

ESPN LA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP

I. NAME OF SPONSOR(S)

710 ESPN Radio, KSPN, its licensee ABC Radio Los Angeles Assets, LLC ("710 ESPN"); Bubba Burger, Southern California Chevy Dealers and Geico and others TBA (Hereinafter collectively referred to as "Sponsors").

II. ELIGIBILITY

Entrants must be a legal resident of the United States, 21 years of age or older at time of entry and are registered members of ESPNLA.com.

Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for 710 ESPN Radio, KSPN, its licensee ABC Radio Los Angeles Assets, LLC ("710 ESPN"); Sponsors, any organizations responsible for fulfilling, administering, advertising or promoting the contest or supplying the prize, and their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year.

III. HOW AND WHEN TO ENTER

NO PURCHASE NECESSARY.

To enter ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP, register online at www.ESPNLA.com. There are approximately 100 positions available. Entries will be accepted and will be randomly selected on August 22, 2011 from entries submitted on www.ESPNLA.com and notified by email and/or telephone. In the event all available positions are not filled via the online entry process, remaining positions will be made available on a first come first served basis on the day of the event. All entries remain the property of Sponsor and will not be returned or acknowledged.

Deadline for entries is 11:59 PM PT, on August 21, 2011. Sponsor is not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. If for any reason the contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes that corrupt or affect the administration, security, fairness, integrity or proper conduct of the contest, Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the contest. No responsibility is assumed for: any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; or any problems or technical malfunctions of any telephone network or lines, computer online systems, servers, providers, computer equipment, or software; or failure of any e-mail or electronic entry to be

received on account of technical problems or traffic congestion on the Internet or at any Web-site, or any combination thereof, including any injury or damage to entrant's or any other person's computer related to or resulting from participation in or downloading any materials from this contest. In the event of a dispute over an electronic entry, prize will be awarded to the owner of the e-mail account, not the name on the entry form.

IV. HOW AND WHEN WINNER WILL BE NAMED

ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP will consist of ten leagues consisting of 10 teams each. Each league will host a 13-week regular season, followed by a 4-week head-to-head playoffs where a league champion will be crowned in each individual league; however, the ESPNLA 2011 FANTASY FOOTBALL CHAMPIONSHIP Grand Prize winner will be determined at the end of week 17 according to the overall standings on **ESPNLA's 2011 Fantasy Football Championship Leaderboard**, which ranks teams from among all participating leagues according to head-to-head record, total points, strength of schedule, and other factors according to ESPN.com's Prize-Eligible Standard League Leaderboard method. The leaderboard will be updated throughout the season and accessible via the 710 ESPN page at ESPNLA.com.

The draft order for each league will be randomly selected onsite Sunday, August 28, 2011 at ESPN Zone at L.A. LIVE, 1011 S. Figueroa St., Los Angeles, CA 90015., Los Angeles, CA 90015. Officially registered participants will be those considered registered online at www.ESPNLA.com and notified by 710 ESPN prior to the event. Participants will be randomly assigned a league on site. This process will be supervised by ESPNLA's Fantasy Football Championship Executive Staff. Leagues will continue to fill until all officially registered entrants have been slotted. Maximum number of entrants in ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP is 100. 710 ESPN's Fantasy Football Championship Executive Staff retains the right to end registration to maintain ten (10) team leagues, for any number under the maximum. No trades of draft picks or players will be permitted.

ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP will select players in a serpentine process for 16 rounds (1 through 10 in Round 1, 10-1 in Round 2, 1-10 in Round 3 and continuing that way for 16 rounds). Each team will have 60 seconds to make their selection after the player sticker from the previous pick is affixed by an official ESPNLA Fantasy Football Championship facilitator to the draft board. The official ESPNLA Fantasy Football Championship facilitator will announce to owners when the countdown has reached 15 seconds, then 10 seconds, then five seconds and a countdown from 5, 4, 3, 2, 1 will follow. If a team fails to make a draft selection in 60 seconds, the team due up next will move up one spot and have 60 seconds to make their pick. After that pick, the team passed will be up again and have 60 seconds to make their pick. Owners can pick players at any position throughout the draft, but must have at least one required starter at the 9 starting spots (1 QB, 2 RB, 2 WR, 1 Flex (WR or RB), 1 TE, 1 K, 1 D) by the end of the draft. Points are accumulated from player's 9 starters each week and the team with the most points in the weekly head-to-head match-up is declared the winner.

In the event the winner is deemed ineligible, fails to comply with contest procedures, or is not available to claim prize during specified dates, then an alternate grand prize winner will be selected in accordance with the ESPNLA 2011 Fantasy Football

Championship Leaderboard standings.

Winners will be notified via email with details and logistics regarding redemption of their prize. Limit one prize per winner for this contest.

V. PRIZE(S)

One Grand prize will be awarded to the overall winner of ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP. Prize Description: (One) Grand Prize: \$2,000. The total prize package is valued at \$2,000 and will be awarded to the winner of ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP, according to the overall standings on ESPNLA's 2011 Fantasy Football Championship Leaderboard.

One prize may be awarded to each individual league champion of ESPNLA'S 2011 FANTASY FOOTBALL CHAMPIONSHIP. The description and retail value of each individual league champion prize, if any, will be announced on www.ESPNLA.com in advance of week 14. Certain aspects of prize are subject to availability. Sponsor is not responsible for cancellation or preemption of any portion of the prize or for other circumstances that make it impractical or impossible to fulfill any element of the prize. If it becomes impractical or impossible to fulfill an element, Sponsors only obligation will be to provide the remainder, if any of prize. All expenses not specifically provided for herein are the winner's sole responsibility. Some restrictions may apply. Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes, but Sponsor in its sole discretion may substitute prizes of equal or greater value.

Federal, state and local taxes, if any, are the sole responsibility of the winner, who will receive an IRS Form 1099 reflecting the final actual value of any prize valued at \$600 or more. Winners are not entitled to exchange or transfer prizes or to obtain cash or other substitutes, but Sponsor in its sole discretion may substitute prizes of equal or greater value.

VI. RELEASES

By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor/Judges and the contest administrator, which shall be final in all respects. Entrants further agree to release sponsor from any and all responsibility for events that may in any way impact any game that may then impact or in any way influence a participant's score at any point of Entrant's participation in this contest.

By participating in this contest and/or accepting any prize that they may win, entrants agree to release 710 ESPN Radio, KSPN, its licensee ABC Radio Los Angeles Assets, LLC ("710 ESPN"); and other Sponsors as announced, their parent, subsidiary, affiliated and successor companies, advertising and promotion agencies and prize suppliers, and each of their respective officers, directors, agents, representatives and employees, as well as each of their respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this contest and/or acceptance or use of the prize.

Entrants authorize the Released Parties to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional

material, in any media now known or hereafter created or conceived, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation.

By submitting entry materials, entrants certify that such materials are original and created by entrant, that entrants have the necessary rights, permission and authority to submit such materials, and, if applicable, that entrants maintain a valid copyright in the materials. Entrants acknowledge that such materials may be included and/or discussed in a broadcast, that such discussion may include statements or opinions by the broadcast talent or others about the entrants, the entrants' appearances and/or the materials, and that those statements and opinions may be considered surprising, humiliating, embarrassing, derogatory, defamatory or otherwise offensive or injurious to them, Sponsor's employees, its studio or at-home audience and/or other third parties. Entrants release the Released Parties from any actions, claims, injury, loss or damage allegedly caused, directly or indirectly, by any such statements or opinions made during a broadcast.

To claim prize winner must: (a) provide proof of winner's age, residency, and legal status; (b) sign and return eligibility, publicity, liability and any other releases requested by Sponsor; and (c) have winner's intended guest(s) or travel companion(s), if any, sign and return releases requested by Sponsor; all within the time period(s) specified by Sponsor.

VII. MISCELLANEOUS; WINNERS' LIST

Void where prohibited. All federal, state and local laws and regulations apply.

Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process and to cancel, terminate, modify and/or suspend the contest in the event of tampering or other circumstances, including but not limited to acts of God or civil disturbance that render it impractical or impossible to complete or fulfill the contest as originally planned.

Winner will be posted on-line at www.ESPNLA.com for 30 days after the end of the promotion.