

**OFFICIAL RULES FOR THE
BIG BASS BONANZA 2018**
(Revised – 4/23/18)

THESE OFFICIAL RULES SHOULD BE READ IN CONJUNCTION WITH THE BIG BASS BONANZA 2018 GENERAL TERMS AND CONDITIONS. THE GENERAL TERMS AND CONDITIONS ARE AVAILABLE AT KYKX1057.COM AND THERANCH.FM. BY ENTERING THE TOURNAMENT, YOU AGREE TO THESE OFFICIAL RULES AND THE GENERAL TERMS AND CONDITIONS, BOTH OF WHICH GOVERN YOUR PARTICIPATION IN THE TOURNAMENT.

Alpha(s): KYKX 105.7 and KKUS 104.1 THE RANCH, 210 South Broadway, Tyler, TX 75702 (“Alpha”), and the Promotional Alphas set forth in Section 9, below (together with Alpha, the “Alphas”). Note that the list of Promotional Alphas may be frequently updated and a complete list will be available at <http://www.kyx1057.com/> and <http://www.theranch.fm/>.

1. Promotional Period: Fishing hours for the Big Bass Bonanza 2018 (the “Tournament”) begin at 6 a.m. CT and end at 3 p.m. CT on May 5, 2018 and May 6, 2018.

2. Entry Deadline: The deadline to enter the Tournament in-person is May 6, 2018, at 2:59 p.m. CT. The deadline to enter the Tournament via mail is April 21, 2018.

3. Eligibility Restrictions: The Tournament is open to legal residents of the United States and the District of Columbia (except NY and FL). Professional fishing guides and anglers are not eligible to compete in the Tournament. Employees of Alpha Media LLC, its parent, subsidiary, and affiliated entities, the Sponsors, and members of their immediate families, are not eligible to compete in the Tournament. Any angler disqualified for any reason from any previous Big Bass Bonanza is not eligible to compete. Any angler disqualified for any reason from ANY fishing tournament in the last five (5) years is not eligible to participate or win. Any person currently or previously involved in a legal dispute concerning any previous Big Bass Bonanza or the Tournament is not eligible to compete. This Tournament is subject to all applicable federal, state, and local laws and regulations. Void outside the United States, in NY and FL, as applicable, and where prohibited. Alpha will disqualify any entry from any individual who does not meet the eligibility requirements

Any angler meeting any one (1) or more of the following criteria is considered a “professional” and is not eligible to compete in this Event or series of events:

A. Anglers who have guided professionally for a fee (of any kind) on the host lake within the last twelve (12) months immediately preceding the Event. This includes any species of fish.

B. Anglers who have competed as a professional in one or more individual tournaments with an entry fee of \$2,000.00 or greater within the last twelve (12) months immediately preceding the Event.

C. Anglers who have competed professionally in the Bassmaster Classic, B.A.S.S. Elite Series, Forrest Wood Cup, and/or the FLW Tour within the last five (5) years.

D. Anglers who have professional career fishing tournament earnings in the aggregate in excess of \$250,000.00 with B.A.S.S., FLW, and/or the PAA.

Contestants meeting the eligibility criteria for ancillary contests conducted during the Tournament will be eligible to win the prize offered. In addition to the criteria set forth above, contestants must meet the eligibility criteria for ancillary contests as follows:

High School Challenge: Tournament contestants who are currently enrolled students in grades 9-12 at an accredited high school in Texas are eligible to win. To participate in the High School Challenge, eligible contestants must inform Tournament officials at weigh-in of the name of the high school they attend. Contestants who do not provide this information will not be eligible to participate in the High School Challenge. High School Challenge participants will be grouped into “teams” by Tournament officials. The composition of each team will be determined by Tournament officials in their sole discretion, except that each team will consist of 2-4 students from the same high school. Team members need not fish together or otherwise interact. Teams are designated solely for the purpose of determining the High School Challenge team prize (discussed below).

Exact Weight Bass: all Tournament contestants with a valid driver’s license are eligible to win.

Top Female Angler: all female Tournament contestants are eligible to win.

Top Senior Angler: all Tournament contestants aged 62 and older as of May 5, 2018, are eligible to win.

Top Junior Angler: all Tournament contestants aged 14 and younger as of May 5, 2018, are eligible to win.

Top Veteran Angler: any Tournament contestant who is a current or former enlisted member of any branch of the United States Armed Forces is eligible to win. Winner must provide proof of enlistment before receiving prize.

4. Entry Method: To participate in the Tournament, fill-out and submit an Official Entry Form and a Release and Waiver form. The Official Entry Form and Release and Waiver are available online at KYKX1057.com and theranch.fm. Completed Official Entry Forms and Release and Waivers should be mailed to KYKX/The Ranch, 4408 US HWY 259 N., Longview, TX 75605. In-person entry is also available on the following dates and times at the following locations:

<u>Date</u>	<u>Location</u>	<u>Time</u>
February 9 - May 2 nd	KKUS 210 S. Broadway Tyler	8am-5pm
February 9 - May 2 nd	KYKX 4408 Hwy 259 N. Longview	8am-5pm
Saturday, April 21 nd	KYKX 4408 Hwy 259 N. Longview	8am-3pm
Thursday, May 3 rd	KKUS 210 S. Broadway Tyler	8am-4pm
Friday, May 4 th	KYKX 4408 Hwy. 259 N. Longview	8am-12noon
Friday, May 4 th	Lakeside Park (Sandy Beach)	9am-8pm
Saturday, May 5 th	Lakeside Park (Sandy Beach)	4am-9pm
Sunday, May 6 th	Lakeside Park (Sandy Beach)	4am-2:59pm

5. Prizes:

Hourly cash prizes: In addition to any other prize for which he or she may be eligible, the three contestants who catch the overall top three heaviest bass each hour of the Tournament will receive a cash prize. Prizes are awarded each day at approximately 8:00 a.m. (for bass caught between 6:00 a.m. and 8:00 a.m.), 9:00 a.m. (for bass caught between 8:01 a.m. and 9:00 a.m.), 10:00 a.m. (for bass caught between 9:01 a.m. and 10:00 a.m.), 11:00 a.m. (for bass caught between 10:01 a.m. and 11:00 a.m.),

12:00 p.m. (for bass caught between 11:01 a.m. and 12:00 p.m.), 1:00 p.m. (for bass caught between 12:01 p.m. and 1:00 p.m.), 2:00 p.m. (for bass caught between 1:01 p.m. and 2:00 p.m.), and 3:00 p.m. (for bass caught between 2:01 p.m. and 3:00 p.m.). First place each hour receives six hundred dollars (\$600); second place each hour receives three hundred dollars (\$300); and third place each hour receives one hundred dollars (\$100). In Alpha's sole discretion, Alpha may award an additional six hundred dollars (\$600) to an hourly first place winner if he or she is wearing the official Tournament t-shirt sold at the Tournament when he or she weighs-in the winning fish.

Overall cash prizes: In addition to any other prize for which he or she may be eligible, the ten contestants who catch the overall top ten heaviest bass by the end of the Tournament will receive a cash prize. The value of the cash prize will depend, in part, on the number of entries received into the Tournament. Because entries are accepted until 2:59 p.m. on May 6, 2018, the value of the cash prizes cannot be determined in advance of the Tournament. Below are the overall cash prizes awarded in the 2017 Big Bass Bonanza. Alpha is providing these prize values as illustrative examples of the cash prizes it expects to offer in the Tournament. The actual value, however, may be more or less than what is stated below.

- 1st: Thirty-Two Thousand Dollars (\$32,000)
- 2nd: Twelve Thousand Dollars (\$12,000)
- 3rd: Ten Thousand Dollars (\$10,000)
- 4th: Eight Thousand Dollars (\$8,000)
- 5th: Six Thousand Dollars (\$6,000)
- 6th: Four Thousand Dollars (\$4,000)
- 7th: Three Thousand Dollars (\$3,000)
- 8th: Two Thousand Dollars (\$2,000)
- 9th: One Thousand Five Hundred Dollars (\$1,500)
- 10th: One Thousand Dollars (\$1,000)

Travel Trailer prize: In addition to the overall cash prize, the contestant who catches the overall heaviest bass by the end of the Tournament will also receive a 2018 Jayco JayFlight SLX 264BH Travel Trailer. The MSRP of the Travel Trailer is twenty-three thousand dollars (\$21,865).

High School Challenge individual prize: In addition to any other prize for which he or she may be eligible, the High School Challenge participant who catches the overall heaviest bass among all other High School Challenge participants by the end of the tournament will receive one thousand dollars (\$1,000).

High School Challenge team prize: In addition to any other prize for which an individual team member may be eligible, the High School Challenge team with the heaviest total aggregate weight of bass caught by the team among all other High School Challenge teams by the end of the tournament will receive one thousand dollars (\$1,000). The prize money will be divided evenly among team members. Each team member may have only one bass count towards the total aggregate weight for the High School Challenge team prize. The high school represented by the winning team will receive a trophy recognizing the team's achievement.

Exact Weight Bass prize: In addition to any other prize for which he or she may be eligible, the first contestant who weighs-in a bass weighing exactly 5.700 lbs. (as determined by Alpha in its sole discretion) will be eligible to receive either a 2018 Dodge Ram 1500 Lone Star Crew Cab, or a 2018 Toyota Tundra Crew Max. Color and options will be determined by prize provider. The winner of the Exact Weight Bass prize will be responsible for tax, title, insurance and license and must have a valid

driver's license. MSRP of the Dodge Ram is approximately forty-two thousand, five hundred forty dollars (\$42,540), and the MSRP for the Toyota is approximately forty-four thousand, nine hundred fourteen dollars (\$44,914).

Top Female Angler prize: In addition to any other prize for which she may be eligible, the female contestant who catches the overall heaviest bass among all other female contestants by the end of the Tournament will receive five hundred dollars (\$500).

Top Veteran Angler Prize: In addition to any other prize for which he or she may be eligible, the United States Armed Forces veteran who catches the overall heaviest bass among all other veteran contestants by the end of the Tournament will receive five hundred dollars (\$500).

Top Senior Angler Prize: In addition to any other prize for which he or she may be eligible, the top Senior Angler (age 62 or older as of May 5, 2018) who catches the overall heaviest bass among all other Senior Angler contestants by the end of the Tournament will receive five hundred dollars (\$500).

Top Junior Angler Prize: In addition to any other prize for which he or she may be eligible, the top Junior Angler (age 14 or younger as of May 5, 2018) who catches the overall heaviest bass among all other Junior Angler contestants by the end of the Tournament will receive five hundred dollars (\$500).

6. Conditions:

a. Payments of all federal, state and local taxes are solely the responsibility of the winner(s). Winner(s) will be required to complete and submit an IRS Form W-9 or the equivalent including a winner's full Social Security Number for receipt of any prize valued at \$600 or more. Failure to submit a complete W-9 or equivalent will result in disqualification and forfeiture of the prize.

b. Prior to awarding any prize, Alpha in its sole discretion may require verification of a winner's identification by a showing of valid government-issued photo identification.

c. Alpha, in its sole discretion, reserves the right to disqualify any person (and all of their entries) from the Tournament if he or she tampers with the entry process, the operation of the Tournament, or is otherwise in violation of the rules. Alpha further reserves the right, at its sole discretion, to modify, cancel, terminate or suspend the Tournament, or any part of it, if it is not capable of completion as planned or if any fraud, technical failures or any factor beyond Alpha's control corrupt or affect the administration, security, fairness, integrity or proper conduct of the Tournament as determined by the Alpha in its sole discretion. Any attempt by a contestant to undermine the legitimate operation of the Tournament may be a violation of criminal and civil laws. Should such an attempt be made, Alpha reserves the right to seek full prosecution and/or damages from any such individual to the fullest extent permitted by law. Alpha's failure to enforce any term of these Official Rules shall not constitute a waiver of this provision.

d. Alpha Media LLC, Alpha and promotional partner(s), their advertising and promotion agencies, and each of their respective parent, subsidiary and affiliated entities (including but not limited to Alphas), and the officers, shareholders, directors, employees, agents, representatives, successors, and assigns of each ("Released Parties") are not responsible for (i) typographical or other errors in the printing, the offering or the administration of the Tournament, or in the announcement of a prize; (ii) entries not

received due to difficulty accessing the internet, service outage or delays, computer difficulties, malfunctions, disconnections, other technological failures, telephone service outages, dropped calls, or busy signals; or (iii) lost, stolen, mangled, misdirected, postage due, illegible, incomplete, incorrect, or late entries. Further, the Released Parties are not responsible if any part of a Tournament prize cannot be awarded due to acts of god, acts of war, natural disasters, weather, acts of terrorism or other factors beyond Alphas' control.

e. Participating in the Promotion and acceptance of a prize constitutes a winner's and guest's (where applicable) permission for the Alpha or its agents to photograph, film and record each winner, and to use his/her name, address (city and state), likeness, photograph, voice, biographical information and/or any statements made by him/her regarding the Promotion or its Sponsors for purposes of trade, publicity or promotion without additional financial or other compensation, and, Alpha may, where legal, require a winner (and guest or travel companion, where applicable) to sign a publicity release confirming such consent prior to acceptance of the prize. It is the responsibility of the winner(s) to ensure that their guest(s) or travel companion(s) sign and return any required release. In the case of a conflict in this paragraph 3 b and any similar paragraph in contest specific rules the general specific rules will govern.

f. To the fullest extent permitted by law, by participating in the Tournament, you understand and agree that:

i. the Federal Arbitration Act applies to this agreement, and if the parties are unable to resolve their dispute amicably, it shall be resolved by means of binding arbitration (not in a court of law);

ii. any and all disputes, claims, and causes of action arising out of or in connection with the Tournament, or any prizes awarded, shall be resolved individually, without resort to any form of class action (even if the rules and procedures of the arbitration tribunal allow class arbitrations);

iii. any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Tournament, but in no event and under no circumstances will entrants or winners be permitted to obtain awards for attorneys' fees, and you hereby waive all rights to claim punitive, incidental, or consequential damages, or any other form of damages, other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased;

iv. any claim or dispute regarding the Tournament, these Official Rules or the General Terms and Conditions, will be resolved pursuant to the laws of the State of Texas, without regard to the conflicts of laws and rules thereof;

v. any claim or dispute regarding the Tournament, these Official Rules or the General Terms and Conditions will be resolved in a tribunal within the State of Texas, and you submit to the jurisdiction of, and waive all objections to the jurisdiction or venue of, such tribunal;

vi. if for any reason a claim or dispute regarding the Tournament, these Official Rules or the General Terms and Conditions proceeds in court rather than through arbitration, there will not be a jury trial.

g. The invalidity or unenforceability of any provision of these Official Rules or the General Terms and Conditions, including but not limited to the agreement to arbitrate, shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, the Official Rules and General Terms and Conditions rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained herein.

7. Official Rules and Winner List: To obtain a copy of these Official Rules, the General Terms and Conditions, or a list of winner(s) following completion of the Tournament, send a self-addressed, stamped envelope (VT residents may omit return postage) specifying “Official Rules,” “General Terms and Conditions,” or “Winner List” to Big Bass Bonanza 2018 Request, KYKX/KKUS, 210 South Broadway, Tyler, TX 75702. A copy of the Official Rules, the General Terms and Conditions, and a list of winner(s) (when complete) are also available during regular business hours at the main studio of KYKX / KKUS, 210 South Broadway, Tyler, TX 75702. All such requests must be received within thirty (30) days following completion of the Tournament.

8. Terms of Use Agreement & Privacy Policy: Alpha’s Terms of Use Agreement is located here: <http://www.kyx1057.com/terms-of-use> or <http://www.theranch.fm/terms-of-use>. Its Privacy Policy is located here: <http://www.kyx1057.com/privacy-policy> or <http://www.theranch.fm/privacy-policy>.

9. Promotional Sponsors: Sponsors providing promotional consideration include: Hayes RV Center, 5009 Judson Rd., Longview, TX 75605; Ballard Septic Tank Service, 217 Cheyenne Run, Hallsville, TX 75650; RK Distributor, P.O. Box 3244, Longview, TX 75601; East Texas Professional Credit Union, 409 East Loop 281, Longview, TX 75605; Louis Morgan Drug #4, 110 Johnston St., Longview, TX 75601; Patterson of Marshall, 3435 East End Blvd., Marshall, TX 75672; Whataburger, 2406 E. End Blvd. S., Marshall, TX 75671; ABC Auto, 1403 NE. End Blvd., Marshall, TX 75671; McDaniel’s Quality Body Works, Inc. Longview, 404 E. Marshall Longview, Texas 75601; Wings & Whitetails, 538 S Shelby St, Carthage, TX 75633 The Made-Rite Company, 20 Industrial Dr, Longview, TX 75602; Ashley Mountain, 377 Sloan Dr., Avinger, TX 75630; Automotive Supercenter, 1109 W Loop 281, Longview, TX 75601; Doug’s Paint and Body, 306 US 80, White Oak, TX 75693; Goode Brothers Air Conditioning Heating, Longview, TX; Longview News-Journal, 320 Methvyn St., Longview, TX 75601; Telco Plus Credit Union, 423 Gilmer Road, Longview, TX 75604; Express Employment Professionals, 101 W Hawkins Pkwy #4, Longview, TX 75605; H&W Honda Yamaha Can Am, 3709 East End Blvd., Marshall, TX 75672; Milano’s Italian Restaurant, 1405 W Loop 281, Longview TX 75604; Hometown Hardware, 1341 Heritage Blvd, Longview TX 75605; Patterson Nissan, 1201 McCann Road, Longview, TX 75601; Fastsigns of Longview, 5804 Judson Road, #100, Longview, TX 75605; Academy Sports and Outdoors, 445 Forest Square, Longview, TX 75605; Brushy Landing, 5121 FM 726, Jefferson, TX 75657; Classic Stitch Embroidery and Printing, 208 N. Main St., Gladewater, TX 75647, Scrubs Galore N More 815 Fourth Street Longview Tx 75605; Roughneck Harley, 3400 N Fourth Street Longview TX 75605; Lollar’s Jewelry, 1913 Judson Rd Longview TX 75605; Sartain Lock and Safe 206 S High Street Longview TX 75601; Husky Trailers, 3010 SSW Loop 323 Tyler TX 75701; Booshay’s Restaurant, 1217 McCann Rd Longview TX 75601; East Texas Hardware, 1111 N Kilgore St Kilgore TX

75662; Big Papa's, 880 Loop 281 Longview TX 75605; East Texas Septic, 306 Carolane Blvd Marshall TX 75672; Cooks Lighting * Flooring * Decor, 118 Johnston St Longview TX 75601; JLBj Septic, 7890 US Hwy 271S Gilmer TX 75644; Morrison Supply, 930 N Fredonia Longview TX 75601; Christus Good Shepherd Medical Center, 700 E Marshall Ave Longview TX 75601; Rid X, 291 E Marshall Ave Longview TX 75608; Back Porch, 902 Broadway Kilgore TX 75662; Catfish Village, 2005 Toler Rd Longview TX 75605; Solitaire Homes, 724 SSE Loop 323 Tyler TX 75702; Tyler Jr. College, 1327 S Baxter Tyler TX 75701; Upshur Rural Electric, 1200 W Tyler St Gilmer TX 75644; Patterson Motors, 1611 US Hwy 259 Kilgore TX; Traditions Restaurant, 6205 S Broadway Tyler TX 75703. Rid - X, 3911 Alberta Longview, TX 75605, TNT Satellite, 2591 FM 2625 Marshall, TX 75672, Baylor Scott & White Texas Spine & Joint Hospital, 8101 S. Broadway Tyler, TX 75702, Marshall Mobile Homes, 4811 East End Blvd. S. Marshall, TX 75672, AP Equipment Rental, 823 W. Marshall, Longview, TX 75601