

OFFICIAL CONTEST RULES

“Lakers Secret Word Playoff Contest”:

I. SPONSOR

KSPN AM Los Angeles, Kuhmo Tires, and Los Angeles Lakers (Hereinafter collectively referred to as "Sponsor")

II. ELIGIBILITY

Entrants must be legal residents of California 18 years of age or older at time of entry.

Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for ABC Radio Los Angeles Assets LLC, KSPN AM Los Angeles, Kumho Tires, Los Angeles Lakers and any organizations responsible for sponsoring, 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 *“Lakers Secret Word” Playoff Contest*, entrants must listen to the ESPN Los Angeles 710 broadcast of the 2012 playoff season Lakers games to obtain the secret word. Once the secret word is announced, on the following weekday, contestants must listen for the cue to call at approximately 7:20 a.m. and call-in at 1-877-710-ESPN (3776) with the correct word in the allotted time (10 minutes) to win.

Only calls to the specified phone number can win. Sponsor is not responsible for inability of caller to complete call within specified time, whether due to busy lines, disconnections, telephone malfunctions or other circumstances.

Each entrant will be required to verify their entry or will be disqualified.

Entrants may only enter once. Any attempt by an entrant to participate more than once per season shall result in their disqualification from the entire contest.

IV. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED

During December 26 – June 30, 2012, one winner will be selected after each Lakers game upon properly identifying the secret word for that day. In the event a winner is deemed ineligible, fails to comply with contest procedures, or is not available to claim prize during specified dates, then the prize will be re-awarded.

Previous 2011-2012 Lakers Secret Word winners are NOT eligible for this contest.

Previous ESPNLA 710 contest/prize winners may not win more than one prize in any contest/sweepstakes from ESPNLA 710 within a 30-day period, as noted in the [General Contest Rules](#).

V. PRIZES

One (1) winner per Lakers 2011-2012 Regular and Playoff Season game will receive:

- Two (2) tickets to 2011-2012 Los Angeles Lakers Regular and Playoff season game (Game pre-determined by ESPN management); Value: \$150

Sponsor has the right to substitute the prize with an equal or lesser value

VI. RELEASES

By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor and the contest administrator, which shall be final in all respects.

By participating in this contest and accepting any prize that they may win, entrants agree to release KSPN AM Los Angeles, 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, 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.

To claim prize:

- (a) the Sponsor will collect the winners' e-mail address and phone number
- (b) the winner will receive a link to fill in their information and print up their e-tickets

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. For a list of winners, send a self-addressed, stamped envelope to 800 W. Olympic Blvd Suite A-200, Los Angeles, CA 90015 within 60 days after contest end date.