

WXBK Key Food Upgrade Your Tech Contest Contest Rules

These contest rules are specific to the above contest conducted by Audacy New York, LLC d/b/a WXBK/94.7 The Block (collectively the “**Station**”). Except to the extent specifically set forth below with respect to this specific contest, the Station’s general contest rules apply to this contest as well. A copy of these specific contest rules and the Station’s general contest rules are available at the Station’s studio at 345 Hudson St. Fl. 11 New York, NY 10014 during regular business hours and on the Station’s website at www.947theblocknyc.com/rules. To the extent that the Station’s general contest rules differ from these rules, these rules will govern and control with respect to this contest.

How to Enter

1. No purchase necessary to enter or to win the “Key Food Upgrade Your Tech” contest (the “**Contest**”). A purchase or payment will not increase your chance of winning.
2. To enter this Contest, and potentially become a winner and receive a prize, you must, as of the entry and winner selection date,: (i) be 18 years of age or older and a legal resident of New York, New Jersey or Connecticut; (ii) be the holder of a free Key Food, Superfresh, Food Emporium or Food Universe Loyalty Account (collectively, the “**Loyalty Account**”); and (iii) have downloaded the corresponding brand’s free mobile app (collectively, the “**App**”) to the mobile phone number associated with your Loyalty Account.
 - a. You can create a free Loyalty Account by either: (i) visiting www.keyfood.com, www.superfresh.com, www.thefoodemporium.com, or www.fooduniverse.com, clicking “Sign Up” on the home page, and submitting the requested information, (ii) searching your mobile app store and downloading the App, clicking “Sign Up”, and submitting the requested information; or (iii) visiting the service desk at your local Key Food, Superfresh, Food Emporium, or Food Universe store and asking to sign up for a Loyalty Account.
 - b. You can download the free App by searching your mobile app store or by visiting one of the brand websites listed above.
 - c. Creating a free Loyalty Account requires: (i) providing your name, email, and mobile phone number; and (ii) your acknowledgement of, and agreement to, the Key Food Stores Co-Operative, Inc loyalty account terms of service and privacy policy.
3. To enter from 12:00 AM (ET) on Wednesday, August 12, 2026 through 11:59 PM] (ET) on Friday, October 2, visit 947theblocknyc.com/upgrade, click on the “Key Food Upgrade Your Tech” link and complete the online entry/registration form by submitting the entrant’s full name, phone number (including area code) associated with the entrant’s Key Food, SuperFresh, Food Emporium or Food Universe loyalty account and app download, age, e-mail address, and other information requested (some of which may be optional) (each an “**Entrant**”).
 - a. As part of the entry process, Entrants may be provided with an opportunity to opt-in to receive solicitations from, and/or to become a member/participate in clubs of (*i.e.*, *email clubs*, *text clubs*, and *rewards programs*), the Station; provided, however, agreeing to receive such solicitations and/or accepting such membership is not a condition of entry into this Contest and will not increase your chances of winning.

How to Win

2. **Weekly Drawings:** Each Friday at approximately 12:00 PM (ET), the Station will conduct a random drawing from among all eligible entries received up until the time of such drawing (each, a “**Weekly Drawing**”) as follows: (i) up to two (2) Entrants will be randomly selected on each of the following dates: Friday, August 14, 2026, Friday, August 21, 2026, Friday, August 28, 2026, and Friday, September 4, 2026; and (ii) up to one (1) Entrant will be randomly selected on each of the following dates: Friday, September 11, 2026, Friday, September 18, 2026, Friday, September 25, 2026, and Friday, October 2, 2026. Upon verification of eligibility and compliance with these Contest rules (*which shall include verification by Key Food Stores Co-Operative, Inc. of Entrant’s active Loyalty Account*



and App download), such Entrants will receive the one (1) Weekly Prize corresponding to the selection date and as further detailed below in Section 5 (each, a “**Weekly Winner**” and collectively, the “**Weekly Winner(s)**”).

- a. There will be up to, but in no event more than a total of twelve (12) Weekly Winners in this Contest.
 - b. All entries not selected as a Weekly Winner will be retained and included in all subsequent Weekly Drawings in this Contest.
 - c. An individual may qualify as a Weekly Winner only once in this Contest, but will still remain eligible for the Grand Prize Drawing (as described in Section 4 below) Limit of one (1) Weekly Prize per person.
 - d. The Station will notify the Weekly Winners by means of the phone number or email address provided to the Station at the time the Entrant entered the Contest.
4. **Grand Prize Drawing:** At approximately 10:00am (ET) on Monday, October 5, 2026, one (1) Entrant will be randomly selected from among all eligible entries received in this Contest through 11:59 PM on Friday, October 2, 2026 (the “**Grand Prize Drawing**”), and, upon verification of eligibility and compliance with these Contest Rules, such Entrant (the, “**Grand Prize Winner**”) will receive the one (1) Grand Prize (as further detailed in Section below) in this Contest.
5. Odds of winning the Prize in this Contest shall depend upon the number of entries received in the Contest.

Prize(s)

6. The up to twelve (12) verified Weekly Winners in this Contest will receive one (1) “**Weekly Prize**”, courtesy of Key Food, as follows:
- a. The up to two (2) verified Weekly Winners of the Friday, August 14 Weekly Drawing will each receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); (ii) one (1) Bose Quiet Comfort Over the Ear Bluetooth Headphones, valued at \$209.00; and (iii) one (1) JBL Charge 6 Portable Wireless Speaker - 2025, valued at \$159.95.
 - b. The up to two (2) verified Weekly Winners of the Friday, August 21 Weekly Drawing will each receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); (ii) one (1) Bose - QuietComfort Ultra (2nd Gen) True Wireless Noise Cancelling In-Ear Earbuds, valued at \$249.00; and one (1) (iii) Samsung - Galaxy Watch8 Aluminum Smartwatch 40mm BT – Graphite, valued at \$289.99.
 - c. The up to two (2) verified Weekly Winners of the Friday, August 28 Weekly Drawing will each receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); (ii) one (1) Apple Watch Series 11 (GPS) 42mm Rose Gold Aluminum Case with Light Blush Sport Band - S/M - Rose Gold - (2025), valued at \$399.00; and (iii) one (1) Apple - TV 4K 2022 Family 128GB Streaming Device (3rd generation) - Wi-Fi + Ethernet, valued at \$249.99.
 - d. The up to two (2) verified Weekly Winners of the Friday, September 4 Weekly Drawing will receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); (ii) one (1) Apple - HomePod (2nd Generation) Smart Speaker with Siri – Midnight, valued at \$379.00; and (iii) one (1) Samsung - Galaxy Tab S10 Lite - 10.9" 128GB - Wi-Fi - with S-Pen - Lite Gray, valued at \$379.00.
 - e. The up to one (1) verified Weekly Winner of the Friday, September 11 Weekly Drawing will receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or



damaged); (ii) one (1) Apple - 11-inch iPad A16 chip with Wi-Fi - 128GB – Blue, valued at \$429.00; and (iii) one (1) Sonos - Move 2 Portable Durable Smart Speaker, valued at \$479.00.

- f. The up to one (1) verified Weekly Winner of the Friday, September 18 Weekly Drawing will receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); (ii) one (1) Apple - 11-inch iPad A16 chip with Wi-Fi - 128GB – Blue, valued at \$429.00; and (iii) one (1) Sonos - Move 2 Portable Durable Smart Speaker, valued at \$479.00.
 - g. The up to one (1) verified Weekly Winner of the Friday, September 25 Weekly Drawing will receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); and (ii) one (1) Apple - MacBook Air 13-inch Laptop - M5 chip with 10-core CPU and 8-core GPU - 16GB Memory - 512GB SSD – Midnight, valued at \$1,299.00.
 - h. The up to one (1) verified Weekly Winner of the Friday, October 2 Weekly Drawing will receive: (i) one (1) \$100 physical Key Food Gift Card (redeemable at any merchant that accepts physical Key Food Gift Cards, cannot be redeemed for cash or replaced if lost, stolen, or damaged); and (ii) one (1) Apple - MacBook Air 13-inch Laptop - M5 chip with 10-core CPU and 8-core GPU - 16GB Memory - 512GB SSD – Midnight, valued at \$1,299.00.
7. The up to one (1) Grand Prize Winner in this Contest will receive the one (1) “**Grand Prize**”, courtesy of Key Food, and consisting of the following: twelve (12) \$100 Key Food Gift Cards (redeemable for products at any Key Food, SuperFresh, Food Emporium, or Food Universe store, cannot be redeemed for cash or replaced if lost, stolen, or damaged).

Sponsor(s)

8. The sponsors of this Contest are Audacy New York, LLC d/b/a WXBK and Key Food Stores Co-Operative, Inc.

Other Rules Specific to This Contest

9. Notwithstanding the foregoing, Audacy reserves the right, in its sole and absolute discretion, but is not obligated, to waive the Loyalty Account and App download requirement for potential winners selected during any period of interruption or suspension of the Loyalty Account or App platforms, or if verification of Loyalty Account and App download is unattainable or unreasonably delayed by Key Food Stores Co-Operative, Inc.
10. The entry process may require Entrants to login to, or to create, a free account with the third party provider of a software platform used by the Station for such Contest(s) (“**Software Provider**”), by going to the Website, clicking on the Contest entry link, and completing and submitting the online registration form with all required information.
- a. Limit one (1) account with the Software Provider per email address.
 - b. Software Provider is not a sponsor of this Contest, but Entrants may be required, as part of the entry process, to agree and consent to the Software Provider’s terms of service and/or privacy policy, both of which will be available via a link during the entry or account registration process (collectively, the “**Software Provider Policies**”).
 - c. If the Entrant elects to have their entry form pre-loaded or pre-populated with information from the Entrant’s Facebook, Twitter, Google, or LinkedIn profiles, such Entrant authorizes the Software Provider and the Station to access, utilize and/or pre-load to such entry form, applicable portions of Entrant’s profile information from such account.
 - d. While agreement to the Software Provider Policies may be required in order to enter the Contest, the Software Provider Policies are not a part of these Contest Rules but are a separate agreement between the Entrant and Software Provider. In the event of any conflict between the Software Provider Policies and the Rules, the Rules will govern.



- e. Station is not responsible for any error or technical malfunctions associated with the Software Provider site that may affect any Entrant's ability to enter, to win, or to be properly considered in the Contest, regardless of the cause. In the event of a malfunction associated with the Software Provider site that the Station in its sole and absolute discretion deems to materially and adversely affect the Contest, the Station reserves the right to (1) suspend the Contest; (2) terminate the Contest without a Winner; (3) terminate the Contest and select a Winner early; (4) provide alternative means of entry; and/or make any other changes to the Contest that the Station deems appropriate under the circumstances. Any such changes, terminations or suspensions will be published on the Contest Rules Page, and in the Station's sole and absolute discretion, may also be announced on-air, published elsewhere on the Website, and/or published on social media.
- f. Employees of Software Provider and its affiliates, their respective parents, affiliates, subsidiaries, advertising sponsors and promotional agencies, and the immediate family members of each are not eligible to win in this Contest.

