

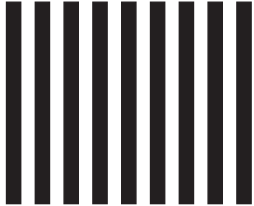
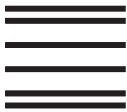
"101.5 LITE FM EMPLOYEE OF THE DAY CONTEST" RULES October 1, 2007 – May 27, 2011. **No purchase necessary.** Making a purchase will not increase your chances of winning. Void where prohibited or restricted by law. All federal, state and local regulations apply. The "101.5 LITE FM Employee of the Day Contest" (the "Contest") is sponsored by 101.5 LITE FM (WLYF) (the "Sponsor" or "Sponsors"). **Eligibility.** This contest is offered only to legal U.S. residents 18 years of age or older at the time of entry. Prizes are non-transferable by winners. Contest is offered only to residents of Miami-Dade, Broward, Palm Beach or Monroe Counties, Florida. Employees of 101.5 LITE FM (WLYF), Lincoln Financial Media Company of Florida, Lincoln Financial Media Company, Lincoln National Corporation – along with their parent, subsidiary and affiliated companies, and their advertising or promotional agencies (collectively, the "Contest Entities"), and the immediate families or members of the same households of such individuals are not eligible. Employees of other companies operating radio stations in the Miami-Fort Lauderdale, Florida, MSA, and the immediate families or members of the same households of such individuals are not eligible. Proof of age, identity and eligibility must be furnished to Sponsors upon request. Sponsors will not award a prize to anyone not meeting eligibility requirements at the time of entry. Sponsors reserve the right to disqualify any entrant if these Contest rules are not followed. By entering, you agree to comply with all applicable laws and these Contest rules, and you agree to abide by all decisions of the Sponsors. **How to Enter.** Since September 25, 2007, and continuing indefinitely – at least through May 27, 2011 – 101.5 LITE FM has accepted and will continue to accept entries via its Internet website at LiteMiami.com for membership in its LITE Loyal Listener Community (the "Community"). Internet access is required to register for membership. Those registrants ("Members") who submit their entry for the "Employee of the Day Contest" on the LiteMiami.com website, become eligible to play this Contest, subject to the additional qualifications, restrictions and releases contained herein. Members may modify their personal information on record – or cancel their membership in the Community – at any time by visiting the LITE Loyal Listener Community section of the 101.5 LITE FM website and following the posted instructions. **How to Win.** Each weekday (Monday through Friday), at approximately 9:00 a.m., and continuing at least through May 27, 2011, at approximately 3:00 p.m., (with the exception of the major U.S. holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day and Christmas Day, when those days occur on a weekday; the Friday immediately following Thanksgiving Day, Christmas Eve Day, when that day occurs on a weekday; and occasional special promotional days announced in advance by 101.5 LITE FM) – at approximately 9:00 a.m., 10:00 a.m., 12:00 p.m. and 3:00 p.m. – 101.5 LITE FM will randomly select one Community Member from all qualified Contest entrants to date, and announce that Member's first and last name and community of residence on 101.5 LITE FM. That Member then has 15 minutes from the time the Member's name is announced on-air, to call the 101.5 LITE FM studio at 888-395-1015 (this number is toll-free in the continental U.S., and is the only telephone number at which calls for this Contest will be accepted), to win the Prize or Prizes being offered, subject to the additional qualifications, restrictions and releases contained herein. 101.5 LITE FM may, at its sole discretion and with or without notice, elect to announce additional randomly-selected Member names and offer Prizes in this Contest at additional times during any weekday. If the Member does not call within the time allotted, as determined by 101.5 LITE FM in its sole and absolute discretion, the Member's name may be drawn again at any future date. There is no limit to the number of times a Member may win this Contest. Please note that due to delays in 101.5 LITE FM's online streaming of its broadcast signal, listeners to the online stream may not be able to participate in, or may be disadvantaged in participating in, any contests and promotions; 101.5 LITE FM is not responsible for these delays or for difficulty receiving or listening to its Internet stream. **Prizes and Odds of Winning.** The cash Prize offered on Tuesdays, Wednesdays, Thursdays and Fridays is at least \$100.00; the cash Prize offered on Mondays is at least \$1,000.00. The cash Prizes may increase at any time, and with or without notice, at the sole discretion of 101.5 LITE FM. Prize checks will be sent to individual Winners' preferred daytime addresses via U.S. Priority Mail within two weeks of date of winning. Winners will be required to complete an IRS Form W-9 for tax purposes. Odds of a Member's name being randomly selected depend on number of Members in the Community at any given time. A minimum total of \$250,000 in cash Prizes and other premiums will be offered during the Contest period, though because of the nature of the Contest, no guarantee is made that the total amount will be awarded. From time to time, with or without notice, and at its sole discretion, 101.5 LITE FM may offer additional non-cash bonus prizes ("Bonus Prizes") to any or all of the daily cash Prize winners. **Super-Secret Bonus Fridays.** From February 25, 2011, to May 27, 2011, on nine consecutive Fridays from February 25, 2011, through and including April 22, 2011, at approximately 1:30 p.m., 101.5 LITE FM will randomly select one Community Member from all qualified Contest entrants to date, and announce that Member's first and last name and community of residence on 101.5 LITE FM. That Member then has 15 minutes from the time the Member's name is announced on-air, to call the 101.5 LITE FM studio at 888-395-1015, to win a cash Prize of \$500.00, subject to the additional qualifications, restrictions and releases contained herein. **Terms and Conditions; Limitations of Liability.** Entrants are responsible for complying with all applicable federal, state and local laws and regulations and with these Contest Rules, and by entering, Entrants agree to be bound to these Contest Rules. Any security breach or other attempt by an Entrant or other party to tamper with the proper administration of the Contest will disqualify the Entrant and may result in civil or criminal action against the Entrant or other party and may result in the discontinuation, suspension or cancellation of the Contest. Winners and Entrants agree, except where prohibited by law, to release and discharge, hold harmless and indemnify the Contest Entities, their employees, agents and representatives, officers and directors and their immediate families, successors and assigns, and all others associated with the development and execution of this Contest, from any and all tax liability that may be imposed or associated with receipt or use of the Prize, and from and against any and all claims, actions, proceedings, and liability for any damages, expenses, fees, injury or losses (including personal injury or death) sustained in connection with the receipt, ownership or use of the Prize or while traveling to, preparing for, or participating in any Contest-related or Prize-related activity. By entering the Contest or by winning, Entrants grant to the Contest Entities the right to publicize the Entrant's name, photograph, image, likeness, voice and statements for advertising, trade and promotion purposes without compensation, without opportunity for review, and in perpetuity, except where prohibited by law. Winners must execute an affidavit of eligibility and liability and publicly release before Prize will be awarded. Sponsors retain the discretion to temporarily suspend the Contest until such negative situations, causes or forces are eliminated or corrected. Contest Entities make no warranty, guarantee or representation of any kind concerning any Prize, and Contest Entities specifically disclaim any implied warranty of merchantability, warranty of fitness, and any other implied warranty. **Official Rules and List of Winners.** To receive a copy of these official Contest Rules, visit the LiteMiami.com website, or send a stamped, self-addressed envelope to or visit the 101.5 LITE FM main office, 20450 N.W. Second Avenue, Miami, Florida 33169-2505. Official rules supersede all other published editions. Sponsors reserve the right to change, alter or amend these Contest rules as necessary, in their sole discretion, to ensure the fair administration of the Contest or to comply with applicable law. Such changes, alterations and amendments will be posted at LiteMiami.com, and made available at the 101.5 LITE FM main office. Disclosure of the material terms of this Contest will be broadcast at regular intervals on 101.5 LITE FM during the Contest period. For a list of Winners' names during a particular period, send a request specifying the dates in question, with a stamped, self-addressed envelope to 101.5 LITE FM, "Employee of the Day Contest" Winners' List, at the address above. *101.5 LITE FM is a trade-name of Lincoln Financial Media Company of Florida and refers herein to Radio Station WLYF(FM).*



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