

Mix 104.1 \$100,000 Birthday Game Contest Rules

These contest rules are specific to the Mix 104.1 \$100,000 Birthday Game (the “**Contest**”) conducted by Audacy Massachusetts, LLC, operator of WBMX(FM) (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 rules and the Station’s general contest rules are available on the Station’s website at www.mix1041.com/rules. **To the extent the general contest rules differ from these rules, these rules will govern and control with respect to this contest.**

How to Enter/How to Win

1. NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.
2. To enter weekdays (*Monday – Friday only, excluding weekends*) from Monday, October 19, 2026 through the sooner of either (i) Friday, November 20, 2026 or (ii) the point at which the one (1) Grand Prize has been awarded in this Contest (*as described below*) (the “**Contest Entry Period**”), listen to Station (Mix 104.1) at approximately 8:05am (ET) and 4:05pm (ET) for the on air personality to announce a predetermined month, and prompt listeners who were born within the announced month to be the 14th caller to the Station’s contest line at (617) 655-1234 (each, a “**Contest Play**”). In order to be eligible to participate in the contest, the selected caller must meet each of the eligibility requirements outlined below, and must actually have been born in the designated winning month announced on air for that particular contest attempt.
 - 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. **IMPORTANT! Only calls received to the studio contest phone number above are eligible to win (calls to the main radio station phone number or any other phone numbers are not acceptable).**
 - c. Prior to the start of the Contest Entry Period, an independent administrator, Million Dollar Media, will:
 - i. Select fifty (50) predetermined birth dates (each consisting of a month, a day, and a year), one (1) for each of the up to (but not more than) fifty (50) Contest Plays;
 - ii. Print each of the fifty (50) predetermined birth dates (month, day, and year) on an individual certificate;
 - iii. Place each individual certificate in its own distinct envelope and label such envelope with (i) the specific date and time of the corresponding Contest Play for which such envelope must be used, and (ii) the month of the predetermined birth date printed on the certificate sealed in such envelope; and
 - iv. Provide all fifty (50) of the sealed and labeled envelopes to the Station.
 - d. Prior to the start of a Contest Play, the Station will select the one (1) sealed envelope designated on the label for such Contest Play, containing the predetermined birth date (month, day, and year) for such Contest Play.
 - e. If the Station does not receive at least fourteen (14) calls for a Contest Play, that particular Contest Play will not be repeated, and the Contest will continue with the next applicable Contest Play in this Contest.
3. The 14th caller for each Contest Play will be required to provide the following information before they are entitled to participate further in the Contest, which will proceed as described in Section 4 below (upon verification and compliance with these Contest rules, each a “**Qualifier**” and collectively, “**Qualifiers**”):
 - Complete name, mailing address, and phone number
 - Confirm that they were in fact born during the predetermined winning month designated and announced for that particular Contest Play
 - Confirm that they are between the ages of **18 and 100**, (born between and including November 21, 1925 and October 19, 2008)
 - Confirm that they are in possession of ALL of the following documents and can provide copies to Station immediately upon request:
 - Valid U.S. driver’s license or government picture ID card
 - Valid social security card

- Valid notarized birth certificate
- Mother's maiden name
- Confirm that they are currently a legal resident of the state of Connecticut, Massachusetts, New Hampshire, or Rhode Island
- Confirm that they and none of their immediate family (i.e., current and ex- spouses, parents, grandparents, children, grandchildren, and siblings and in-laws and steps in any of the foregoing categories) and other household members (i.e., roommates, housemates, significant others, and partners of each legally residing at the same address) are NOT full-time, part-time or temporary employees of Audacy Massachusetts, LLC or Million Dollar Media or their parent entities, subsidiaries, affiliated companies, advertising or promotion agencies.

If the 14th caller is unable to promptly provide or confirm (as applicable) ALL of the above requirements to Station's reasonable satisfaction, Station reserves the right to immediately disqualify that 14th caller (which decision by Station shall be final and not appealable) and Station will then select an alternate caller by taking the immediate next caller waiting on the phone line and repeat the process until these requirements have been satisfied and a verified Qualifier is found. Each verified Qualifier will receive one (1) Qualifying Prize (as described in Section 7 below). Only verified Qualifiers are entitled to a Qualifying Prize in this Contest.

4. For Contest Plays with successfully verified Qualifiers, the Contest will proceed as follows:
 - a. Match the Day. The Station on air personality will open the sealed envelope for the Contest Play, and announce the day of the month of the predetermined birth date printed on the certificate in that specific envelope. If the Qualifier's birthday day of the month matches the day of the predetermined birth date printed on the certificate in that specific envelope, that Qualifier will also win a \$1000.00 AMEX digital gift card (as further described in Section 8 below, the "**Month & Day Prize**"), subject to verification of eligibility and compliance with these Contest rules (each, a "**Month & Day Prize Winner**"). If the Qualifier's birthday day of the month does not match the day of the predetermined birth date printed on the certificate in that specific envelope, the Contest Play will end.
 - b. Match the Year. If the day of the month of the Qualifier's birthday is a match, the Station on air personality will then announce the year of the predetermined birth date printed on the certificate in the specific envelope. If the Qualifier's birthday year matches the year of the predetermined birth date printed on the certificate in that specific envelope, and, hence the Qualifier's birthday matches the predetermined birth month, day of the month, and year printed on the certificate in that specific envelope, that Qualifier will win \$100,000 Cash (as further described in Section 9 below, the "**Grand Prize**"), subject to verification of eligibility and compliance with these Contest rules (the, "**Grand Prize Winner**"). In the event of any announced match on-air of the predetermined month, day of the month, and year printed on the certificate in that specific envelope, this Contest will immediately end in its entirety and there will be no more Contest Plays in this Contest at all (even if prior to November 20, 2026); provided, however, that Station reserves the right (but not the obligation), to resume plays of this game if this potential winner has been disqualified prior to November 20, 2026 but any such resumption (if any) will be announced on-air and on the Station website. If that Qualifier does not match the exact predetermined year, then that Contest Play will end and the Contest will continue with other Qualifiers as described in these Contest rules until the earlier of the announcement of a claimed winner of the Grand Prize or November 20, 2026.
5. Station and all related promotional parties and sponsors are not responsible for any incorrect or mistaken announcement of the predetermined birth date (month, day or year) printed on the certificate contained in any sealed envelope, or for any miscommunication between the Qualifier and Station regarding either the Qualifier's actual birth date and/or the predetermined birth date (month, day, or year) for a Contest Play. In order to claim the Grand Prize, the eligible Qualifier's birthday must exactly match the actual predetermined birthdate month, day and year printed on the certificate contained in the sealed envelope designated for that particular Contest Play, regardless of the actual date announced or communicated between the Qualifier and contest administrator. All eligible Contest Plays will be recorded in their entirety by the Station.

6. The odds of winning a Qualifying Prize in this Contest depend upon the number of calls received to the Station's contest line at the time of a Contest Play and the odds that the 14th caller's month of birth matches the one predetermined month announced by the Station for such Contest Play (1:12). The approximate odds that a verified Qualifier will win a Month & Day Prize in this Contest depend on the number of days in the applicable predetermined month, and range from 1:28 to 1:31 (approximately 1:30.4). The approximate odds that a verified Qualifier will win the Grand Prize in this Contest are 1:2,523.

Prize(s)

7. **QUALIFYING PRIZE:** Each of the up to fifty (50) verified Qualifiers in this Contest will receive two (2) electronic tickets to see the WBMX Deck the Hall Ball on Saturday, December 5, 2026 at Agganis Arena, located at 925 Commonwealth Ave, Boston, MA 02215, valued at approximately \$119.00, provided by Audacy Massachusetts, LLC (the, "Qualifying Prize").
8. **MONTH & DAY PRIZE:** A maximum of fifty (50) Month & Day Prizes will be awarded, if any, subject to verification of eligibility and compliance with these Contest rules. Each Month & Day Prize consists of one (1) \$1000.00 AMEX digital gift card (*May be used at U.S. merchants that accept American Express® Cards, may not be used at ATMs, for recurring billing, or for any merchants or transactions that require a physical card, cannot be redeemed for cash, e-card may have a "valid through" date, but funds will not expire. Additional limitations may apply.*), provided by Audacy Massachusetts, LLC. **In the event of a Month & Day Prize Winner, winner will be required to sign one or more affidavits and/or liability release agreements "as is", provide legible copies of a valid U.S. federal or state government issued photo ID, social security card, and birth certificate (in Station's sole discretion) before the prize is awarded within five (5) business days of winning. Failure to do so for any reason within such five (5) business days of winning a Month & Day Prize will result in automatic forfeiture of the Month & Day Prize in this Contest and disqualification of such potential Month & Day Prize Winner.** If won, Month & Day Prize Winner will receive the \$1000.00 AMEX digital gift card within up to thirty (30) days from the date upon which the Month & Day Prize Winner completes and submits all required Station documents. No family member, friend or other person will be allowed to accept a prize on behalf of a Month & Day Prize Winner.
9. **GRAND PRIZE:** Up to one (1) Grand Prize, if any, of the \$100,000 cash may be awarded and will only be awarded upon satisfaction of the circumstances described in these Contest rules and upon Grand Prize Winner validation and verification by Station and Million Dollar Media, subject to eligibility and compliance with these Contest rules (the, "Grand Prize"). **A maximum of one (1) Grand Prize will be awarded (if at all). In the event of a Grand Prize winner, winner will be required to sign one or more affidavits and/or liability release agreements "as is", provide legible copies of a valid U.S. federal or state government issued photo ID, social security card, and birth certificate and sign an IRS W-9 before the prize is awarded within five (5) business days of winning. Failure to do so for any reason within such five (5) business days of winning will result in automatic forfeiture of the Grand Prize in this Contest and disqualification of such potential Grand Prize Winner.** If won, the \$100,000 Cash Grand Prize will be payable to Grand Prize Winner only in the form of a \$100,000.00 company check from Million Dollar Media. The check shall be awarded within approximately thirty (30) days of receipt of all required prize acceptance paperwork. No family member, friend or other person will be allowed to accept the prize on behalf of the Grand Prize Winner.
10. In addition to verification of eligibility, the potential Grand Prize Winner shall not be entitled to any prize in this Contest unless they provide Station with the following within five (5) business days of winning:
- Qualifier Information:** Name, address, phone number and photocopy of a US federal or state government issued photo identification card of the actual person/winner who completed the prize-winning requirements; valid social security card and notarized birth certificate
 - W-9 Form:** Completed and signed by the winner.
 - Affidavits:** Execution of all affidavits of eligibility and/or liability release agreement required by Station
11. Prizes are non-transferable. No family member or other person may accept prize on behalf of a winner.

12. **Winner may be required to provide Station or other party designated by Station to provide a notarized affidavits and/or recorded statements and failure to do so by the deadline determined by Station will result in automatic forfeiture of the Grand Prize in this Contest.**
13. The name and birth date on the identification must exactly match both the name and birth date provided by the Qualifier during their contest attempt, and the actual winning date contained in the master envelope for that particular contest attempt. The winning Qualifier must be the individual who originally contacted the station and participated in this Contest.

Sponsor(s)

14. The sponsor of this Contest is Audacy Massachusetts, LLC, operator of WBMX(FM).

Other Rules Specific to this Contest

15. In addition to the eligibility restrictions set forth in the Station's general contest rules, employees (including, without limitation, part-time or temporary employees) of the Sponsors listed above, Audacy Massachusetts, LLC and Million Dollar Media, and their respective parent entities, subsidiaries, affiliated companies and advertising and promotion agencies at any time during the applicable contesting period and the immediate family (i.e., current and ex- spouses, parents, grandparents, children, grandchildren, and siblings and in-laws and steps in any of the foregoing categories and their respective spouses) and other household members (i.e., roommates, housemates, significant others, and partners of each legally residing at the same address) are NOT eligible to enter and/or to win this Contest.
16. **Notwithstanding anything to the contrary in the Station's general contest rules, in order to be eligible to win any prize in this Contest, a winning participant must have been born between November 21, 1925 and October 19, 2008, inclusive).**
17. By entering this Contest, entrants understand and agree that Station will be videotaping and/or audiotape such entrant's participation, appearance and/or performance in connection with this Contest (before, during or after the Contest) and that Station will own any such audio and/or video and shall be free to utilize such materials in any way it sees fit during or after the Contest with no compensation to the entrants, including without limitation posting any such audio and/or videos on its website or social media site or submitting it for contest verification purposes to a third party.