

OFFICIAL SWEEPSTAKES RULES

"Winning Key" Sweepstakes

I. SPONSOR

ABC Radio Los Angeles Assets, LLC, licensee of KSPN-AM Los Angeles, CJ Wilson Mazda (Hereinafter collectively referred to as "Sponsor").

II. ELIGIBILITY

Sweepstakes are open to all legal California residents ages 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 KSPN-AM, CJ Wilson Mazda, any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the sweepstakes 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.

Entrants must listen to ESPNLA 710, weekdays (Monday – Friday) from 7 a.m. to 7 p.m. from June 2, 2014 – June 27, 2014.

KSPN-AM will play the "winning key" sounder at least four times per day. Once the listener hears the "winning key" sounder, they must text the designated keyword to shortcode 40705 or email the keyword to promotions@710espn.com within 30 minutes to be entered into the potential qualifier pool. Four daily qualifiers will be selected at random from the potential qualifier pool. A total of (80) qualifiers will be invited to attend our Winning Key Car Giveaway event at CJ Wilson Mazda Dealership (6500 Auto Center Drive, Ventura, CA 93003) at a pre-determined date in July 2014.

Standard carrier text messaging and data rates may apply. Only texts containing the specified word received within specified time will have a chance to win. Sponsor is not responsible for inability of listeners to text within specified time, whether due to busy lines, disconnections, telephone malfunctions or other circumstances. By entering via text, you grant sponsor your consent to call your phone should you be selected as a daily qualifier.

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 sweepstakes. 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 sweepstakes.

Due to other programming commitments, there may be a number of dates when KSPN-AM, at its sole discretion will preempt a particular opportunity to enter. In that event, if time permits, the opportunity to enter may be presented at a different day.

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

IV. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED

From June 2 – 27, 2014, (weekdays only) we will randomly select four daily qualifiers from all the qualified text and email entries.

All the qualifiers will be notified by phone or email by Sponsor by 12 p.m. PT the following weekday.

On a pre-determined date in July, 2014 ESPNLA will host a Winning Key Car Giveaway event at CJ Wilson Mazda Dealership (6500 Auto Center Drive, Ventura, CA 93003). All the qualifiers must attend the event in its entirety to be eligible to win the Grand Prize. Each qualifier will receive (1) key randomly. Each qualifier will attempt to turn on the car with their key. Grand Prize will be awarded to the person with the key that turns on the car.

Limit one (1) prize per household for this sweepstakes.

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

Odds of winning depend on number of valid entries received and the number of qualifiers who attend the Winning Key Car Giveaway event.

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

V. PRIZES

(1) Grand Prize:

Make/Year/Model: Mazda, 2014, CX-5 Touring FWD

Color: Red Exterior, Black Interior

VIN#: JM3KE2CY2E0383350

Accessories include: Roof Rack, Moon roof, BOSE Technology Package

Approximate retail value of Grand Prize: \$29,775

All expenses not specifically provided for herein are the winner's sole responsibility. Some restrictions may apply.

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 the prize. Winner must submit a valid, executed IRS form W-9.

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 sweepstakes administrator, which shall be final in all respects.

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

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 sweepstakes 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 sweepstakes 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 sweepstakes end date.