounds located at 11300 S. Houghton Road, Tucson, AZ. 85747. Each of the qualified semi-finalists names will be entered into a raffle drum. Ten (10) names will be randomly drawn on stage. Each of those 10 will become finalists invited on stage to randomly draw a key in the order their names were drawn and try it in the ignition of the vehicle. The contestant whose key starts the car will be deemed the grand prize winner. Only qualified contestants can participate in the Grand Finale Event. No Substitutions or transfers will be permitted.

- 3. Prize(s).** The prize(s) that may be awarded to the eligible winner(s) is: a white 2008 Suzuki SX-4 sport car from Edmund Marquez Suzuki (approximate retail value: \$16,000). Winner will be responsible for tax, title and license. If a winner is disqualified, the Company reserves the right to determine an alternate winner in its sole discretion. Winner accepts prizes as is with existing mileage.

Prizes are not transferable or exchangeable for any other prize.

4. **Eligibility and Limitations.** Participants and winner(s) must be U.S. citizens and a resident of the State of Arizona. Participants and winner(s) must be 21 years of age or older with a valid Arizona Driver License to participate and win this contest. **PARTICIPANTS ARE LIMITED TO ONE ENTRY PER PERSON PER CONTEST DAY.** Only one (1) prize per household for this contest. Only one (1) prize per household from any of the Company's stations within any ninety (90) day period. Employees of the Company, this contest's 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.
5. **Delivery Disclaimer.** The Company 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. Entries must be handwritten. No photocopies or mechanical reproductions of entry forms are permitted. The Company is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the contest, and any injury or damage to entrant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in this contest.
6. **Publicity; Use of Personal Information.** By participating, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.
7. **Release.** By participating, each participant and winner waives any and all claims of liability against the Company, Sponsors, their employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the contest, or from the use of any prize.
8. **Taxes and Fees.** Any valuation of the prize(s) stated above is based on available information provided to the Company and Sponsors, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Winner (winner meaning original winning contestant that qualified on-air or at remotes) is solely responsible for reporting and paying any and all applicable taxes. This Winner (original winning contestant that qualified on-air or at remotes) must have a valid driver's license, proof of insurance requirements. If winner is unable to meet all eligibility requirements 72 hours than prize will be forfeited and awarded to another winner based on a random draw of the remaining contestants. Winner must provide the Company and Sponsors with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Prizes are not transferable. Any person winning over \$600 in prizes from the Company 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.
9. **Conduct and Decisions.** By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. **ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST 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.**

10. **Miscellaneous.** Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. No purchase necessary to participate or win. Void where prohibited. Odds of winning depend upon the number of participants. The Company will not award any prize if winner does not meet eligibility requirements. The Company will amend the rules or discontinue the contest at any time as announced on the station. The Company disclaims any responsibility to notify participants of any aspect related to the conduct of this contest. Written copies of these rules are available during normal business hours at the business offices of the station and by mail upon written request with a stamped, self-addressed return envelope to 97.1 La Preciosa Contesting, 3202 N. Oracle Road, Tucson, AZ 85705. All entries become the property of the Company and will not be returned.

11. **Compliance with Law.** The conduct of this contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station shall follow the applicable laws for conducting contests, 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, providing specific written information about the contest, etc. as required by local and state law.