

## OFFICIAL RULES

### “Cornbread’s Big Buck Trophy Room”

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** OPEN ONLY TO LEGAL RESIDENTS OF MISSOURI AND ILLINOIS, 18 YEARS OF AGE OR OLDER. VOID OUTSIDE MISSOURI AND ILLINOIS AND WHERE PROHIBITED. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Dunn’s Sporting Goods or Bonneville St. Louis Radio Group (collectively, “Sponsors”), and their respective parents, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. Individuals who have won a prize in any promotion conducted by WIL-FM (also, “Bonneville St. Louis Radio Group”) in the thirty (30) days immediately preceding the start of this sweepstakes are also not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judge (Cornbread), which are binding and final on matters relating to this sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

**TO ENTER:** Between 12:01 a.m. Central Time (“CT”) on October 6, 2008 and 11:59 p.m. CT on November 30, 2008 (the “Entry Period”): Visit the Cornbread’s Big Buck Trophy Room section on wil92.com to complete and submit the official submission form and upload a photo of your kill/animal carcass/prized deer. All online entries (“entries”) must be received by 11:59 p.m. CT on November 30, 2008 to be eligible. Limit one (1) entry submission per person/email address/household for the duration of the Entry Period. Multiple entries received from any person or e-mail address or household after the first entry received from that person or email address will be void. Entries generated by script, macro or other automated or mechanical means are void. All entries become the property of Sponsors and will not be acknowledged or returned. You may also enter the sweepstakes by legibly hand printing in ink your name, complete mailing address, including zip code, daytime and evening phone numbers and age on a 3” x 5” card and mailing the 3” x 5” card in a properly addressed envelope with a photo of your kill/animal carcass/prized deer and postage affixed to: “Big Buck Trophy Room”, P.O. Box 410200, St. Louis, MO 63141. All mail-in entries must be postmarked by November 21, 2008 and received by November 26, 2008. Limit of one mail-in entry/photo per envelope. All photos/entries become the exclusive property of Bonneville St. Louis Radio Group and will not be returned.

**DRAWINGS/PRIZES:** One (1) winner per week for five (5) weeks will be chosen by Cornbread, morning show host for 92.3 WIL (“Judge”) to win a \$50 gift card to Dunn’s Sporting Goods. One (1) Grand Prize winner will be selected by Judge from all eligible entries received to receive a \$500 gift card to Dunn’s Sporting Goods. Grand Prize winner will be selected on or around November 28, 2008. Winners will be selected based on criteria set forth by Judge “Cornbread”. Photo submissions are not based exclusively on size of animal. Creativity, accompanying story that is written, etc... will be considered. Dunn’s Sporting Goods is not responsible for decisions made by the Judge and all decisions are final. Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsors reserve the right, at their sole discretion, to substitute prize with one of comparable or greater value. Winner is responsible for all federal, state and local taxes as well as any other costs and expenses associated with acceptance and use of a prize not specified herein as being awarded. All prize details are at Sponsor’s sole discretion.

Odds of winning depend on the number of eligible submissions received.

**WINNER NOTIFICATION/PRIZE CLAIM:** Potential winners will be notified by phone and required to execute and return an affidavit of eligibility and liability and, unless prohibited by law, publicity release and a W-9 form within five (5) days of date of receipt of such documents. If potential winner fails to return the required documents fully-executed within the specified period, a prize notification is returned as undeliverable, Sponsors are unable to contact potential winner within a reasonable period of time, prize is unclaimed, or potential winner is not in compliance with these rules, prize will be forfeited and, at Sponsors' discretion, an alternate winner selected.

**GENERAL CONDITIONS:** Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, illegible or postage-due mail, entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors, malfunctions or difficulties of any kind whether human, mechanical, electronic, network, computer, typographical, printing or otherwise relating to or in connection with the sweepstakes, including, without limitation, errors malfunctions or difficulties which may occur in connection with the administration of the sweepstakes, the processing of entries, the announcement of the prize or in any sweepstakes-related materials; or the incorrect or inaccurate capture of entry or other information or the failure to capture any such information. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the sweepstakes or website, as solely determined by Sponsors, will be disqualified. Should any portion of the sweepstakes be, in Sponsors' sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsors, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsors reserve the right at their sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at their discretion, select the potential winner from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsors. Entrants, by participating, agree that Sponsors, and their respective parents, affiliates, subsidiaries, retailers and advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (collectively, the "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this sweepstakes. Winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsors and their designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

**WINNER'S NAME:** For a winners list (available after November 30, 2008), send a self-addressed stamped envelope to: WINNERS, Big Buck Trophy Room, P.O. Box 410200, St. Louis, MO 63141 for receipt no later than December 31, 2008.

**SPONSORS:** Dunn's Sporting Goods, any additional promotional partners/agencies, etc...and the Bonneville St. Louis Radio Group, 11647 Olive Blvd. St. Louis, MO 63141.