

APPLEBEE'S® "GREAT DAY IN THE NEIGHBORHOOD" SWEEPSTAKES
OFFICIAL RULES
NO PURCHASE NECESSARY
Lansing/WHZZ-FM

1. NO PURCHASE REQUIRED to enter or receive a prize. To enter visit www.1017mikefm.com for details during the promotional period of September 17 - September 28, 2012. Follow the online instructions to complete the Official Online Entry Form and submit as instructed to register for the sweepstakes. You will be asked to answer a question about Applebee's Neighborhood Grill & Bar. All entries must be received each week during the promotional period no later than 5 p.m. EDT the Thursday before the Friday on which the weekly winner is announced. A random drawing from all eligible entries will take place between 5 p.m EDT and 11:59 p.m. each Thursday for a total of two (2) weeks. Winners will be announced on the air each Friday of the promotional period. Limit one (1) entry per household, per day.

2. Sweepstakes is open to all legal residents of the Lansing listening area, 18 years of age or older at time of entry, except employees of CRN International, Inc., participating radio stations, their affiliates, subsidiaries, advertising and promotion agencies and their immediate family members and/or those living in the same household of each. Void where prohibited or restricted by law. Subject to all federal, state and local laws and regulations. By accepting prize, winner agrees to hold sponsor, Applebee's Services, Inc., its affiliates and their franchisees and their respective directors, officers, employees and assigns harmless against any and all claims and liability arising out of use of prize. By participating in this sweepstakes, entrants agree to be bound by these Official Rules. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize.

3. One winner per week will be selected during the promotional period with a total of [NUMBER OF WEEKS] prizes awarded. Decisions of WHZZ-FM are final in all respects. Limit one prize per household per promotional period. All materials submitted become the property of Sponsor and will not be returned. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes set forth in these Official Rules to be available and/or claimed, sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

4. Prizes/Odds: Weekly Prize: Each week, the Applebee's "Great Day in the Neighborhood" prize pack will include one (1) Applebee's gift card and tickets to a local event. (ARV \$125; total ARV \$250)

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

Prize cannot be transferred, redeemed for cash or substituted except by the sponsor because of prize unavailability. Taxes are the responsibility of the winners. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of the prize. By entering this sweepstakes, each entrant consents to the

use of his/her name/likeness, without additional compensation, for any and all publicity purposes carried out by the sponsor, Applebee's Services, Inc, its affiliates and their franchisees and their respective promotional companies unless prohibited by law. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this sweepstakes or use or redemption of any prize. WHZZ-FM is responsible for awarding the weekly prizes to the winners.

5. CRN International, participating radio stations, Applebee's Services, Inc., and its affiliates and their respective franchisees, subsidiaries, and advertising and promotion agencies are not responsible for lost, late, misdirected, unintelligible, returned or undeliverable entries, telephone calls, email, mail or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), website or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this sweepstakes or website, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate website's terms of service, as solely determined by the sponsor, will be disqualified. Sponsor is not responsible for any incorrect or inaccurate information whether caused by website users, tampering, hacking, or by any of the programming or equipment associated with or used in this sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Sponsor, Applebee's Services Inc., and their affiliates and their respective franchisees are not responsible for injury or damage to participants or any other person's computer or property related to or resulting from participating in this sweepstakes. Should any portion of this sweepstakes be, in the sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the sponsor, corrupt or impair administration, security, fairness or proper play of this sweepstakes, or submission of entries, sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes, and randomly select the winners from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the sponsor. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning the email address.

6. For a list of winners, available after 10/26/2012 send a separate, self-addressed, stamped envelope to: Applebee's Great Day in the Neighborhood Winners List WHZZ-FM c/o CRN International, Inc., P.O. Box 4353, Hamden, CT 06514, to be received by 11/23/2012.

7. This promotion is sponsored by CRN International, One Circular Avenue, Hamden, CT 06514