

“AM1500 Trivia Challenge Game” Official Rules

HOW TO REGISTER

NO PURCHASE NECESSARY. Playing the “AM1500 Trivia Challenge Game” (the "Game") is free to play. Your Standard Text Messages Fees may apply. The “AM1500 Trivia Challenge Game” is a mobile phone game offering in partnership with AM1500 The Team (Visionary Related Entertainment, LLC) and begins on September 10, 2008 at 12:01 a.m. Hawaiian Time Zone (“HST”) and ends on December 10, 2008 at 11:59 p.m. HST (the “Promotion Period”). By participating in the Game, each participant unconditionally accepts and agrees to comply and abide by these Official Rules, KlickSports’ Service Agreements, Terms of Service, and Privacy Policy and the decisions of KlickSports Inc, 2100 Sawtelle Blvd, Suite 107, Los Angeles, CA 90025 (“Sponsor”), which shall be final and binding in all respects relating to the Game. Participants may register for the Game at any time. Participants must have a mobile phone capable of SMS/text messaging to play.

To enter, Text AM1500 To 31207. Once entered, participants may compete by submitting their answer to a daily trivia question. To submit an answer, participants will select an alphabetical combination provided to them on their cell phone (i.e. MTE, MTF, MTG) and send it to 31207 as a reply. Participants may play up to the end of the promotional hour, as designated on-air by the radio host (i.e. today’s trivia challenge will be conducted from 12 p.m. top 1 p.m.). If a contestant submits more than one answer for the same promotion, the most recent valid entry received will be used. Any entry that fails to provide all required information will be disqualified. Collusion between any two participants, as determined in the Sponsor's sole discretion, is strictly forbidden, and grounds for action against the offending member.

GAMBLING PROHIBITION

THIS GAME HAS BEEN DEvised AS A NON-GAMBLING PROMOTION and is intended solely for entertainment purposes.

The “AM1500 Trivia Challenge Game” is a promotion based on the historical records of football teams and players in the United States (High School, college or pro). The game is offered September 10, 2008 at 12:01 a.m. Hawaiian Time Zone (“HST”) and ends on December 10, 2008 at 11:59 p.m. (the “Promotion Period”).

ELIGIBILITY

At the time you register, you must be 18 years of age or the age of majority in your state or province of residence, whichever is greater, and a legal resident of the fifty United States or the District of Columbia. Excluded residents who are 13 years of age or older may play, but will not be eligible to win any prize. The Game is subject to all federal, state, provincial, and local laws, and is void in Puerto Rico, Quebec, all U.S. territories and possessions and wherever prohibited by law. Directors, officers, and employees of Sponsor, KlickSports.com, their respective distributors, divisions, subsidiaries, affiliates, advertising, promotion and fulfillment agencies, and any others involved in the creation, production or execution of the Game and members of

their immediate families, (parents, siblings and children of their spouses) or any person residing in their households (whether or not related) are not eligible to win.

HOW TO PLAY / DETERMINATION OF WINNERS

Joining to play

When you play the “AM1500 Trivia Challenge Game”, you will also be automatically joining the "Hawaii Football Challenge Game League," along with the other participants for the purpose of ranking players and for awarding prizes for the "Hawaii Football Challenge Game".

As a player in the "Hawaii Football Challenge Game," you will receive an alert to play every Saturday (“Game Day”). The "Hawaii Football Challenge Game” is an optional bonus game, and you are not required to play to participate in the “AM1500 Trivia Challenge Game.” Please see the terms and conditions and prizes pages for the "Hawaii Football Challenge Game” on KlickSports.com/HI

Answering Trivia Questions

For each promotion a daily question may be presented, along with three choices for answers. Participants must opt-in to play along (Text AM1500 To 31207) using their cell phone. All answers are made using SMS/text messaging. Answers must be made by submitting the appropriate code for the answer of your choice. To submit an answer, participants will select an alphabetical combination provided to them on their cell phone (i.e. MTE, MTF, MTG) and send it as a reply to 31207.

All participants are ranked according to the order in which their correct answers are received (for example, the first correct answer received will be ranked first and so on). A cutoff time will be established for each question; answers received after a question’s cutoff time will not be scored.

If, for any reason, an event is postponed or cancelled, no participants will receive a ranking for that event.

WINNING

Each Game

For each game, participants are ranked according to the order in which their correct answers are received. Ties are not possible with this system; individuals with the same point totals will be ranked according to how quickly their correct answers were received.

GENERAL CONDITIONS

Participants agree to waive any right to claim ambiguity in the Game and/or these Official Rules. Winning a prize is contingent upon fulfilling all requirements set forth herein.

By participating, participants agree to be bound by the decisions of the Sponsor and Game Administrator, which shall be final and binding. Sponsor is not responsible for and shall not be liable for: late, delayed, incomplete, unreadable, garbled, or inaccurate entries or Game information provided by participants.

Sponsor assumes no responsibility for any computer, software, online, telephone or technical malfunctions that may occur, for any incorrect or inaccurate information, whether caused by Website users, equipment or programming associated with or utilized in the Game, or any technical, human or other error which may occur in the processing of submissions or administration of the Game, for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to or alteration of entries, for any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers on account of technical problems or traffic congestion on the Internet, or at any website, or with their wireless provider, or on account of any combination of the foregoing. Sponsor is not responsible for any injury or damage to participants or to any computer related to or resulting from participating or downloading materials in this Game, for theft, destruction, unauthorized access to, or alteration of entries; problems submitting selections on the cell phones; or for any errors or other problems related to selections or Game administration. If, for any reason, the Game is not capable or running as planned because of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which impair, corrupt or otherwise adversely affect the administration, security, fairness, integrity or proper conduct of this Game, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Game in whole or in part and award proper prizes to the participants with the highest rankings at the time of the impairment. Notice of any cancellation, termination or modification will be posted on the Websites.

Sponsor may, in its sole discretion, prohibit any participant from using the Websites or cell phones or participating in the Game, and refuse to award points or prizes if participant engages in any conduct Sponsor deems to be improper, unfair, detrimental, unsportsmanlike, or otherwise adverse to the operation of the Website, SMS messages, Game or other participants. Such conduct includes, but is not limited to falsifying personal information required during registration, entry, or prize claim, supplying any information designed to circumvent any provision of these Official Rules, violating any term or condition stated herein, accumulating points or prizes through methods such as automated computer scripts or any other programming techniques, allowing others to use participant's personal information for the purpose of accumulating points or prizes, or trying to defraud, reverse engineer, disassemble or otherwise tamper with the computer programs on the Websites. Participants agree to return any prize that they have won as a result of such conduct.

CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR SMS MESSAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE GAME MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION OF SUCH PARTICIPANT. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) AND OTHER LEGAL RECOURSE, INCLUDING CRIMINAL PROSECUTION, FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.

By participating, participants agree to these Official Rules and to the decisions of the Sponsor and Administrator, which shall be final in all respects; to release and hold Sponsor, its parent, subsidiaries and other affiliated companies, advertising and promotion agencies and their respective directors, agents and employees harmless from all liability, loss, personal injury or death, or damage to reputation or of any kind attributable in whole or in part, directly or indirectly, to their participation in the Game or their acceptance and/or use of a prize or travel to or from or participation in any prize-related activity.

PRIZES AND REWARDS

Coupon rewards from KFC

Coupon rewards from KFC will be awarded to the weekly top ten players to answer the daily trivia question correctly every Wednesday. The expiration date, limitations and validity of these coupons are clearly posted. These coupons may vary every week. The actual cash value of the coupons is 1/20 of one cent.

Other prizes

Other prizes may be offered for "Trivia Challenge Games" that are promoted on days other than Wed (M, Tu, Th, F) and will be designated on the air. KFC coupons will not be awarded on these days. The value of these rewards may vary and will be posted on the AM1500 website at www.am1500hawaii.com

General Prize Conditions

The potential winners will be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "Prize Claim Documents"). If a winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification, the winner may be disqualified, and an alternate winner may be selected.

The odds of winning any prize depend on the relative performance of all participants. Prizes are not transferable or refundable and must be accepted as awarded. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a prize (or component thereof) with another prize (or component thereof) of equal or greater value if the prize is not available for any reason as determined by the Sponsor in its sole discretion. Sponsor makes no representations or warranties about the prizes.

The prize winners shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the prize. Winners may receive an IRS 1099 form reporting the value of their prize. Prizes are nontransferable and non-refundable and must be accepted as awarded. No substitution may be made, except by Sponsor, who reserves the right, in its sole discretion, to substitute a prize with another prize of greater or equal value in the event that a prize or portion of prize is unavailable. Participant who is notified that his/her entry was selected is a Potential Winner. Potential Winner is not a winner until he/she has returned all required documentation and eligibility has been verified by Sponsor. If a Potential Winner cannot be contacted within seven days after the first attempt to contact him/her, the participant with the next highest number of points will become the Potential Winner. Except where prohibited, Potential Winner may be required to sign and return to Sponsor, within five days of being notified, an Affidavit of Eligibility and a Liability and (where not prohibited) a Publicity Release in order to claim his/her Prize. If the Potential Winner fails to sign and return the required documents within the required time period, the participant with the next highest ranking becomes the Potential Winner, replacing the original Potential Winner. Except where prohibited, participation in the Game constitutes winner's consent to Sponsor's and its respective designees' use of winner's name, likeness, voice, opinions, biographical information and state of residence for promotional purposes in any media without further payment, consideration, credit, or right of approval or review (where not prohibited by law), and any such use with respect to minors will be subject to prior written approval from the parent or legal guardian.

DISPUTE RESOLUTION

ARBITRATION/CHOICE OF LAW.

Except where prohibited, participants agree that any and all disputes, claims and causes of action arising out of or connected with this Game shall be resolved exclusively by arbitration pursuant to the Rules of the American Arbitration Association then effective, and any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred by participant with regard to this Game, but in no event attorneys' fees, punitive, incidental, consequential or other damages. All issues and question concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participants and Sponsor and/or Sponsor's agencies in connection with the Game shall be governed by and construed in accordance with the laws of the California, without regard for conflict of law or choice of law rules (whether California or any other jurisdiction) which would cause the application of the laws of any jurisdiction other than the California.

WINNERS LIST

A list of prize winners may be obtained by sending a hand-printed, self-addressed, stamped envelope to:

"AM1500 Trivia Challenge Game"
c/o KlickSports, Inc.
2100 Sawtelle Boulevard, Suite 107
Los Angeles, CA 90025

Requests must be received by December 31, 2008.

Game Administrator: KlickSports, Inc., ("Administrator") will serve as the administrator for the Game and will be responsible for resolving any disputes that arise.

Promotional partner:

AM1500 - Visionary Related Entertainment, LLC

765 Amana St. 200

Honolulu, HI 96814