

Northern Ohio Honda Dealers: Secret Word Sweepstakes Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN, NOR WILL A PURCHASE IMPROVE ONE'S CHANCES OF WINNING. Odds of winning will depend on the number of eligible applications received.

ALL FORMS MUST BE FILLED OUT COMPLETELY AND TRUTHFULLY. FAILURE TO COMPLETE THE APPLICATION AND PROVIDE TRUTHFUL AND PERTINENT INFORMATION MAY RESULT IN DISQUALIFICATION FROM THE CONTEST. DISQUALIFICATION IS IN THE SOLE DISCRETION OF WJW FOX 8 , NORTHERN OHIO HONDA DEALERS, HOHDA and its members, AND Local TV LLC (collectively, "Sponsor").

Sponsor will conduct the Secret Word Sweepstakes ("the Contest") substantially as described in these Official Rules ("Rules"). Participation in the Contest constitutes each entrant's full and unconditional agreement to, and acceptance of, these Rules. All decisions of Sponsor are final and absolute and not subject to inquiry or appeal. The Contest may be temporarily postponed or discontinued at any time without prior notice.

By signing up for the Contest, entrants are agreeing to receive future electronic communication from Sponsor. Entrants may opt-out at anytime.

The Contest, and all Contest material, is © 2013 by Local TV LLC. All rights reserved.

BACKGROUND INFORMATION:

By applying for participation in the Contest, each entrant understands that he or she may be subject to one or more background checks. Background checks will be conducted in accordance with the law and may include civil, criminal, financial, driver-history and any other type of background check deemed necessary by designated agents of Sponsor. Entrants may be required to provide additional information throughout the Contest if deemed necessary by Sponsor.

ELIGIBILITY REQUIREMENTS:

Only one (1) application per person/per day is allowed. Entrants must be legal US residents 18 years of age or older and reside in the Cleveland . Akron (Canton) Market as defined by the Nielsen Company. To be eligible to receive a prize, each winner may be required to complete an entire application package, including applicable release forms and waivers. Only printed or typed applications will be accepted. If a winner is disqualified, Sponsor reserves the right in its sole discretion to determine an alternate winner or to not award that winner's prize at all. Employees of Local TV LLC, employees of WJW FOX 8, the 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.

CONTEST PERIOD:

The Contest begins February 23, 2013, and ends on March 2, 2013 (the Contest Period). Entries will be accepted daily as set forth herein during the Contest Period from 12:00 AM . 11:59PM EST. Sponsor reserves the right to extend or shorten the Contest Period at its sole discretion.

HOW TO ENTER:

Entrants can enter the Contest by downloading the FOX 8 App on their Smart Phone. Here they open the Secret Word tab to find the Secret Word of the day. Entrants will then text the secret word to 45995 to get entered for a chance to win. (Entrants may also get the Secret Word at any Northern Ohio Honda Dealership, in the Honda area at the Auto show, and by tuning into FOX 8 News at 10PM each night). Once entrants have texted the Secret Word, they have now officially entered the contest. Entrants may enter up to once per day during the Contest Period. Entry constitutes an assignment to Sponsor of all intellectual property rights in the entry materials, if any. Entrants may enter daily with one entry per person, per phone number allowed. Multiple entries by means of software-generated or other automated processes will be disregarded. Only one prize per person, household or phone number allowed.

Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, the malfunction of any communications network or equipment, or computer hardware or software, whether originating with sender or Sponsor. All entries become property of Sponsor and none will be returned. In the event of a dispute about who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the account identified. The authorized account holder is deemed the natural person who is assigned to a phone number by a communications provider, service provider, or any company the phone has been issued and the services are billed. Any questions regarding the number of entries submitted or the owner of a communications account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes. **Sponsor reserves the right to cancel the Sweepstakes if it becomes technically corrupted.**

PRIZES:

There will be a total of one (1) prize winner for the Contest. The prize winner will receive:

Two Year, (24 months) Pre-Paid Lease on a Honda 2013 Civic LX Sedan/Automatic with 12,000 per year (24,000 total miles)

- [E.R.V. = \$6,000]

Prizes are provided by Sponsors in exchange for promotional consideration.

Unless otherwise set forth in these Rules, winner(s) will be notified text message on or about 3/4/2013. Winner(s) will be required to complete, sign and return a Certification of Eligibility and Release within 5 business days of notification or they will be disqualified. If a winner cannot be reached, or if a winner does not return the Certification of Eligibility and Release within the designated time period, no prize will be awarded.

Prizes cannot be redeemed for cash or substituted for any other items by the winner(s). The winner(s) cannot assign or transfer prize. Sponsor reserves the right to substitute a comparable prize of like or greater value, including cash, for any prize, for any reason.

Only one prize will be awarded per person, household or phone number. Individuals are eligible to win only one prize within any 30-day period, regardless of the number of giveaways entered. Winner must claim the prize by the time of the event in which their prize is issued or the prize will be forfeited.

2013 Honda Civic Prize (Grand Prize) Concessions:

The Northern Ohio Honda Dealers reserve the right to disqualify any entrant that does not qualify under all terms and conditions of leasing a vehicle from AHFC. The entrant must be over the age of 18; must have a Tier 1 credit rating with a 720 Beacon Rating to qualify for the two-year lease with 12,000 miles per year (Jay Honda will make the lease payments); winner must have full coverage insurance for the term of the lease as specified by AHFC; must comply with all AHFC lease terms; will complete any and all necessary paperwork; supply any and all requested information and documentation that is requested by Jay Honda or AHFC; and must have a current valid Ohio Drivers License.

Three (3) potential finalists will be contacted by The Northern Ohio Honda Dealers personnel, prior to the Grand Prize winner announcement to review the terms and conditions that qualify an individual to enter into a vehicle lease from AHFC, and to verify that the finalist qualifies for the lease stated herein.

Any person selected as a finalist who refuses to provide the necessary information to qualify them for the lease will be disqualified. Finalists agree to complete and submit a credit application for use of any credit bureau investigation by AHFC to determine financial qualifications as set forth herein.

Finalists must be present to win at their residence, from XX:XX AM EST to XX:XX PM EST on March X, 2013 for the Grand Prize delivery.

The Grand Prize winner will sign a statement acknowledging they are responsible for all associated local, state, and federal taxes and will provide their Social Security number in order to receive a Federal IRS form 1099. Other Rules of the prize provider may apply.

RELEASE; PUBLICITY; USE OF PERSONAL INFORMATION:

By participating in the Contest, each entrant waives any and all claims of liability against Local TV LLC and its employees and agents, WJW FOX 8 and its employees and agents, the Contest's additional sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest. In order to participate in the Contest, entrants may be required to sign an official waiver form provided by Sponsor. By participating in the Contest, the entrant consents to Sponsor's use of his or her name, state of residence, and likeness for advertising and promotional purposes online, for broadcast, and in print, or in any other media worldwide in connection with the Contest, without limitation and without additional compensation, except where prohibited by law. Without limiting the generality of the preceding sentence, Sponsor shall own all rights, title and interest in and to all performances, recordings, videos and images, if any, rendered by entrants in connection with the Contest.

TELEPHONE, DELIVERY & COMPUTER DISCLAIMER:

Sponsor disclaims all liability for the inability of a participant to complete or continue a telephone call due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond Sponsor control, or otherwise. Sponsor 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. No photocopies or mechanical reproductions of entry forms are permitted. Sponsor is not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, 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 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 the Contest.

Sponsor is not responsible for error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or technical, network, telephone equipment, electronic, computer, hardware, or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry, winner(s) or other giveaway information by Sponsor or entrants for any reason whatsoever. Sponsor is also not responsible for any injury or damage to any entrant's or any other person's computer related to or resulting from playing or downloading any materials in the giveaway or for entries that are late, misdirected or incomplete. All entries become the property of Sponsor and will not be returned.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE GIVEAWAY IS A VIOLATION OF THE CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor reserves the right to cancel the giveaway if it becomes technically corrupted.

TAXES:

Any valuation of the prize(s) stated above is based on available information provided to Sponsor, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. All taxes, including federal, state and local taxes, are the sole responsibility of winner. Each winner must provide Sponsor with valid identification before any prize will be awarded.

LIMITATION OF LIABILITY:

By participating, entrants agree: (a) to the Official Rules and decisions of Sponsor, which shall be final in all respects; (b) to release, discharge, and hold harmless Sponsor, and its respective affiliates, parents, subsidiaries, advertising and promotion agencies, officers, directors, employees, representatives, and agents from all liability, injuries, losses or damages of any kind to persons, including but not limited to death or property damage resulting in whole or in part, directly or indirectly, from participation in the Contest or any Contest-related activity; (c) that the foregoing parties have neither made nor are in any manner responsible or liable for any warranty, representation or guaranty, expressed or implied, in fact or in law, relating to any prize. WJW FOX 8, Local TV LLC, their respective sponsors, and their respective advertising and promotion agencies are not responsible for cancellations, postponements, or delays. Sponsor shall have the sole

discretion to administer the Contest and interpret and apply these Rules. Anyone using fraudulent means to participate in and/or win the Contest will be subject to disqualification. Sponsor reserves the right to disqualify any entrant at any time, for any reason, including, without limitation, language, lyrics, activities or behavior deemed inappropriate. Other than the prizes received by the Grand Prize winner, no entrant shall be entitled to receive any wages, benefits, fees or other compensation whatsoever as a result of participating in the Contest. In consideration for his or her participation in the Contest, each entrant agrees to release and indemnify WJW FOX 8, Local TV LLC, and their respective officers, directors, agents, parent companies, subsidiaries and employees, from any and all claims, demands and/or causes of action of any nature or kind whatsoever, whether presently known or unknown, foreseen or unforeseen, that arise out of the entrant's participation in the Contest. Any expenses incurred by the applicant during the application process, including but not limited to, postage, shipping and materials preparation (videotape, photos, etc.) are the sole responsibility of each applicant and Sponsor will not issue reimbursement for any expenses.

All contestants and winners agree, by participation in the Contest, to submit to the personal jurisdiction of the courts of Ohio. All courts of Ohio shall govern this Contest, without regard to Ohio's choice of law rules. The courts of Ohio shall be the exclusive forum for any dispute regarding any Rule or activity associated with the Contest.

UNDER NO CIRCUMSTANCES SHALL SPONSOR BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES, ATTORNEYS' FEES, OR ANY OTHER DAMAGES.

MISCELLANEOUS:

Each entrant agrees to abide by these Rules. Each winner must submit proof of eligibility and sign Sponsor's release form to claim the prize. Sponsor may substitute prizes, amend rules or discontinue the Contest at any time as announced on the Station(s). Sponsor disclaims any responsibility to notify the participants of any aspect related to the conduct of the Contest.

OFFICIAL RULES:

To request an additional copy of the Rules, send a self-addressed stamped envelope to the business offices of WJW FOX 8 by March 2, 2013. Written copies of these Rules are also available during normal business hours at the business offices of WJW FOX 8 at 5800 S. Marginal Rd., Cleveland, OH 44103. All entries become property of Sponsor and will not be returned.

COMPLIANCE WITH LAW:

The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any regulation to the contrary herein. The Contest is void where prohibited and subject to all federal, state, and local laws and regulations.