

GMC'S SUPER BOWL XLII TRIP GIVEAWAY ("Sweepstakes")
SWEEPSTAKES RULES

Valid October 14, 2007 through January 7, 2008

WHO CAN ENTER

1. Entrants must be legal residents of the States of Louisiana or Mississippi and must be 21 years of age or older at time of entry.
2. Employees of the NFL Entities (as defined below), Entercom New Orleans, LLC ("Administrator") d/b/a WWL 870am (the "Station"), GMC ("Sponsor") and its Dealers, any other New Orleans radio stations, their affiliated companies, advertising and promotion agencies, and the immediate family members (i.e., spouses, grandparents, children, grandchildren, and siblings) of each of the above are NOT eligible to enter and/or win. The Administrator may require proof of age, identification, social security number or other information requested to verify eligibility prior to delivering any prize.

HOW TO ENTER/HOW TO WIN

3. **NO PURCHASE OR TEST DRIVE IS NECESSARY TO ENTER OR WIN. Only one (1) entry per household.**
4. To enter, either: (1) stop by any participating GMC Dealers (listed immediately below) between October 14, 2007 and December 31, 2007 during their normal business hours and fill out an entry blank with required information (including name, address, phone number (including area code) and email address and depositing entry into the official designated registration box at the location. All entries must be completed and deposited into the official entry boxes by 5:00 pm on December 31, 2007. Entries that are not deposited into the official designated registration box will be void. Entry forms are available only while supplies last. No mechanically reproduced or photocopied entries permitted; or (2) send a 3 X 5 card with your name, address, phone number (including area code) and email address and send it to: WWL, GMC Super Bowl XLII Trip Giveaway Sweepstakes, 400 Poydras Street, Suite 800, New Orleans, LA 70130. Mailed entries must be received at the WWL address (above) no later than December 31, 2007.

Participating GMC Dealers

- Barker Buick-Pontiac-GMC/6444 West Main Street, Houma, LA 70360
- Brian Harris Buick-Pontiac-GMC/290 Howze Beach Road, Slidell, LA 70461
- Crowne Buick-Pontiac-GMC/2121 Clearview Parkway, Metairie, LA 70001
- Don Bohn Buick-Pontiac-GMC/3801 LaPalco Blvd, Harvey, LA 70058
- Geri LeBlanc BuickPontiac-GMC/644 West Main Street/Thibodaux, LA 70301

- Mossy Buick-Pontiac-GMC/1331 S. Broad Street/New Orleans, LA 70125
- Mossy of Picayune BPG/241 Frontage Road/Picayune, MS 39466
- Rainbow Northshore Buick-Pontiac-GMC/2925 North Hwy 190/Covington, LA 70433

5. Administrator and Sponsor are not responsible for entries that are misdirected, lost, stolen, not received or are illegible.

6. Administrator shall not be responsible for printing errors. All entries become property of the Administrator and will not be acknowledged or returned. Entries received that are mutilated, tampered with, illegible, or from ineligible entrants will be void. Entries that are determined by Administrator Management to be fraudulent will be void and the person making such an entry barred from further participation in the Sweepstakes.

7. Administrator Management shall be the sole arbiters in all matters relating to the Sweepstakes and the interpretation of Sweepstakes rules. The decisions of Administrator Management shall be final and non-appealable. Entry into Administrator sweepstakes constitutes agreement by entrant to abide by these rules, as well as any other rules established by Administrator.

8. One (1) winner will be selected in a random drawing conducted by Administrator from all eligible entries (on-site and mailed entries) received on or about January 7, 2008. The potential winner will be notified by telephone on or about January 7, 2008 at the telephone number provided by potential winner to Administrator in his or her entry. Administrator will only be required to leave one (1) message at the telephone number provided in potential winner's entry. If no answer, response, wrong number or answering machine is reached, Administrator will not be obligated to attempt any further contact. If the Administrator is unable to contact the potential winner within 24 hours of the initial random drawing (as determined by the Administrator in its sole discretion) at the number provided to Administrator by potential winner in his or her entry, the winner will be disqualified and the Administrator will select an alternate winner in another random drawing of all remaining eligible entrants. This process will continue until the Administrator is able to speak to a potential winner within the allotted time and award the prize.

PRIZE

9. One (1) winner will receive a Super Bowl XLII trip in Arizona (Glendale, AZ) held on January 31, 2008-February 4th, 2008 for two (2). Total approximate retail value: \$9,463. This trip includes: (i) roundtrip airfare for two departing from Louis Armstrong International Airport in New Orleans to Phoenix, Arizona (departing on January 31, 2008 and returning on February 4, 2008) (ground transportation services are excluded); (ii) four (4) nights (checking in January 31, 2008 and checking out on February 4, 2008) standard double occupancy hotel room at winner's choice of either: Chaparral Suites

Resort in Scottsdale, Arizona OR Courtyard Marriott Camelback, Phoenix, Arizona; (iii) two (2) Orange level Super Bowl XLII game ticket[s] (Upper level, corners and end zones); (iv) admittance to the "Touchdown Club" that includes 3 hours pre-game hospitality that includes food stations, open bar and live entertainment (excludes gratuities and additional charges that may apply); (v) access to exclusive security entrance (subject to security approval) to the stadium; (vi) two VIP NFL Experience ticket (see website www.nfl.com/superbowl/nfl Experience) this includes: NFL interactive theme park, interactive games, displays, entertainment attractions, kids' clinics, free autograph sessions, largest football card show ever. (vii) access to NFL preferred stadium parking (this only gives winner access and excludes parking fees); and (viii) and \$500 spending money in the form of a gift check. Total approximate retail value: \$9,463. Winner and travel guest must possess all necessary documentation required for air travel (e.g., valid government photo identification). Unused travel shall be forfeited. Administrator is not responsible for replacing or reimbursing winner and travel guest with any form of compensation for flights that are cancelled. All cancellations are deemed beyond the control of Administrator. This includes, but is not limited to, expired gift certificates, event cancellations, trip schedule changes, flight cancellations, changes in travel arrangements, travel delays of any form and duration, as well as all acts of nature, war or terrorism. Additionally, Administrator is not responsible for any work stoppage that may affect the winner's and travel guest's ability use the prize. Administrator is not responsible for any expenses incurred by winner and travel guest as a result of such cancellations. Winner and travel guest will be required to sign a Release before any travel occurs. All travel must be taken on dates specified by Administrator; no alternative travel dates will be available. All travel subject to availability and restrictions. Winner and travel guest must travel on same itinerary. Blackout periods for travel may apply. All travel arrangements are subject to availability. No responsibility is assumed by Administrator or Sponsor for any delay, cancellation (in whole or in part) or postponement of Super Bowl XLII or related events for any reason whatsoever, including without limitation, any force majeure event such as hurricane, fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, insurrection, or terrorist threat. In the event of such delay, cancellation (in whole or in part) or postponement of the events, the Administrator shall not have any further liability or obligation to winner and travel guest. Winner and travel guest are solely responsible for all other expenses, including, but not limited to, all applicable taxes, hotel, hospitality and airport taxes, telephone charges, meals, gratuities, spending money and any other expenses not specifically offered herein. Winner may be required to present a valid credit card upon check in at hotel to cover any incidental expenses. The travel guest of the Grand Prize Winner must also be at least 21 years of age or older at time of trip.

10. Winner will be notified by phone as set forth in Section 8 above. Winner must claim prize in person at Administrator's studios located at 400 Poydras Street, Suite 800, New Orleans, Louisiana 70130 during Administrator's normal business hours of 9:00 a.m. and 5:00 p.m. no later than January 15, 2008. Prize must be picked up by winner at WWL's studios, 400 Poydras Street, 8th floor. Prize will not be mailed. Prize will be released to

the winner only. Before claiming prize, winner must provide their correct name, address and telephone number to Administrator at the time of notification. Winner and travel guest must present a valid state photo ID and social security number in order to pick up any prize. Winner and travel guest must sign a Release relieving the NFL Entities (as defined below), Administrator, Sponsor, its parent, subsidiaries, officers, directors, employees, agents and Sweepstakes sponsors from any and all liability with respect to the entrant's participation in the Sweepstakes and the receipt and/or use of the prize. Any person who refuses to provide a valid state photo ID, social security number or refuses to sign the Release will forfeit the Sweepstakes prize. Administrator reserves the right to examine additional identification and may choose to accept or deny awarding the prize based on the identification presented. If winner does claim prize by required deadline or does not provide the required documentation and sign the necessary paperwork as required in this Section 10, the prize will be awarded to an alternate winner, who also will be selected by another random drawing of all remaining eligible entrants.

11. Administrator reserves the right to substitute a prize of equal or greater value for all sweepstakes or giveaways. Prizes are not redeemable for cash. No substitution, transfer or assignment of prize is allowed.

12. By participating in this Sweepstakes, entrants consent to the Administrator and Sponsor's use of following in all media for advertising and promotional purposes without payment of additional consideration: winner's name; voice; likeness; biographical information; and his/her participation in the Sweepstakes.

13. The winner is responsible for paying all applicable local, county/parish, state and federal taxes on prizes based on the estimated retail value of the prizes as set forth in these rules and may be issued an IRS 1099 form for all prizes won from Administrator where the aggregate value of all prizes is worth \$600 or more.

14. Administrator is not liable if the provider of any part of the prize fails to satisfy its obligations to furnish its portion of the prize (as long as such Administrator is not the ultimate provider of the prize). Administrator accepts no responsibility or liability, and by participating in this Sweepstakes all Entrants hereby release Administrator, Sponsor, the NFL Entities (as defined below) and its sponsors from any responsibility or liability, in connection with any injuries, losses or damages of any kind caused by or resulting from (a) participation in the Sweepstakes, (b) acceptance, possession and/or use of any prize awarded hereunder and/or (c) any other issues that may arise due to or arising from this Sweepstakes.

Odds of Winning/Miscellaneous

15. Odds of winning depend on the number of eligible entries received.

16. Complete Sweepstakes rules are available Monday through Friday during normal business hours 9:00am to 5:00pm at WWL 870am, 400 Poydras Street, 8th floor, New Orleans, LA. or by going online at www.wwl.com.

17. To find out who the prize winner was, send a separate, self-addressed, stamped envelope to GMC Super Bowl XLII Trip Giveaway Sweepstakes at WWL 870am, 400 Poydras Street, 8th floor, New Orleans, and LA 70130 after January 8, 2008.

18. This Sweepstakes is subject to all applicable laws and regulations and is void where prohibited. Administrator, Sponsor, the NFL Entities (as defined below), GMC Dealers, its parents, subsidiaries, officers, directors, employees, agents, Sweepstakes sponsors and affiliated companies, and advertising and promotion agencies accept no responsibility of liability in connection with any injuries, losses or damages of any kind caused by or resulting for participation in the Sweepstakes and/or the acceptance, possession and/or use of any prize awarded hereunder.

19. Administrator reserves the right to change, alter or modify these rules at any time with or without written notice

20. Administrator reserves the right to end or stop any Sweepstakes at any time and for any reason.

Administrator: Entercom New Orleans, LLC dba WWL 870am , 400 Poydras Street, 8th floor, New Orleans, and LA 70130

Sponsor: General Motors Corporation, GMC Division, 225 E. John Carpenter Freeway, Suite 1100, Irving, TX 75062

The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.

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