

MIX 104.1'S THE NAME GAME: BRUNO MARS

Contest Rules

These contest rules are specific to the above contest conducted by Audacy Massachusetts, LLC, operator of WBMX(FM) (collectively, the “**Station**”). Except to the extent specifically set forth below with respect to this specific contest, WBMX(FM) 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 on the Station’s website at www.mix1041.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.

Who Can Enter

1. No purchase or payment of any kind is necessary to enter or win Mix 104.1’s The Name Game: Bruno Mars (the “**Contest**”). A purchase or payment will not increase your chance of winning.
2. Entrants must be eighteen (18) years of age or older and a legal resident of the state of Connecticut, Massachusetts, New Hampshire, or Rhode Island as of the entry date in order to be eligible to enter or win.

How to Enter

3. From approximately 12:00AM (ET) on Friday, August 21, 2026 through the earlier of either approximately 4:00PM (ET) on Thursday, September 3, 2026, or the point at which twenty (20) Prizes (*as described in Section 13 below*) have been awarded in this Contest, whichever is sooner, go to www.mix1041.com/contests, click on the link to enter this Contest, and complete and submit the entry form with all applicable and required information.
4. Entrants may receive one (1) or more bonus entries by completing one (1) or more of the following actions:
 - a. Entrants will receive one (1) bonus entry for each friend that enters Mix 104.1’s The Name Game: Bruno Mars via the entrant’s personalized share link found on the online entry page.
 - b. Entrants will receive one (1) bonus entry if they click the “Follow @mix1041” on X button on the online entry page located at www.mix1041.com/contests
 - c. Entrants will receive one (1) bonus entry if they click the “Follow @mix1041” on Instagram button on the online entry page located at www.mix1041.com/contests
 - d. Entrants will receive five (5) bonus entries if they click the “Download the Audacy App” button on the online entry page.
 - e. Entrants will receive five (5) bonus entries if they click the “Listen Now on Audacy” button on the online entry page.
 - f. Contest Administrator is not responsible for verifying any of the above actions, other than entrant clicking the designated button(s).
5. Subject to the eligibility requirements set forth in Section 2 of these Contest rules, an individual may enter this Contest as many times as they desire.

How to Win

6. This Contest will be played weekdays (*Monday through Friday only, excluding weekends*) from Monday, August 24, 2026, through the earlier of either Friday, September 4, 2026, or the point at which twenty (20) Prizes (*as described in Section 13 below*) have been awarded in this Contest, whichever is sooner (each, a “**Contest Day**”) at approximately 9:05AM (ET), 12:05PM (ET), and 3:05PM (ET) (each, a “**Contest Play**”).
7. Beginning Friday, August 21, 2026, and each weekday thereafter, at approximately 4:00PM (ET), the Station will randomly select the names of three (3) entrants from among all eligible entries received through the time of such drawing, and then randomly assign one (1) of each of the three (3) randomly selected entrants to each one (1) of the three (3) Contest Plays (*i.e., one (1) randomly selected entrant will be randomly assigned to the 9:05AM (ET) Contest Play, one (1) randomly selected entrant will be randomly assigned to the 12:05PM (ET) Contest Play, etc.*) to take place on the immediately following Contest Day (*e.g., a drawing on Monday will be for the Contest Plays on the immediately following Tuesday, and a drawing on Friday will be for the Contest Plays on the immediately following Monday*).
8. Each Contest Play will begin, as applicable, at approximately 9:05AM (ET), 12:05PM (ET), and 3:05PM (ET) with the Station announcing on-air (i) the first name, last name, and town/city of residence of the one (1) entrant selected and

assigned to that Contest Play (as described in Section 7 above) (the “**Contestant**”); and (ii) the fact that the announced entrant must call the designated contest phone number, 1-617-655-1234 (the, “**Contest Number**”), within ten (10) minutes from the time of the Contest name announcement (the, “**Call-Back Deadline**”).

a. **WARNING! ONLINE LISTENERS TO STREAMED BROADCASTS MAY EXPERIENCE A LAG IN TRANSMISSIONS DUE TO BUFFERING LIMITATIONS. CONTEST PARTICIPANTS SHOULD NOT RELY ON STREAMED BROADCASTS.**

b. Only calls received to the designated Contest Number (as listed above) are eligible to win. Calls to any other number, including but not limited to, main business phone number(s), or any other phone numbers will not be accepted.

c. **LIMIT ONE (1) PRIZE PER INDIVIDUAL VERIFIED WINNER OF THIS CONTEST.** Entrants who are selected and announced in a Contest Play, but fail to call the Contest Number within the allotted amount of time will remain eligible for future Contest Plays. Verified Winners will become ineligible for future Contest Plays.

9. If the Contestant calls the Contest Number before the Call-Back Deadline, then such Contestant, subject to verification of eligibility and compliance with the Contest rules, will receive one (1) Prize in this Contest (as described in Section 13 below) (each, a “**Winner**”). If the Contestant does not call the Contest Number before the Call-Back Deadline, then no prize will be awarded for such Contest Play.

a. The Station is and will at all times be the sole and exclusive arbiter in all matters related to this Contest, including, without limitation, whether or not a Contestant calls the Contest Number by the Call-Back Deadline. **All decisions made by the Station are final and may not be appealed.**

b. The Station will not post the names and/or town/city of residence of any Contestant on its website, on any social media platform, and/or by any other electronic means; provided, however, the Station may, but will not be obligated to, provide the name and town/city of residence announced in any Contest Play over the phone on any of the Station's phone numbers.

c. The Station has no obligation, liability, or responsibility whatsoever if any Contestant was not listening to the Station at the time of the Contest Play and was informed by a third party about their name and town/city of residence being announced on the Station.

d. In no event will any “deal-making” between any person and any participant of this Contest be permitted. The Station reserves the right (but not the obligation) to disqualify any person(s) that it suspects has participated in, or offered or accepted, any type of “deal-making” with respect to this Contest.

e. All individuals who call the Station following a Contest Play because their name and town/city of residence was announced on the Station will be required to confirm their first and last names, their date of birth, and their exact address, before being confirmed as a potential winner of this Contest, and thereafter will still be required to complete the full winner verification process as required by the Station, which will include, but not be limited to, providing the Station with a government issued photo ID, completing an IRS Form W-9, and signing the Station's winner release agreement.

10. There will be up to, but not more than, three (3) Contest Plays per each of the up to, but not more than, ten (10) Contest Days in this Contest, for a total of up to, but no more than, thirty (30) Contest Plays in this Contest.

11. There will be up to, but in no event more than, twenty (20) prizes awarded in this Contest, a maximum of one (1) prize to each of the up to, but in no event more than, twenty (20) verified Winners, if any.

12. Odds of an entrant being selected as a Contestant depends upon the number of eligible entries received by the Station. Odds of a Contestant for any one (1) Contest Play winning a prize depends upon whether or not the Contestant successfully calls the Contest Number by the Call-Back Deadline for such Contest Play.

Prize(s)

13. Each of the up to twenty (20) verified Winners, if any, will receive one (1) prize (the “**Prize**”), assigned by the Station in chronological order based on the date and time of each winning Contest Play, with Winner number one (1) being the first verified Winner, as follows:

a. Winners one (1) through fifteen (15), if any, will each receive two (2) tickets to see Bruno Mars on **Saturday, September 5, 2026** at Gillette Stadium, located at 1 Patriot Place, Foxborough, MA 02035, valued at \$200.00 and courtesy of Live Nation.

b. Winners sixteen (16) through twenty (20), if any, will each receive two (2) tickets to see Bruno Mars on **Sunday, September 6, 2026** at Gillette Stadium, located at 1 Patriot Place, Foxborough, MA 02035, valued at \$200.00 and courtesy of Live Nation.

Each Winner is entitled only to the Prize assigned to that Winner by Station and is not entitled to any other Prize in this Contest.

Sponsor(s)

14. The sponsors of this Contest are Audacy Massachusetts, LLC and Live Nation.

Other Rules Specific to This Contest

15. 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.