

### *Steelers Fashion Show Sweepstakes Rules*

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. THE SWEEPSTAKE IS VOID WHERE PROHIBITED BY LAW.**

1. How to Enter the Sweepstakes:

- (a) The Steelers Fashion Show sweepstakes will begin on Thursday, October 19, 2017 at 9:00a.m. and end on Friday, October 20, 2017 at 10a.m. Sweepstakes is sponsored by KDKA and WPCW.
- (b) To participate in the sweepstakes, watch Pittsburgh Today Live October 19<sup>th</sup> and 20<sup>th</sup>, 2017 and call KDKA at 412-575-2200 when prompted and be the fourth (4<sup>th</sup>) caller to win.
- (c) One entry per person.
- (d) Sponsor is not responsible for technical or computer failures, errors or data loss of any kind, lost or unavailable Internet connections, or failed, incomplete, garbled or deleted computer or network transmissions, inability to access any website or online service, or any other error or malfunction, or late, lost, illegible or misdirected entries. Entry materials that have been tampered with or altered are void. If the judges determine, in their sole discretion, that there is any suspected or actual electronic tampering with the Sweepstakes or if technical difficulties compromise the integrity of the Sweepstakes, the judges reserve the right to void the entries at issue and/or terminate the Sweepstakes and conduct a random drawing to award the prize among all eligible entries received as of the termination date. If the Sweepstakes is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at [www.cbspittsburgh.com](http://www.cbspittsburgh.com). If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Sponsor reserves the right to disqualify any entrant that tampers with the operation of the Sweepstakes or website or violates the Official Rules of the Sweepstakes.

By use of this website and by entering the Sweepstakes, you agree to the Station's Website Terms of Use Agreement and to the use of your personal information as described in the Privacy Policy located at: "[www.cbspittsburgh.com](http://www.cbspittsburgh.com)".

- (e) Broadcasts are subject to preemptions and scheduling changes. If such changes occur they will be posted on the KDKA-TV website.
- (f) In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the person in whose name the e-mail account is registered.
- (g) Odds of winning depend on number of correct eligible entries.

2. Eligibility Restrictions:

- (a) The sweepstakes is open to viewing area residents who are eighteen (18) years of age or older. Employees and retirees of KDKA-TV, WPCW-TV, CBS Corporation, Pittsburgh Steelers, other television and radio stations in the Pittsburgh market, and their affiliates, subsidiaries and advertising agencies and their immediate family members and persons living in the same household are ineligible to participate or win.
- (b) Winner must be 18 years of age or older.
- (c) Viewers are eligible to win a KDKA-TV sweepstakes only once every sixty days. Only one winner per household is permitted in any sweepstakes. Viewers are eligible to win a prize valued at \$600.00 or more only once every six months.
- (d) All entries become the sole property of Station and will not be returned. By entering, entrants agree to abide by these rules, and warrant and represent that their entry is their original work.
- (e) Entrants are required to provide truthful information and the Station will reject and delete any entry that it discovers to be false or fraudulent. The Station will disqualify any entry from individuals who do not meet the eligibility requirements, and the Station will also delete any entry received from persons under the age of 13. Entrants under the age of 13 must have his or her parent or legal guardian submit the entry on behalf of the underage Entrant.

3. Prizes: Two (2) winners

- (a) Two (2) winners (one each day of the sweepstakes) will each receive two (2) tickets to Rock Steelers Style Fashion Show to be held on Friday October 20, 2017, Approximate prize value: Four hundred dollars \$400.00.
- (b) Winners will be announced during “Pittsburgh Today Live” Thursday October 19, 2017 and Friday October 20, 2017, between 9:00 a.m. -10:00 a.m. and notified of eligibility by phone and/or e-mail.
- (c) All prizes or prize certificates may be picked up at the office of KDKA-TV, 420 Ft. Duquesne Blvd., One Gateway Center; Pittsburgh, PA 15222. Any prize or prize certificate not claimed by Friday, October 20, 2017 by 4:00pm will be forfeited by the winner. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its arrival. KDKA-TV is not responsible for the safe arrival of a prize or prize certificate.
- (d) Sweepstakes prizes are not transferable. Prizes may not be substituted for or redeemed for cash. Station reserves the right to substitute prize of comparable value.

4. Selection of Winners:

- (a) Decisions of sweepstakes sponsors with respect to the sweepstakes are final.
- (b) The fourth caller to call-in when prompted each day will be a winner. Winners will be announced during KDKA-TV’s “Pittsburgh Today Live” morning show.

- (c) Winners need not watch or be present to win. Winners will be contacted by phone and/or e-mail.
5. Conditions:
- (a) Payment of all federal, state and local taxes are the sole responsibility of the winner and winners may receive an IRS Form 1099 or equivalent from Station.
  - (b) By participating in the sweepstakes, the winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this sweepstakes, and to sign a publicity release, affidavit of eligibility and release of liability prior to acceptance of the prize. **If a prizewinner is a minor, prize may be awarded to the minor's parent or legal guardian.** By accepting the prize, each winner grants to Station the right to use the winner's name, voice, picture and/or likeness for purposes of advertising and publicity in any and all media now known or hereafter invented, without further permission or additional compensation (except where prohibited by law). All expenses on receipt and use of prize are the sole responsibility of winner. Winners and companion(s), by acceptance of their prizes, agree to release Station, CBS, their respective parents and subsidiaries, and their respective advertising, promotion and production agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to any prize-related activity.
6. Sweepstakes sponsors reserve the right to make changes in the rules of the sweepstakes which will become effective upon announcement.
7. Sponsor is not responsible for any typographical or other errors in the printing, the offering or the administration of the sweepstakes or in the announcement of the prize.
8. Failure to comply with the sweepstakes rules may result in a entrant's disqualification.
9. To obtain a copy of the official rules and/or winner's list, please write by November 30, 2017 to:

Steelers Fashion Show 2017 Sweepstakes Rules  
C/O KDKA-TV  
420 Ft. Duquesne Blvd.  
Pittsburgh, PA 15222

**Feld Entertainment, Inc.** is not an endorser or sponsor of this Sweepstakes, and is only the prize provider and therefore is in no way responsible for administrating or fulfilling this Sweepstakes or for anything related to this Sweepstakes other than providing the prizes to KDKA-TV and WPCW-TV.