

CONNOISSEUR MEDIA'S CONTEST-SPECIFIC RULES FOR THE \$2,026 SECRET CASH CONTEST

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

These contest-specific rules should be read in conjunction with Connoisseur Media's General Contest Rules, which are applicable to all contests conducted by Connoisseur Media LLC (CM) and/or its subsidiaries (including licensee subsidiaries).

Sponsor(s): KOIT-FM, KMQV-FM, KBLX-FM, 2001 Junipero Serra Blvd. Suite 350, Daly City, CA 94014 and KBAY-FM/KKDV-FM, KEZR-FM, 5225 Hellyer Ave, Suite 245, San Jose, CA 95138 (collectively, "Sponsor").

1. Promotional Period: The \$2,026 Secret Cash Contest (the "Promotion") begins on or around Monday, June 22, 2026, at 8:00am Pacific Time and ends at 5:59pm Pacific Time on or about Friday, July 31, 2026 (the "Promotional Period").

2. Entry Deadline: The deadline to submit entries is Friday, July 31, 2026 at 5:59pm Pacific Time.

3. Eligibility Restrictions: The Promotion is open to all legal residents of the United States and the state of California, eighteen (18) years of age or older, and who reside in one (1) of the nine (9) jurisdictions that makes up the listening area of the Greater San Francisco / Bay Area (San Francisco, Santa Clara, Alameda, Contra Costa, Marin, San Mateo, Solano, Napa, and Sonoma Counties). No purchase of any kind is required to participate in this contest. Employees of KOIT-FM, KMQV-FM, KBLX-FM, KBAY-FM/KKDV-FM, KEZR-FM (the "Station"), its parent, subsidiary, and affiliated entities, its advertising agencies, participating sponsors/promotional partners, other broadcast stations in the Station's listening area, and the members of their immediate families (spouse, parents, siblings or children) or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state, and local laws and regulations. Void outside the United States, in NY and FL, as applicable, and where prohibited.

Only one (1) winner per household are in this Contest.

To claim a prize, the winner(s) must provide valid government-issued photo identification and provide their complete address, date of birth and phone number, and Social Security Number.

Participants must sign all contest release and waiver forms before accepting the prize.

Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from any individual who does not meet the eligibility requirements, and will also delete any entry as required by law.

4. Entry Method: To participate in the Promotion, you may enter via the following method(s).

VIA TEXT –

Text: Listen to Stations weekdays from 8:00am to 5:59pm Pacific Time during Contest Period for Station to announce one (1) of up to forty-two (42) rotating secret keywords. There will be a total of three hundred (300) total secret keyword callouts announced. The keywords will be a city or town name within the San Francisco Bay Area and will be disguised as a thank you message and/or general “shoutout” to a place/or person in said city or town that will be said on-air at the beginning of each hour during the Contest Period (each a “Contest Round”). For example, the Station may say “Thanks to everyone in San Jose for listening today. Keep it up, San Jose!” In this example, the secret keyword would be “San Jose.”

When Station announces the secret keyword during the contest Round, listeners should send a text message with the keyword spelled correctly to 415-777-5648 (KOIT), 888-456-9970, 415-888-1029, 408-538-5229 and 408-516-1065. All Secret Keywords for all Contest Rounds must be correctly spelled and received into the texting system no later than :59 in set hour Pacific Time on the same weekday that the Secret Keyword was announced, in order to be eligible to win. Incorrect, misspelled, late, and/or texting system rejected entries will not be entered to win. Standard text messaging rates, as established by an individual’s wireless carrier, may apply, and Station assumes no responsibility for any fees or charges incurred for and associated with any text message sent to or from Station. Any and all fees arising out of the transmission of a text message shall be the sole responsibility of the entrant. Limit one (1) entry per person per phone number per secret keyword solicit/Contest Round. Multiple participants are not permitted to share the same telephone number. Any attempt by any participant to submit more than one (1) entry by using multiple/different telephone phone numbers, identities, or any other methods will void that participant from further participation in the Contest.

OR

Free Alternate Method of Entry Online: Listen to the Station during a Contest Round. When Station announces the secret keyword during the Contest Round, visit the Station’s “Secret Contest” (www.WinWithKOIT.com, www.WinWith997NOW.com, www.WinWith1029.com, www.WinWithBayCountry.com, www.WinWithMix1065.com) during the Contest Period, and complete an entry form including providing the Secret Keyword(s) spelled correctly. You must successfully submit the Secret Keyword(s) correctly spelled and your complete and accurate registration information no later than :59 in set hour Pacific Time on the same weekday that the Secret Keyword was announced, receive a valid entry. Incorrect, misspelled, late, and/or system rejected entries due to any technical malfunction will not be entered to win.. Limit one (1) entry per person per keyword solicit/Contest Round, regardless of how many email addresses a person may possess and use. Multiple participants are not permitted to share the same email address. Any attempt by any participant to submit more than one (1) entry by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entry and the participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Station is not responsible for lost, late, incomplete, invalid, unintelligible, inappropriate or misdirected registrations, all of which will be disqualified. In the event of a dispute

as to any registration, the authorized account holder of the email address used to register will be deemed to be the participant. The “authorized account holder” is the natural person assigned the telephone number by the wireless carrier or an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winner may be required to show proof of being the authorized account holder. All entries become the sole and exclusive property of Station and will not be returned. Station reserves the right to contact entrants and all other individuals whose email address is submitted as part of this promotion. No mail-in entries will be accepted.

Texting will not increase an entrant’s chances of winning. Limit one (1) entry per person per Contest Round, regardless of the method of entry chosen by a listener. Each Contest Round, listeners may either (i) text in an entry into using a mobile device or (ii) enter online, but not both methods

Entrants in a text-to-win promotion do not provide detailed personal information at the time of entry given the limitations of the text message format, but the winner(s) must provide all requested information at the time the winner(s) is selected and notified, including first and last name, complete postal address (street, city, state, and zip code), email address, telephone number, and date of birth. Message and data rates may apply. The Station is not responsible for any fees incurred by an entrant for this method of entry.

By submission of a text message entry, entrant hereby expressly consents to the receipt of a confirmatory bounce-back message related to this Promotion. Text message entries will be deemed made by the authorized account holder of the mobile account used to submit the entry at the time of entry. The authorized account holder is the natural person who is assigned to the text or mobile telephone number by a telecommunications provider, or other organization that is responsible for assigning such numbers. Multiple entrants are not permitted to share the same text or mobile telephone number. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by Station. The Promotion administrator’s telephone system is the official time keeping device for the Promotion.

Only one (1) entry per person per designated hour within entry period is permitted.

5. Prizes: One (1) prize will be awarded in this Contest. The winner will receive: Two Thousand and Twenty-Six dollars (\$2,026.00) in the form of a

check addressed to the winner. The approximate retail value (“ARV”) of each prize is Two Thousand and Twenty-Six dollars. (\$2,026.00)

The Winner(s) will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the prize(s). The prize consists only of the elements expressly set forth above; no other elements or expenses are included in the prize and all such expenses are the sole responsibility of the Winner. Prizes are not refundable or transferable, may not be sold to a third party, and may not be substituted or exchanged for cash or credit at any time, nor will they be replaced if lost or stolen. If a prize cannot be awarded or used or a prize-related event cannot take place as scheduled, for reasons outside the Station’s control, including, but not

limited to, promoter or performer actions, cancellation, preemption, postponement or unavailability due to the closure of a Contest Sponsor's location, if applicable, or weather, natural disasters, disease, epidemic, pandemic, national or regional emergency, or for any other reason beyond the control of the Station, their sole responsibility to the Winner(s) will be to award the remaining available elements of the prize(s) and no substitution or compensation will be provided for the unawarded elements of the prize(s). Upon awarding the prize(s), the Station will have no further obligation to the Winner(s).

6. Odds of Winning:

The odds of winning depend upon the number and the order of eligible text messages received from on-air mentions of city keywords.

7. Winner Selection and Notification:

Decisions of Station management with respect to the Promotion are final.

Up to One (1) prize winner(s) will be selected via on-air/online/text messages as described above in Section 4 of these Official Rules on Monday, August 3, 2026, at approximately 12:00pm Pacific Time (PT).

Winners must listen to the Station to win but do not need to be present to win. All prizes will be mailed. Winner will be required to sign a release that the Station and any Released Parties (defined below) are not responsible if the prize is late, lost, stolen, misdirected, undeliverable, or damaged during shipping. In such cases, there is no purchase necessary to enter or win, except for reasonable postage and handling fees the amount of which shall not exceed \$1.50 plus the actual cost of postage to ship the prize.

Potential winner(s) will be notified of winning by telephone at the time of the drawing. Prize(s) will be awarded only upon confirmation of eligibility and completion of all requisite releases. Upon notification or notification attempt, the potential winner(s) will be required to respond to such notification attempt and must execute and return, along with the guest(s) of the winner(s), an IRS Form W-9, affidavit of acceptance, eligibility, liability, publicity release, and if applicable, Contest Sponsor liability release forms within thirty (30) days of such notification or notification attempt or prize(s) will be forfeited. If a winner has not reached the age of majority in his/her state of residence, the prize(s) will be awarded in the name of his/her parent or legal guardian. If a potential winner(s) is deemed ineligible for any reason, cannot be contacted, fails to sign and return the fully-executed affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize(s).

The Station or Contest Administrator or Sponsor is not responsible for any changes in an entrant or winner's email address, phone number, mailing address or other contact information.

8. Conditions:

a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). Winner(s) will be required to complete and submit an IRS Form W-9 or the equivalent including a winner's full Social Security Number for receipt of any prize valued at \$600 or more or for any prizes awarded by the station conducting the Promotion (in combination with any prizes won in Promotions run by any other CM radio station) in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.

b. Participating in the Promotion and acceptance of a prize constitutes a winner's and guest's (where applicable) permission for the CM or its agents to photograph, film and record each winner, and to use his/her name, address (city and state), likeness, photograph, voice, biographical information and/or any statements made by him/her regarding the Promotion or its sponsors for purposes of trade, publicity or promotion without additional financial or other compensation, and, CM may, where legal, require a winner (and guest or travel companion, where applicable) to sign a publicity release confirming such consent prior to acceptance of the prize. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release. In the case of a conflict in this paragraph 3 b and any similar paragraph in contest specific rules the general specific rules will govern.

c. To the fullest extent permitted by law, by participating in the Promotion, you:

i. agree to grant Connoisseur Media a non-exclusive, perpetual, worldwide license to edit, telecast, exhibit, rerun, reproduce, use, syndicate, license, print, distribute and otherwise exploit any items (including any photos, videos, audio, or written material) submitted as part of your contest entry (the "Materials"), or any portion thereof, in any manner and in any and all formats and media now known or hereafter devised, without payment to you or any third party;

ii. acknowledge that CM reserves the right, in its sole discretion, not to use the Materials at all; and

iii. represent and warrant that: you are at least as old as the age of majority in your state; you have the full legal right, power and authority to grant to CM the license provided for herein; you own or control the complete exhibition and other rights to the Materials you submitted for the purposes contemplated in this license; you are either the parent (or legal guardian) of any minor featured in the Materials or have received the express consent of the parent (or legal guardian) for any such minor to appear in the Materials and to enter the minor's likeness in the Materials in the contest; and neither the Materials nor the exercise of the rights granted herein shall infringe upon or violate the right of privacy or right of publicity of, or constitute a libel or slander against, or violate any common law or any other right of, any person or entity.

d. Prior to awarding any prize or prize certificate, and depending on the nature of the prize and eligibility requirements of the Promotion, CM in its sole discretion may require verification of Promotion winner's or winners' identification by a showing of valid government-issued photo identification.

e. To the fullest extent permitted by law, by participating and/or accepting a prize, entrants, winner(s) and guests (if applicable) agree to release and hold harmless the station conducting the Promotion, its sponsor(s) and promotional partner(s), its advertising and promotion agencies, any social media platform utilized in the conduct of the Promotion (including but not limited to Facebook, Inc.) and each of their respective parent, subsidiary and affiliated entities, and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each of them (collectively, the “Released Parties”) against any and all claims or liability arising directly or indirectly from the prize or participation in the Promotion. CM may also require eligible Promotion winner(s) and their guests or travel companions, if any (as well as each of their parent(s) or legal guardian(s), if winner(s), guest(s) or travel companion(s) are under the age of majority in their state of residence), to sign a liability release confirming such consent. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release.

f. The station conducting the Promotion, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from this Promotion if he or she tampers with the entry process, the operation of the Promotion, or the operation of the station’s website, Facebook Page, and/or any other social networking site used in the Promotion, or is otherwise in violation of the rules. The station conducting the Promotion further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Promotion, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond the station’s control, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort, corrupt or affect the administration, security, fairness, integrity or proper conduct of the Promotion as determined by the station in its sole discretion. Any attempt by an entrant or any person to deliberately damage any station website, Facebook Page, and/or any other social networking site used in the Promotion or to undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Should such an attempt be made, Connoisseur Media reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. The station’s failure to enforce any term of these Official Rules shall not constitute a waiver of this provision. If due to circumstances beyond the control of the station conducting the Promotion, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, the station reserves the right, but not the obligation, to modify, terminate, suspend or cancel the Promotion and shall not be required to award a substitute prize.

g. The Released Parties are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize; (ii) entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, delays, dropped calls, or busy signals, or any other difficulties that may prevent an individual from sending or receiving a text message; or (iii) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the Released Parties are not responsible if any part of a Promotion prize cannot be awarded due to acts of god, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Connoisseur Media's control.

9. Official Rules and Winner List: To obtain a copy of the General Contest Rules, these contest-specific rules, or a list of winner(s) following completion of the Promotion (please specify which), send a self-addressed, stamped envelope (VT residents may omit return postage) specifying “General Contest Rules,” “Contest-Specific Rules,” or “Winner List” to \$2,026 Secret Cash Contest Winner List or Official Rules Request, KOIT-FM, KMOV-FM, KBLX-FM, 2001 Junipero Serra Blvd. Suite 350, Daly City, CA 94014 and KBAY-FM/KKDV-FM, KEZR-FM, 5225 Hellyer Ave, Suite 245, San Jose, CA 95138. A copy of the General Contest Rules, contest-specific rules, and a list of winner(s) (when complete) are also available during regular business hours at the main studio of KOIT-FM, KMOV-FM, KBLX-FM, 2001 Junipero Serra Blvd. Suite 350, Daly City, CA 94014 and KBAY-FM/KKDV-FM, KEZR-FM, 5225 Hellyer Ave, Suite 245, San Jose, CA 95138. All such requests must be received within thirty (30) days following completion of the Promotion.

10. Terms of Use Agreement & Privacy Policy: The Terms of Use Agreement of the station conducting the Promotion is located here: www.KOIT.com, www.997NOW.com, www.KBLX.com, www.KBAYCountry.com, www.Mix1065SanJose.com. The Privacy Policy of the station conducting the Promotion is located here: www.KOIT.com, www.997NOW.com, www.KBLX.com, www.KBAYCountry.com, www.Mix1065SanJose.com.