

**RC COLA /FOREVER COMMUNICATIONS 2009 "IT'S EZ BEING GREEN" SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY. PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID IN PUERTO RICO AND OUTSIDE OF ELIGIBLE STATES LISTED BELOW. PURCHASE DOES NOT IMPROVE CHANCE OF WINNING. THE SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE STATE OF KENTUCKY. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY.

Sweepstakes: RC COLA 2009 IT'S EZ BEING GREEN (the "**Sweepstakes**")

Title Sponsor: Royal Crown Bottling Corporation ("**Sponsor**")
1100 Independence Avenue, Evansville, IN. 47714

Administrator: Forever Communications Radio ("**Administrator**")
1919 Scottsville Road, Bowling Green, KY. 42104

PRIZES:

Grand Prize: One (1) **2009 John Deere Gator XUV ERV \$9,500 – from Hutson, Inc.**
250 Shelton Lane, Russellville, KY 42276 ("**Grand Prize**") (\$9,500.00)

First Prize: One (1) **Two thousand six hundred dollar HDTV from Discount Dave's**
("**First Prize**") 104 W. Ky. Ave. Franklin, Ky. 42134 (\$2,600.00)

Second Prize: One (1) **One thousand dollar Whirlpool Shopping Spree from Crabtree Furniture** ("**Second Prize**") 157 Park Square NW, Russellville, Ky. 42276 and 157 N. College Street, Franklin, Ky. 42134 (\$1,000.00)

Third Prize: One (1) **\$350 pampering package from Sun Suites Salon & Day Spa,**
1945 Scottsville Rd., Bowling Green, KY 42104. ("**Third Prize**") (\$350.00)

Eligible States: IN, KY, TN ("**Eligible States**")

Sweepstakes Start Date: June 22, 2009 ("**Start Date**")

Sweepstakes End Date: August 22, 2009 ("**End Date**")

Sweepstakes Period: Start date Through End Date ("**Sweepstakes Period**")

Free Game Piece Entry Deadline: Must be postmarked by August 15, 2009 ("**Request for Free Game Piece Entry Deadline**")

Giveaway Location: Hutson, Inc., 250 Shelton Lane, Russellville, KY ("**Giveaway Location**")

Giveaway Date: August 22, 2009 12-3 pm ("**Giveaway Date**")

Request For Free Game Piece Address: 1919 Scottsville Road, Bowling Green, KY. 42104
("**Request For Free Game Piece Address**").

Winners List Address: 1919 Scottsville Road, Bowling Green, KY. 42104 (“**Winners List Address**”)

ELIGIBILITY. Winners must be legal residents of one of the Eligible States and 18 years old or older at time of participation. Grand Prize winner must have a validly issued drivers license. Employees, officers and directors of the Sponsor, WBGN, WBVR, WLYE, and WUHU Radio Stations, Forever Communications Radio, Royal Crown Bottling Corporation, and their respective parent, affiliated and subsidiary companies (collectively, the "Sweepstakes Parties"), and their promotional partners, advertising and promotional agencies, printers and suppliers of Sweepstakes and packaging materials, redemption/recycling centers, owners/operators and those responsible for making purchasing decisions relative to marketing and promotions of retail establishments that sell Sponsor products, web masters and web and/or online promotion developers and persons engaged in the development of promotional materials, judging or administration organizations, or auditing or legal firms and members of any of the above's immediate family (parents, children, step-parents, step-children, siblings, step-siblings or spouses) or household members (whether or not related) of such employees, officers, and directors are not eligible. Winners must be present at the Giveaway location on the Giveaway Date to be eligible to win.

HOW TO ENTER. Purchase 20 oz. bottles of RC COLA during the Sweepstakes Period, and if you find a bottle of RC COLA with a specially marked cap and the ‘It’s EZ Being Green’ label graphics during the Sweepstakes Period take the specially marked cap to the Giveaway Location on the Giveaway Date. The specially marked cap of RC COLA is your entry in the giveaway. **You must be present at the Giveaway Location on the Giveaway Date in order to participate in the sweepstakes for the Grand Prize as described below.** Odds: 1:20,000.

FREE GAME ENTRY: There are 2 ways to obtain a free game entry:

1 - On a 3” x 5” Card: hand print your actual name, mailing address (no P.O. boxes), phone number (cell and / or home-required; work – optional) and age, and submit in a #10 envelope and mail to the Free Game Entry Request Address. No responsibility is assumed by Sponsor or any of its affiliates or agents for lost, stolen, damaged, misdirected, illegible, postage-due or late requests. All requests received will become the property of Sponsor and will not be returned. Requests must be received by Request for Free Game Entry Deadline. One request per envelope.

2 – WBGN, WBVR, WLYE, & WUHU will have Summer Stops live remotes with an RC ‘Dig and Win’ cooler where you will receive a chance to reach into the ‘Dig and Win’ cooler one time for a chance to find a 20 ounce bottle with a specially marked cap. Log onto <http://www.1340wbgn.com>, www.beaverfm.com, www.willie941.com, or www.allhitwuhu107.com for Summer Stop remote dates and locations.

Odds depend upon the number of requests for free entries and the number of attendees at the radio remotes. Limit of **1** Free Entry per person. Use the free Entry and attend the Giveaway on the Giveaway Date in order to participate in the Sweepstakes for the Grand Prize as described below.

SWEEPSTAKES: Attend the Giveaway on the Giveaway Date and as you enter the Giveaway through the entrance, surrender your It’s EZ Being Green caps or your free Game Piece for one (1) numbered raffle ticket. (“**Raffle Ticket**”) A random drawing will occur for ten (10) Grand Prize finalists and those names will be announced. If a person has a Raffle Ticket that is drawn to qualify for one of the 10 finalist positions, any other Raffle Tickets that person may hold are voided and that person may only represent one of the 10 finalist positions. Odds of winning a Grand Prize, First Prize, Second Prize or Third prize depend upon the number of people who attend the Giveaway using the

It's EZ Being Green specially marked cap or the free Game Piece on the Giveaway Day. A drawing will be held to determine the one (1) First Prize, one (1) Second Prize, and one (1) Third Prize winners and the one (1) Grand Prize winner, and only that one (1) will be awarded the Grand Prize. Grand Prize will be awarded Saturday, August 22nd, 2009.

PRIZES: Grand Prize: One (1) 2008 John Deere Gator XUV ERV \$9,500 – from Hutson, Inc. 250 Shelton Lane, Russellville, KY 42276 (“**Grand Prize**”)

First Prize: One (1) **Two thousand six hundred dollar HDTV from Discount Dave’s (“First Prize”)** 104 W. Ky. Ave. Franklin, Ky. 42134 (\$2,600.00)

Second Prize: One (1) **One thousand dollar Whirlpool Shopping Spree from Crabtree Furniture (“Second Prize”)** 157 Park Square NW, Russellville, Ky. 42276 and 157 N. College Street, Franklin, Ky. 42134 (\$1,000.00)

Third Prize: One (1) **\$350 pampering package from Sun Suites Salon and Day Spa, 1945 Scottsville Rd. Bowling Green, Ky. 42104. (“Third Prize”)**

.ALL PRIZES WILL BE AWARDED. Prize is nontransferable. No substitution of prize is permitted. ALL APPLICABLE TAXES, INCLUDING SALES TAX, TITLE AND LICENSE, ARE THE RESPONSIBILITY OF INDIVIDUAL WINNERS. Winners also responsible for any other costs over and above negotiated cost of prize. Should a prize become unavailable, the Sponsor reserves the right to substitute a prize of like value. Must be 18 and have a validly issued driver's license to enter. Winners will be required to execute an affidavit of eligibility and release and show proof of automobile insurance when receiving the Grand Prize. Please allow approximately 10-12 weeks for Grand Prize to be delivered after receipt of affidavit. Vehicle delivery dependent upon manufacturer and/or dealership availability and scheduling. Winners will be responsible for any and all costs associated with travel to redeem prize. By entering the Sweepstakes, winners consent, without limitation, and without receiving additional compensation, to the use of their names, photographs, and/or likenesses for advertising and/or trade purposes of Sponsor and its licenses bottlers, affiliates, and agents.

CONDITIONS OF PARTICIPATION: By participating in the Sweepstakes you accept and agree to these rules and the decisions of Sponsor's and its independent judges, which shall be final and legally binding. No transfer of prizes permitted. Prize recipients are responsible for all applicable federal, state and local taxes on all prizes. By entering this Sweepstakes, you hereby release Sponsor, Forever Communications, Administrator and each of their respective parents, affiliates, and subsidiary companies, advertising and promotions agencies and other individuals engaged in the development, production, distribution of Sweepstakes materials and administration of the Sweepstakes, and all of their respective employees, officers, shareholders, directors and agents (collectively, “Sweepstakes Parties”) from (i) any and all liability, loss, harm, damage, cost or expense, including all reasonable counsel fees and court costs incurred, property damage, personal injury and/or death; (ii) anything related to the production, promotion, or execution of this Sweepstakes (or your participation therein), including preemption, cancellation, or rescheduling of the Giveaway; (iii) that which may occur in connection with acceptance and/or use of the prize or while participating in or traveling to any Sweepstakes-related activity. Acceptance of prize constitutes permission for Sponsor and its designees to use winner's name and/or likeness for purposes of advertising and trade in any medium, without further compensation, unless prohibited by law. Entrants are disqualified at any time for failure to comply with the terms of these rules or the Sponsor's instructions. Sponsor may, in its sole discretion, disqualify anyone tampering with the entry process or the operation of the Sweepstakes or any electronic systems related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If, for any reason, the Sweepstakes is not capable of running as planned due to any reasons which Sponsor, in its sole opinion, deems could or do affect the administration, security,

fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes.

LIMITATIONS OF LIABILITY: The Sweepstakes Parties and each of their agencies and partners are not responsible for lost, late, incomplete, stolen, misdirected, or illegible, mail, shipping or email (whether to or from them); or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/website/use net accessibility, availability, or traffic congestion, or any technical error, or unauthorized human intervention, or the incorrect or inaccurate capture of code entry or other information, or the failure to capture any such information. The Sweepstakes Parties and each of their agencies and partners are not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to the websites related to the Sweepstakes. Sponsor reserves the right, at its sole discretion, to disqualify any individual found, at its sole discretion, to be tampering with the code entry and/or redemption process or the operation of the Sweepstakes or any website related to the Sweepstakes, to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, macro, programmed or like code entry methods will void all such codes by such methods, and disqualify any participant using such methods. The Sweepstakes Parties and each of their agencies and partners are not responsible for injury, death or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of any website related to the Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which Sponsor, in its sole opinion deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. **IN NO EVENT WILL THE SWEEPSTAKES PARTIES, THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, THEIR ADVERTISING OR SWEEPSTAKES AGENCIES OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM YOUR PARTICIPATION IN THE SWEEPSTAKES, ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF THE PRIZE THAT MAY BE AWARDED, OR YOUR ACCESS TO AND USE OF THE WUHU, WBVR, WLYE, AND WBGH SITES (THE "WEB SITES") OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITES. WITHOUT LIMITING THE FOREGOING, ALL PRIZES AND EVERYTHING ON THE WEB SITES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. CAUTION: ANY ATTEMPT BY A USER OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEB SITES OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ANY SUCH ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

SWEEPSTAKES ADMINISTRATION: The Administrator is the administrator of the Sweepstakes and is responsible for the administration and execution of the Sweepstakes. Sponsors are not responsible for the collection, submission or processing of entries, conduct or the overall administration of the Sweepstakes. Entrants should look solely to Administrator at its above address with any questions, comments or problems related to the Sweepstakes.

WINNERS LIST: For winners list, mail a self-addressed, stamped envelope to the Winner's List Address above. Request must be received by September 19, 2009.

SPONSOR: Royal Crown Bottling Corporation, 1100 Independence Avenue, Evansville, IN. 47714
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