

**“KGW AUTO SHOW WORD OF THE DAY CONTEST”
OFFICIAL RULES**

BY ENTERING THE CONTEST, YOU AGREE TO BE BOUND BY THESE OFFICIAL RULES.

ELIGIBILITY: The “Auto Show Word of the Day” Contest (the “**Contest**”) is open to legal residents of Oregon and Washington, who are twenty-one (18) years or older at the time of entry. All contestants must be able to prove residency and age upon request. **Void where prohibited by law. No purchase is necessary to enter or win.**

Employees, temporary employees, independent contractors and interns of the Portland International Auto Show (the “**Prize Contributor**”), KGW Newschannel 8, Belo Interactive, Inc., Belo Corp., and their respective affiliates, subsidiaries, parents, and partners (collectively “**Contest Providers**”), the immediate family members of, and any persons living with, any such employees are not eligible to enter or to win. The term “immediate family members” includes spouses, parents, grandparents, siblings, children, and grandchildren.

HOW TO ENTER: You may enter online by visiting www.kgw.com, completing all required information, and following all posted instructions, including these Official Rules. No mailed or submissions delivered otherwise will be accepted. Your entry must include your name, age, and e-mail address. All entries must be received by the posted deadlines (see DEADLINES below). To qualify, participants are required to correctly select the “Auto Show Word of the Day”, to be announced daily during KGW’s Sunrise Newscast, airing Monday thru Friday, 6a.m. to 7:00 a.m, 1/23 – 1/27.

DEADLINES: The Contest begins at 6:00 a.m. on January 23th, 2012, and ends at 4 p.m. each weekday (M-F), thru January 27th, 2012. No entries received after the deadline, for any reason, will be accepted. The sole determinant of time for the purposes of the Contest will be Belo Interactive’s server machine(s) located in the Pacific Standard Time (PST) zone. Contestants entering close to the posted deadline do so with this information in mind.

No responsibility is assumed by the Contest Providers for lost, late, misdirected, or non-functional submissions or for any computer, online, telephone, or technical malfunctions that may occur. Online entries will be declared made by the authorized account holder of the e-mail address submitted at the time of submission. “Authorized account holder” means the natural person who is assigned to an e-mail address by an Internet Access provider, online service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries become the property of Contest Providers and will not be returned to the Participant. Multiple entries by the same person on a single day, including a person using one or more email accounts, will result in disqualification. All entries must be submitted from a valid e-mail account that may be identified with a natural person by appropriate independent means, including but not limited to reverse domain name search. Potential winners may be requested to provide Contest Providers with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry.

ODDS OF WINNING: Odds of winning depend on the number of eligible entries received.

PRIZES

5 Daily prizes include; 2x Adult tickets to the Portland International Auto Show per winner (5 winners/day)
Total Prize Value: \$20 per pair

WINNER SELECTION: Winner selection will take place daily after 4 p.m. 1/23 - 1/27. To be eligible, participants are required to have correctly selected the “Auto Show Word of the Day” to be announced daily during KGW’s Sunrise Newscast, airing Monday thru Friday, 6 a.m. to 7 a.m. The winners will be selected by a random drawing from all entries submitting the correct Word of the Day. Winner selection will be made by Contest Providers, whose decision shall be final. Each daily winner will be posted online the following weekday as well as notified by e-mail. In the event that a newscast is canceled or an announcement is

missed, the "Auto Show Word of the Day" will take place in the following day's newscast, (M-F). If a winner is unreachable after two (2) business days, an alternate winner will be selected by a random drawing from the remaining qualified entries. In order to be named a winner, potential winners may be required to execute and return an Affidavit of Eligibility/Prize Acceptance Form/Release of liability upon accepting a prize. Noncompliance will result in disqualification and an alternate winner will be selected.

USE OF CONTEST INFORMATION: Notwithstanding any contrary provision in any of Contest Providers' respective privacy policies, contestants grant to Contest Providers, and Contest Providers reserve, the right to use any and all information related to the Contest, including information provided by participants in connection with the Contest, for marketing purposes or any other purpose, unless prohibited by law. By entering, participants release and hold harmless Contest Providers, their respective parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, loss or damages of any kind arising from or in connection with the Contest or any prize won. Restrictions, conditions and limitations apply.

CONDUCT: By entering the Contest, all contestants agree to be bound by these Official Rules. The Official Rules will be posted at www.kgw.com throughout the Contest. Participants further agree to be bound by the decisions of the Contest Providers, which shall be final and binding in all respects. Contest Providers reserve the right at their sole discretion to disqualify any individual they find to be tampering with the entry process or the operation of Contest Web sites; or to be acting in violation of the Official Rules. You further agree to not knowingly damage to or cause interruption of the Contest or to prevent others' participation in the Contest.

CAUTION: ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE SPONSOR OR BELO WEB SITES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, CONTEST PROVIDERS RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW.

LIMITATIONS OF LIABILITY: Winners assume liability for losses or injuries caused or claimed to be caused by participating in the Contest, or by the acceptance, possession, use of, or failure to receive any prize. Contest Providers are not responsible: (i) for any lost, late, illegible, incomplete, or misdirected entries; or (ii) for any incorrect or inaccurate information in the Contest caused by any technical or human error that may occur in the processing of Contest submissions. Contest Providers assume no responsibility for an error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, or destruction of authorized access to, or alteration of, entries. Contest Providers are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, or failure of e-mail on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to contestants or to any other person's computer related to or resulting from participating or downloading materials in the Contest. If the Contest is not capable of running as planned for any reason, including legal restrictions, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Contest Providers that corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, each Contest Provider reserves the right to cancel, terminate, modify, or suspend the Contest.

RULES / WINNERS LIST: Official Rules and the names of daily winners may be obtained by sending a self-addressed, stamped #10 envelope to Matt Popkes, KGW. 1501 SW Jefferson St, Portland, OR 97201. Indicate "Auto Show Word of the Day" Contest Rules Request" or "Auto Show Word of the Day" Daily Contest Winners List on the outside of the envelope as applicable. Limit one (1) request per envelope. The request must include the name of the Contest. Winners list will be available 5 days after the winners are confirmed. Questions regarding this Sweepstakes may be addressed to: Matt Popkes, 1501 SW Jefferson St, Portland, OR 97201

INTELLECTUAL PROPERTY: The Contest and all of the related pages, contents, and code are copyright of Belo Interactive, and KGW-TV. The names, logos, and icons identifying the products and services of Contest Providers are proprietary marks of KGW-TV, and Belo Corp. Copying or

unauthorized use of any copyrighted material or trademarks without the express written consent of its owner is strictly prohibited.

GENERAL: This Contest is subject to all federal, state, and local laws and regulations and is void where prohibited by law.