

OFFICIAL CONTEST RULES

MARK'S MADNESS' BRACKET CHALLENGE CONTEST

I. SPONSOR

ABC Radio Los Angeles Assets, LLC, licensee of KSPN-AM Los Angeles, and Worldwide Golf Enterprises (Hereinafter collectively referred to as "Sponsor").

II. ELIGIBILITY

Contest is open to all legal Southern California residents age 21 years or older at the 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 Sponsor 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.

Sign up for a free ESPN.com account and compete in the ESPNLA Now's Mark's Madness college basketball bracket challenge group here: [ESPN Tournament Challenge](#)

Eligible entries must contain required information (first name, last name, e-mail address, and phone number).

Entries remain the property of Sponsor and will not be returned or acknowledged.

Entries will be accepted from March 6, 2013, 12:00 a.m. PT till the beginning of the first game of the tournament (March 19, 2013).

Contest is limited to only ONE entry/person/per household. Any additional entries will be disqualified.

Mass entries or entries generated by a script, macro or use of automated methods will be disqualified. 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, modify or suspend the contest. If canceled, Sponsor reserves the right at its discretion to determine the winner using all non-suspect eligible entries received up to the time of cancellation. Sponsor is not responsible for failed, partial, delayed or garbled computer transmissions, or for technical failures of any kind in connection with entries or the entry process, including but not limited to electronic malfunction or damage of any network, hardware or software. In the event of a dispute over an electronic entry, prize will be awarded to the authorized subscriber of the e-mail account, not the name on the entry form.

IV. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED

The three (3) highest-scoring contestants at the end of the tournament (April 8, 2013) will be selected from all valid internet entries received.

In the event a tie occurs, the entrant's predicted tiebreaker game score is compared to the actual game score. The differences (absolute values only) between the predicted score and actual score for each team are added together into a combined total. The entry with the smallest total is considered the winning entry. The second tiebreaker is the entry closest to the score of the winning team.

Winners will be notified via phone, e-mail, or ESPN Message Center. Response to contestant notification must be received by Sponsor within 3 business days or the chance to play will be forfeited and may be awarded to an alternate contestant, time permitting.

Contestants will be subject to ESPN's Tournament Challenge Rules located here:
<http://games.espn.go.com/tournament-challenge-bracket/en/story?pageName=tcmen\rules>

Entrants who have won any other prizes on ESPNLA 710 within 30 days of entry are not eligible to enter this contest.

Odds of winning depend on number of valid entries received.

Final determination of winners is always conditional on verification of eligibility and compliance with all rules and procedures.

V. PRIZE(S)

The three (3) highest-scoring contestants will play a round of golf with ESPNLA Now host, Mark Willard, at the Strawberry Farms Golf Club, located at 11 Strawberry Farms Road in Irvine, CA. In addition, the contestant with the highest score from the Mark's Madness tournament receives a \$500 Roger Dunn Golf Shops gift card and the contestants with the second and third highest score from the tournament receive a \$250 Roger Dunn Golf Shops gift card.

Prizes are non-negotiable, non-transferrable; no prize substitution or cash redemption allowed.

Approximate Retail Value: \$400-650

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 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.

By participating in the contest and/or accepting any prize that they may win, entrants agree to release ABC Radio Los Angeles Assets, LLC, licensee, 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 the 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.

To claim prize winner must: (a) provide proof of winner's age, residency, and legal status; (b) sign and return eligibility, publicity, liability, rules compliance 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.

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.