

OFFICIAL RULES FOR “KICK FOR CASH” CONTEST

1. How to Enter the Contest:

- a. The “Kick For Cash” contest (the “Contest”) will begin on 12:01 a.m. Central Standard Time (“CST”) on September 16, 2025 and ends at 2:59 p.m. CST on September 25, 2025 (the Promotion Period”). By participating in the Contest, each entrant accepts and agrees to comply with and abide by these Official Rules and the decisions of Service Broadcasting Group, LLC (“Sponsor” or “KKDA-FM”).
- b. To participate in the Contest, each entrant must visit <http://www.myK104.com> (the “Website”) during the Promotion Period, follow the links and instructions for entry and complete the official entry form with the requested information. No purchase or payment is necessary to enter or win. A purchase will not improve an entrant’s chances of winning.
- c. Limit one entry per person. Entrants may be disqualified at the sole discretion of KKDA-FM if any entrant has violated any of the provisions in these Official Rules, and Sponsor shall have no obligation to award a prize to such entrant.
- d. All entries must be received by Sponsor by the end of the Promotion Period. All required information must be completed to enter and to be eligible to win. Incomplete entries will be disqualified. Entries will not be acknowledged or returned and become the property of Sponsor. Sponsor shall have the right to use, assign, edit, modify or dispose of any entry however it sees fit without approval of the entrant. Sponsor is not responsible and shall have no liability for (i) entries from persons not meeting the eligibility restrictions set forth below in Section 2, or (ii) inaccurate, forged, incomplete, stolen, lost, illegible, damaged, mutilated, tampered with, postage-due, misdirected, delayed or late entries.

2. Eligibility Restrictions:

- a. Except as set forth in this Section 2, the Contest is open to all KKDA-FM listeners who are eighteen (18) years of age or older and who reside in the Dallas Fort Worth Metroplex and surrounding counties of Collin, Dallas, Denton, Ellis, Hunt, Johnson, Kaufman, Rockwall, Tarrant, Wise, Parker, Somervell. Employees, officers and directors of KKDA-FM and its respective affiliated companies, subsidiaries, distributors, dealers, retailers, printers, and advertising and promotion agencies, including SCA

Promotions and ALW Entertainment (the “Promotion Entities”), any and all other companies associated with this Contest, and the members of the immediate families or households of any of the above are not eligible to enter the Contest. Immediate family or household shall include spouse, parents, children, siblings, grandparents, grandchildren and any other person residing within the same household.

- b. In addition, the following classes of people shall be ineligible to participate in the Contest:
 - i. Current or former professional or semiprofessional football, soccer, and rugby players and coaches who have played or coached at that level anywhere in the world within the past five (5) years;
 - ii. Current or former collegiate or junior collegiate football, soccer, and rugby players and coaches who have played or coached at that level anywhere in the world within the past five (5) years;
 - iii. Current or former high school football, soccer, and rugby players and coaches who have played or coached at that level anywhere in the world within the past five (5) years; and
 - iv. Current or former Olympic soccer, and rugby players and coaches who have played or coached at that level anywhere in the world within the past five (5) years.

3. Selection of Finalists.

- a. Five (5) finalists (“Finalists”) will be selected in a random drawing held at Sponsor’s business headquarters on or about Thursday, September 25, 2025, from all eligible submitted entries received during the Promotion Period. The odds of winning and become a Finalist depend upon the number of eligible entries received.
- b. Each Finalist will receive a ticket to and must attend the 100th Anniversary of the State Fair Classic HBCU Football Game at the world-famous Cotton Bowl at the State Fair on Saturday, September 27, 2025 (the “Game.”).
- c. Each Finalist must sign an Affidavit of Eligibility and Waiver of Liability and Publicity Release (the “Release”) and agree to attend the game within twenty four (24) hours of notification. If a Finalist declines to participate, cannot attend the Game or does not sign and return the Release, an alternative Finalist will be selected from eligible entries.

4. Selection of Grand Prize Finalist.
- a. A Grand Prize finalist (the “Grand Prize Finalist”) will be randomly selected by Sponsor from five (5) sealed security envelopes, each with one Finalist’s name insider during the third quarter of the Game during the first television time out. The Grand Prize Finalist must sign an Agreement to Participate upon his or her name being drawn. If the Grand Prize Finalist refuses to sign the Agreement to Participate prior to halftime of the Game, then a new Grand Prize Winner will be selected from the remaining four (4) Finalists envelopes.
 - b. At halftime of the Game, the Grand Prize Finalist will go on the football field at the Cotton Bowl. In order for a kick to be eligible for the Grand Prize (i) the Grand Prize Finalist must kick the National Collegiate Athletic Association (“NCAA”) regulation football (the “Field Goal Attempt”) from a distance of not less than fifty (50) yards (kick from the forty (40) yard line) using an official NCAA one-inch (1”) kicking tee such that the football passes completely through the uprights of the goal posts on the fly, from the side of the goal uprights nearest the Grand Prize Finalist after leaving the Grand Prize Finalist’s foot and prior to making contact with any surface or obstacle other than the goal itself, and (ii) the Field Goal Attempt must be such as would otherwise qualify as a field goal from the specified distance under NCAA rules. The Grand Prize Finalist is allowed only one (1) attempt to successfully make the field goal. The Grand Prize Finalist will not be permitted any practice, warm-ups or qualifying kicks. If the Grand Prize Finalist makes the fifty (50) yard kick, he or she will win the Grand Prize described below in Section 5.
 - c. The Field Goal Attempt is a skilled based promotion and the odds of winning depend on the skill of the Grand Prize Finalist.

5. Grand Prize:

- a. Grand Prize: \$100,000 - Approximate value USD \$100,000.
- b. A maximum of one (1) Grand Prize will be awarded. The Grand Prize winner will be required to sign a new Affidavit of Eligibility and Publicity and Liability Release. If the Grand Prize Finalist does not successfully complete the field goal kick and make the field goal, no Grand Prize will be awarded.
- c. The Grand Prize may be picked up at the office of KKDA-FM, 2221 East Lamar Blvd Arlington, TX 76006 upon notification by Sponsor. If the

Grand Prize is not claimed within forty-five (45) days of winning, it will be forfeited by the Grand Prize winner.

- d. The Grand Prize is not transferable. Prizes may not be substituted.
- e. Grand Prize winner will receive 1099 IRS Tax form for the value of the Grand Prize as stated in these Official Rules.
- f. All expenses incurred in connection with the entry, the selection of a Finalist or Grand Prize Finalist, or the award or use of the Grand Prize, (if applicable), not expressly specified in these Official Rules, including, but not limited to, taxes, food, beverages, and other concession items, spending money, gratuities, parking fees and other incidentals, are the sole responsibility of the entrant, Finalists and the Grand Prize winner. All details and other restrictions of the Grand Prize not specified in these Official Rules will be determined by Sponsor in its sole discretion.

6. Use of Information. By entering the Contest, each Finalist consents to and gives Sponsor and its affiliates and any other party authorized by Sponsor, the unrestricted, absolute, perpetual, worldwide right and license, but not the obligation, (i) to use a Finalist's name, address, photograph, likeness, voice, biographical and personal background information and statements, entry and related content and any notes, photograph, film or video or audio tape (including, without limitation, the Field Goal Attempt) that may be taken of a Finalist or of such materials (the foregoing, collectively, the "Likeness"), without further compensation, consideration, review, approval or notice to the Finalist or to any third party, and (ii) to reproduce, copy, modify, create derivative works of, display, perform, exhibit, distribute, transmit or broadcast, publicly or otherwise, or otherwise use and permit to be used the Likeness or any part thereof, whether alone or in combination with other materials (including, but not limited to, text, data, images, photographs, illustrations and graphics and video or audio segments of any nature), in any media or embodiment now known or hereafter developed (including, but not limited to, any format of any computer-based, internet-based, electronic, magnetic, digital, laser or optical-based media), in connection with any of Sponsor's (or its designee's) advertising, publicity, trade, sweepstakes, giveaway or contests activities or materials (the "Promotional Materials") for an unlimited number of times, except where prohibited by law. Each Finalist waives any right to inspect or approve any Promotional Materials including or accompanying the Likeness. Each Finalist further releases Sponsor from any liability or obligation that may arise as a result of the use of the Likeness, including, without limitation, claims for invasion of privacy, infringement of his or her right of publicity, and defamation (including libel and slander). Each Finalist understands that the entire compensation for use of the Likeness is entry in the Contest, and each Finalist waives any right to residual income, royalties and any other income payment or any other benefit, which might otherwise accrue from the use of the Likeness.

7. Indemnity/Release. Each entrant indemnifies and holds harmless Sponsor and the Promotion Entities and their owners, directors, managers, officers, employees and agents from any and all liability for any damage, liability or loss of any kind or nature to persons, including death or property, resulting in whole or in part, or arising from, directly or indirectly, or in connection with the Contest or the award, acceptance, use, misuse, failure or inability to use, possession or loss of any prize or any Contest-related activity, including, without limitation, attending the Game, participating in any activity on the way to or from the Game or at the Game or participating in the Field Goal Attempt or activities after the Field Goal Attempt (collectively, a “Game Day Activity”). Each entrant releases Sponsor, the Promotion Entities and their owners, directors, managers, officers, employees and agents from any and all liability, known or unknown, fixed or contingent, for any loss, harm, damages, costs or expenses of any nature, including, without limitation, personal property and personal injury damages arising out of participation in the Contest, including, without limitation, participating in any Game Day Activity, Grand Prize acceptance, use, misuse, failure or inability to use, loss or possession of the Grand Prize, participation in any Contest-related activity and for all claims based on rights of publicity, personality, privacy or loss of enjoyment, moral rights or defamation. Under no circumstances will an entrant be permitted to obtain awards for, and each entrant hereby waives all rights to claim, any punitive, indirect, incidental, consequential, exemplary, or any other damages, other than for actual out-of-pocket expenses. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, and in no event will any entrant be entitled to receive attorneys’ fees or court costs. All causes of action arising out of or connected with this Contest shall be resolved individually, without resort to any form of class action. Failure to enforce any terms of these Official Rules shall not constitute a waiver of any provision.

8. General Terms:

- a. The Grand Prize winner (if applicable) will be required to complete and return a W-9 form (if prize value exceeds \$600.00) and present a valid driver’s license before the Grand Prize will be awarded. The Grand Prize winner will be issued a 1099 form reflecting the value of the Grand Prize and is responsible for paying all income taxes on the Grand Prize.
- b. KKDA-FM reserves the right in its sole discretion to modify the Official, Rules and dates at any time for any reason. Material modifications shall be announced on-air, when practical. By participating in this Contest, each entrant agrees to be bound by these Official Rules, any modifications thereof, and by all other rules imposed by KKDA-FM management.
- c. The Contest is void where prohibited by law.
- d. Any cancellation or rescheduling of the Game or any Game Day Activity is deemed beyond the control of Sponsor and its Promotion Entities.

Sponsor and/or its Promotion Entities shall in no way be responsible under any circumstances whatsoever for replacing, and/or for reimbursing any entrant with any form of compensation as a result of such cancellation or rescheduling.

- e. Entry information may be shared with Sponsor's Promotion Entities. By participating in the Contest, each entrant agrees that Sponsor may collect and use an entrant's personal information submitted with the entry.
- f. Neither Sponsor nor the Promotion Entities are responsible or liable to any entrant, or any person claiming through such entrant, for the inability to enter the Contest, or for failure or the inability to attend the Game, to participate in any Game Day Activity, to accept or use the Grand Prize or any part thereof, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, volcanic eruption, war (declared or undeclared), fire, flood, epidemic, pandemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's or the Promotion Entities' control.
- g. ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF FINALIST OR SPONSOR IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF TEXAS WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OF CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. VENUE FOR ANY ACTION SHALL BE BROUGHT IN THE FEDERAL AND STATE COURTS LOCATED IN DALLAS COUNTY, TEXAS.
- h. A list of all Finalists and the Grand Prize Finalist is available by sending a self-addressed stamped envelope to KKDA \$100,000 Football Kick Winners List c/o SCA Promotions, 3030 LBJ Freeway, 3rd Floor, Dallas, Texas 75234 beginning September 27, 2025 until October 27, 2025.

Sponsor. Service Broadcasting Group, LLC , dba KKDA-FM, 2221 E. Lamar Blvd., Suite 400, Arlington, Texas 76006.

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