

The Voice Season Eighteen Premiere Contest

Official Rules

February 18, 2020 - February 25, 2019

PRELIMINARY INFORMATION: No purchase necessary. A purchase will not improve your chances of winning. Void where prohibited. The Voice Season Eighteen Premiere Event Contest (“Contest”) will begin on February 18, 2020 at 12:00 A.M. ET and end on February 24, 2020 at 11:59 P.M. ET (“Contest Period”). All times in the Contest refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible entries received. Contest is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal United States residents who are eighteen (18) years of age or older as of the start of the Contest Period and are physically residing in the FCC designated signal area of stations broadcasting The Kidd Kraddick Morning Show, (collectively, the “Designated Signal Area”). Officers, directors, and employees of Contest Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Contest. Contest Entities, as referenced herein, shall include The Kidd Kraddick Morning Show (“Sponsor”), Big Top Marketing and Promotions, Inc. (“Administrator”), NBCUniversal Media, LLC, NBC Entertainment, a Division of NBC West, LLC (“NBC”), and each of their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Contest.

HOW TO ENTER: On-Air: Listeners to The Kidd Kraddick Morning Show will heard a cue-to-call between 6am and 9am CT. The host will then read a quote from a judge on The Voice. The designated caller will have a chance to guess which judge from The Voice spoke the given quote. If they answer correctly within 10 seconds, they’re declared the winner of the daily prize. If they guess indirectly, the next caller will have the opportunity to guess, and so on, until a winner is declared. Online: Visit KiddNation.com/the-voice and complete an entry form. Only entries that correctly guess The Voice judge that spoke the quote listed, will be entered in a random drawing for an additional “Daily Prize.”

All Entries become the property of the Sponsor and will not be acknowledged. By entering the Contest, entrants grant Contest Entities the non-exclusive, royalty-free, and irrevocable rights to use, reproduce, copy, publish, display, distribute, perform, translate, adapt, modify, and otherwise exploit each Entry and to incorporate the Entry in other works in any and all markets and media worldwide in perpetuity. Entrants warrant that they have the sole and exclusive right to grant such rights to Contest Entities and that the Contest Entities’ reproduction, publishing, displaying, and/or other use of the Entry will not infringe on any rights of third parties, including, without limitation, copyright, trademark, privacy, or publicity, or create claims for defamation, false light, idea misappropriation, intentional or negligent infliction of

emotional distress, or breach of contract. Entries must comply with all applicable laws, rules, and regulations. If any Entry contains material that is violent, pornographic, obscene, illegal, inappropriate, or racially or morally offensive or if any Entry does not comply with these Official Rules or meet Sponsor's standards for any reason, as determined by Sponsor in their sole discretion, such Entry may be rejected as ineligible for consideration and/or deleted from the Website. Entry must have been completed by you, and you must have permission of any person who appears or is identified in Entry. Contest Entities shall have no obligation to copy, publish, display, or otherwise exploit the Entries.

You may enter once during the Contest Period. Multiple Entries received from any person or phone number beyond this limit will void all such additional Entries. Entries must be received before February 24, 2020 at 11:59 P.M. ET to be eligible for the Contest. Sponsor shall be the official timekeeper for all matters related to this Contest. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, phone or network malfunction or congestion, are void and will not be accepted. 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. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

PRIVACY: Entrants will have the opportunity to receive information from Sponsor and selected partners by checking the appropriate box(es). If, at any time, you no longer wish to receive materials from Sponsor or our partners, please follow the "Unsubscribe" link at the bottom of such communication.

WINNER SELECTION: A representative from Sponsor will select one (1) potential grand prize winner ("Grand Prize Winner") from the five (5) daily prize winners ("Daily Prize Winners", each a "Daily Prize Winner") on or about February 24, 2020. Decisions of Sponsor are final and binding with respect to all matters related to the Contest. Grand Prize Winner and Daily Prize Winners will be referred to herein as "Winners" or "Winner" unless otherwise noted. Sponsor reserves the right to select Winner(s) in a random drawing from among all eligible, non-suspect entries received prior to the time of the event warranting such cancellation, modification, or suspension. Winning is subject to verification of eligibility. Sponsor reserves the right to extend the Contest Period if in their sole discretion, Sponsor does not receive a sufficient number of eligible and qualified entries. Potential Winner(s) will be notified by telephone call or e-mail (at the discretion of the Sponsor). Potential Winner(s) may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, "Contest Documents") within five (5) days of such notification. Noncompliance within this time period, with these Official Rules or the return of or inability to deliver any Prize/Prize notification may result in disqualification and, at Sponsor's discretion, and time permitting, an alternate potential Winner(s) may be selected from among all eligible remaining entries.

PRIZE: There will be five (7) prize(s) awarded, one (1) grand prize (“Grand Prize”), one (1) online prize, and five (5) daily prizes (“Daily Prizes”, each a “Daily Prize”). Grand Prize and Daily Prizes will be referred to herein as “Prize” or “Prizes” unless otherwise noted.

Each Daily Prize will consist of one (1) \$500 AMEX Cash Gift card. (ARV \$500.00). Daily Prize is subject to additional terms, conditions, and restrictions, as specified by issuer.

Online Prize will consist of one (1) \$500 AMEX Cash Gift card. (ARV \$500.00). Daily Prize is subject to additional terms, conditions, and restrictions, as specified by issuer.

Grand Prize consists of the following: a trip (“Trip”) for Grand Prize Winner and up to one (1) guest (“Guest”) to Los Angeles, California on the set dates May 4, 2020 - May 6, 2020. Trip includes: Round trip Main Cabin airfare for two (2) between the major airport closest to Grand Prize Winner’s home, as determined by Sponsor in its sole discretion, and to an airport in or near Los Angeles, CA (“Los Angeles Airport”) (as determined by Sponsor in its sole discretion) and two (2) night’s standard double occupancy hotel accommodations at a hotel in or near the Los Angeles area (“Hotel”) (as determined by Sponsor in its sole discretion); and the opportunity for Grand Prize Winner and Guest to attend a live taping (“Taping”) of a “Live Round” episode (“Episode”) of The Voice (“Show”), currently scheduled to take place on May 5, 2020 at Universal Studios- 100 Universal City Plaza Universal City, CA 91608: and \$200 spending money. Other restrictions may apply. Terms and conditions apply. Set dates and times are at the sole discretion of Sponsors and are non-transferrable. **Guest must be the age of majority in his or her state of residency.** Other restrictions may apply.

Estimated Retail Value (“ERV”) of Grand Prize is one thousand and nine hundred dollars (\$1,900.00). ERV of all Prizes is four thousand and nine hundred dollars (\$4,900.00).

All details of Prize will be determined by Sponsor in its sole discretion. Sponsor reserves the right to substitute a similar Prize (or Prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner(s). Prize cannot be transferred by Winner(s) or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner(s). Actual Retail Value (“ARV”) of Prize may vary. Trip ARV may vary based on, among other things, availability, existing rates at time of booking, dates of travel, and point of departure. Any difference between ERV and ARV will not be awarded. Sponsor will furnish an Internal Revenue Service Form 1099 to Winner for the ARV of Prize for the tax year in which Prize was won (for prizes worth more than six hundred dollars (\$600)). If Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and time permitting, an alternate Winner(s) may be selected from the remaining eligible entries at Sponsor’s sole discretion.

Winners acknowledge that Sponsor has neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relating to any of the Prizes, including but not limited to, the quality, merchantability, habitability, mechanical condition, or fitness of the prize items.

Grand Prize Winner must be able to travel May 4, 2020 – May 6, 2020 (or on such other dates designated by Sponsor). Travel and Taping arrangements must be made through Big Top Marketing and Promotions,

Inc. and Luxe Travel. Prize Details/Restrictions: The Trip awarded to the Grand Prize Winner must be taken within dates provided by the Sponsor or that portion of the Grand Prize will be forfeited. Travel arrangements must be made through the Sponsor's agent, Luxe Travel. Reservations must be made and ticket issued prior to departure. Winners will be contacted by Big Top Marketing & Promotions, Inc. and Luxe Travel to make travel arrangements for this prize. The vacation package is non-refundable and non-transferable. Airline Tickets and hotel reservations issued in conjunction with this promotion have zero cash value. Trip may not be combined with any other coupon, certificates, discount, bonus, infant fare, upgrade, or promotional offers/tickets. Airline and Hotel reservations must be made in the name of Grand Prize Winner and are non-transferable. Positive identification will be required at time of check-in. Travel must be roundtrip. Reservations must be made and ticket issued prior to departure. Booking and travel dates must fall into the range as specified. Big Top Marketing & Promotions, Inc. and Luxe Travel must issue all travel documentation. Travel may only be applied towards number of passengers specified on the Contest Documents; passengers must travel on the same itinerary and must be booked through Big Top Marketing & Promotions, Inc. and Luxe Travel. Hotel taxes, state and federal income taxes may apply and are the sole responsibility of the recipient. Checked luggage fees may apply and are the sole responsibility of the recipient. Fees are charged each way, and are subject to change. Changes to reservations, once made, are not permitted. A per ticket surcharge will apply for paper tickets issued in markets where electronic ticketing is available. Substitutions will not be allowed. Space is subject to availability. **Grand Prize Winner must be 18 years of age or older.** Flight schedules are subject to change without notice. Big Top Marketing & Promotions, Inc. is the final authority on the interpretation of these rules and reserves the right to change these terms and conditions without prior notice. Standard airline Terms and Conditions apply, and are outlined during the booking process; other airline, hotel, or vendor restrictions may apply.

Certain destinations may charge taxes or fees not covered by this prize. Grand Prize Winners and Guest must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of prize. **Guest must be the age of majority in his or her state of residency.** Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the trip. Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Grand Prize Winner and Guest. Trip must be taken on dates designated by Sponsor, and all travel must be completed by date designated by Sponsor. Grand Prize Winner and Guest must abide by all rules and restrictions and are solely responsible for satisfying all legally required conditions of travel.

Grand Prize Winner is solely responsible for all expenses and costs associated with acceptance and/or use of the Grand Prize not specifically stated herein as being awarded, including, without limitation, Hotel taxes, departure/arrival/customs, immigration fees, travel from Grand Prize Winner's residence to and from airport, ground transportation, travel insurance, security and airport fees, taxes, insurance, gasoline, meals, gratuities, and souvenirs, international taxes, state and federal income taxes may apply and are the sole responsibility of the Grand Prize Winner. Changes to reservations, once made, are not permitted. A per ticket surcharge will apply for paper tickets issued in markets where electronic ticketing is available. Substitutions will not be allowed. Space is subject to availability; surcharge dates may apply. The number

of seats available for use with this authorization is limited. Grand Prize Winner must be 18 years of age or older. Flight schedules are subject to change without notice. Sponsor are not responsible if the Taping is canceled, postponed, or delayed. All properly claimed prizes will be awarded, but in no event will Sponsor award more prizes than are provided for in these.

The Sponsor(s) are the final authority on the interpretation of these rules and reserves the right to change these terms and conditions without prior notice. Standard Terms and Conditions apply; other restrictions may apply. Sponsor has the right in its sole discretion to substitute ground transportation for air transportation depending on Grand Prize Winner's place of residence. Grand Prize Winner and Guest must travel together on the same itinerary, including the same departure date, destination and return date., and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure, and failure to do so will result in forfeiture of prize. **Guest must be 18 years of age at the time of travel.** Sponsor is not liable for any expenses incurred as a consequence of flight cancellation/delay. All travel and lodging will be at the risk of Grand Prize Winner and Guest. Grand Prize Winner and Guest must abide by all rules and restrictions and are solely responsible for satisfying all legally required conditions of travel. Grand Prize Winner acknowledges and agrees that Grand Prize Winner has read, understands and agrees to these terms and conditions herein.

Sponsor shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize due to reasons beyond Sponsor's control, and are not responsible or liable for any expenses incurred as a consequence thereof. Date and/or time of Taping is subject to change. Taping is subject to cancellation. NBC reserves the right to change the date and time of Taping subject to production exigencies. If Grand Prize Winner chooses to attend Taping with no Guest, the remaining elements of Prize shall constitute full satisfaction of Sponsor's Prize obligation to Grand Prize Winner and no additional compensation will be awarded. Guest, if any, may be required to execute and return releases of liability and, where legal, publicity releases (collectively, "Guest Documents"), which must be returned with the Contest Documents, or Guest portion of the Prize will be forfeited.

CONDITIONS: By entering the Contest, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Contest Entities and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Contest and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the www.KiddNation.com ("Website") and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Contest itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Contest at Sponsor's sole discretion.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Contest or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other “force majeure” event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants’ or to any other person’s computer relating to or resulting from entering or downloading materials or software in connection with the Contest. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsor reserves the right to cancel, modify, or suspend the Contest or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, **Sponsor reserves the right to select Winner(s) in a random drawing from among all eligible, non-suspect entries received prior to the time of the event warranting such cancellation, modification, or suspension.** Notice of such cancellation, modification, or suspension will be posted at Website. Sponsor may prohibit any entrant or potential entrant from participating in the Contest, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or Sponsor’s agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in its discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Contest.

DISPUTES: THE CONTEST IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the name of the Winner(s), available after 3/1/20 visit KiddNation.com or send a self-addressed, stamped envelope to be received by 3/1/20 to: The Kidd Kraddick Morning Show - The Voice Winners, 220 E. Las Colinas Blvd, C-210, Irving, TX 75039.

NBCUniversal Media, LLC and NBC Entertainment, a Division of NBC West, LLC and The Voice are not sponsors of the Contest, and are not involved in the administration of the Contest in any way.