

2017 Kevin Necessary Caption This Sweepstakes
OFFICIAL RULES

Note: Bonus prizes will be offered for 21 weeks during the Promotion Period (for the Entry Periods ending April 7, 2017 through August 25, 2017) will win a bonus prize. The bonus prize is two tickets to a concert at Riverbend Music Center and is provided by Riverbend Music Center. Specific concert shows and seat location will be determined in Sponsor's sole discretion. The ARV of each bonus prize will vary but will not exceed \$80 per bonus prize. During this bonus prize period, Riverbend will be deemed a Sponsor Affiliate.

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The 2017 Kevin Necessary Caption This Sweepstakes ("Sweepstakes") begins on 1/17/2017 at 4:00PM Eastern Time ("ET") and ends on 12/1/2017 at 12:01PM ET during the times listed in the TO ENTER section below ("Promotion Period"). The time will be determined by Sponsor's timekeeping systems, and Sponsor may also rely on the time processing functions of Facebook, as relevant. Sponsor will have the sole discretion in determining the timeliness of any action or inaction related to this Sweepstakes. All times mentioned in these Official Rules are Eastern Time unless expressly noted otherwise.

Open only to legal U.S. residents who are at least 18 years of age or the age of majority in their state of residence, whichever is older, as of date of entry and reside in 24 Ohio, Indiana or Kentucky counties of Hamilton, Clermont, Brown, Adams, Butler, Warren, Clinton, Highland, Union, Franklin, Ripley, Dearborn, Ohio, Switzerland, Boone, Kenton, Campbell, Gallatin, Grant, Pendleton, Bracken, Owen, Robertson, and Mason. Void wherever prohibited by law and outside the listed counties. Employees of Scripps Media, Inc. d/b/a WCPO-TV ("Sponsor"), their respective affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, including any vendors providing services in connection with this Sweepstakes (collectively, the "Sponsor Affiliates") and the immediate family members (spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren) and/or those living in the same household of any of the foregoing individuals are not eligible. To participate, you must have a Facebook account. By participating, entrants agree to be bound by the Official Rules and the decisions of Sponsor.

TO ENTER: During the Promotion Period, you may enter the Sweepstakes by completing the following steps: (i) go to the WCPO 9 On Your Side Facebook Page located at <https://www.facebook.com/WCPO9> ("Page"), (ii) find the post identified as "Kevin Necessary Caption This" ("Post(s)(ed)") which includes an untitled cartoon (the "Cartoon") posted by WCPO 9 On Your Side each Tuesdays at or about 4:00 PM ET during the Promotion Period, and (iii) using the Facebook functionality on the Page, Entrant must comment on the Post with entrant's suggested caption for the applicable Cartoon (the "Caption") (collectively, "Comment" or "Entry"). Entrant can Comment on the Post from the time the Cartoon is posted each week until 12:01 PM ET the Friday after the applicable Cartoon is Posted ("Entry Period"). All information you provide must be truthful, accurate and complete. Upon completing the previous three steps, you will receive one (1) entry into the Sweepstakes.

Limit one entry per person and per Facebook account and per household address. No mechanically reproduced entries of any kind permitted. Illegible and incomplete entries are void. Sponsor is not responsible for lost, late, mutilated, misdirected entries or entries not received. If there is a dispute over who submitted an entry, the entry will be deemed to have been submitted by the authorized account holder of the Facebook account or email account identified on the entry form. The authorized account holder of an email account is deemed to be the natural person who is assigned to an email address by an Internet access provider, service provider, or online organization responsible for assigning email addresses for the domain associated with the submitted email address. The authorized account holder of a Facebook account is deemed to be the natural person who is assigned to a Facebook account by Facebook. Received entries become the property of Sponsor and will not be returned.

SUBMITTED COMMENTS: The Comment must: be the original creation of the entrant; be in English; not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights; not disparage Sponsor or any other person or party affiliated with the Sweepstakes; not contain language that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous; and not promote bigotry, racism, hatred or harm against any group or individual or discrimination based on race, gender, religion, nationality, disability, sexual orientation or age. By entering, each entrant promises that the Comment is in compliance with all of the foregoing requirements. Sponsor reserves the right to reject any entry that, in its sole and absolute discretion, is determined not to meet the above specifications. By entering, each entrant grants to the Sponsor and its licensees a world-wide, perpetual, non-revocable, royalty-free, sub-licensable license to publish his/her Comment as well as derivative works based thereon in any and all media, now known or hereafter devised, in any manner related to the Sweepstakes, without prior notice, approval or compensation.

WINNER SELECTION: One (1) Winner each Entry Period will be the Entrant's Comment on the applicable Post with the most user 'likes' using the Facebook functionality, received from the time the Comment is Posted during the applicable Entry Period from all eligible entries received during that Entry Period. There will be a total of 46 winners during the Promotion Period. Decisions of Sponsor are final on all matters. Limit one prize per person, per Facebook account and per household address. Odds of winning will depend upon the number of eligible entries received.

WINNER NOTIFICATION AND RELEASES: On or around 12:01 PM ET each Friday the Sponsor will attempt to notify the potential winner via Facebook Message. If a potential winner: (a) does not respond after the first attempted contact from Sponsor within 7 Days, (b) is not in compliance with these Official Rules, (c) does not meet the eligibility requirements, (d) declines the prize, or (e) does not sign and return required documents or provide required identification by deadlines established by Sponsor, he or she will be disqualified and the prize awarded to an alternate winner as determined by random draw from the remaining eligible entries. Sponsor will conduct up to two alternate drawings for the prize, time permitting. The potential prize winner(s) may be required to send the Page a private Facebook message to communicate further and asked to provide confirmation that he or she is the owner of the relevant email address and/or Facebook page. Each potential winner may be required, in Sponsor's sole discretion, to complete and return an Affidavit of Eligibility & Liability/Publicity Release (TN residents need not sign

Publicity Release) and a scan or photo of legal ID, and also to have any companion(s) who will participate in the prize activities, if applicable, return the same documentation before claiming the prize or being allowed to participate in any prize activities. If any of the potential winner or the companion(s), if applicable, is under the age of majority in his or her state of residence, then the parent or legal guardian of the minor potential winner or companion(s) must sign and return all required forms. All forms must be postmarked within 10 days of the date on notification materials if return is requested via mail or forms must be completed before receipt of any prize if prizes are picked up in person.

PRIZES: 46 First Prizes - each winner will receive one (1) 52-week subscription to WCPO Insider for WCPO.com (ARV: \$49.99/each). Subscription is valid for 52 weeks from the date of activation. Prizes consist of only those items specifically listed as part of the prize. Sponsor reserves the right to substitute any prize with prize of equal or greater value in its sole discretion. No substitution or transfer/assignment of prize by winners permitted. Subject to all terms, conditions and restrictions imposed by issuer. If by reason of printing or other error, more prizes are claimed than the number of prizes set forth in these Official Rules, a random drawing will be held to award the advertised number of prizes in the relevant category. All properly claimed prizes will be awarded, but under no circumstances will more than the advertised number of prizes be awarded. Prizes are awarded “AS IS.” Winner must pick up his or her prize at WCPO-TV, 1720 Gilbert Ave. Cincinnati, OH 45202 M-F between 9AM – 5PM, within 7 days from the winner notification date.

Federal, state, and local taxes on prizes, if any, and any other costs, fees and expenses not listed above as specifically included as part of the prize are the sole responsibility of winner. An IRS form 1099 and other tax-related forms and documents may be issued by Sponsor if required by law.

PUBLICITY AND MARKETING: Submission of an entry in the Sweepstakes constitutes permission to the Sponsor to use entrant’s name, identity, title, likeness, distinctive appearance, physical likeness, image, portrait, picture, photograph (whether still or moving), screen persona, voice, vocal style, statements, gesture, mannerism, personality, performance characteristic, biographical data, signature, social media handles and identities, and any other indicia or imitation of identity or likeness for purposes of advertising and trade, in any medium, without further notice, approval, or compensation, unless prohibited by law. You understand that you are providing your information to Sponsor and the information you provide will only be used in accordance with Sponsor’s Privacy Policy.

LIABILITY RELEASE & INDEMNIFICATION: By entering this Sweepstakes, you agree to release, discharge and hold harmless Sponsor, Sponsor Affiliates, Facebook, Inc. and their respective parents, affiliates, and subsidiaries and all of their directors, officers, employees, agents and assigns (the “Released Parties”) from any claims, losses, and damages arising out of, or relating to, your participation in this Sweepstakes or any Sweepstakes-related activities (including, without limitation, any event attended as part of a prize) and the acceptance and use, misuse, or possession of any prize awarded hereunder (including, without limitation, any misrepresentation made by the entrant in connection with the Sweepstakes; any non-compliance by the entrant with these Official Rules; claims brought by persons or entities other than the

parties to these Official Rules arising from or related to the entrant's involvement with the Sweepstakes; acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes; any malfunction, error or other problem arising in connection with the collection, processing, or retention of entry information; or any typographical or other error in the printing, offering or announcement of any prize or winner). The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death arising in any way in connection with the Sweepstakes.

OTHER TERMS: Sponsor not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Sweepstakes, whether caused by computer, technical or human error. Sponsor is not responsible for late, lost, damaged, incomplete, illegible, faulty, or incorrect transmissions, incorrect announcements of any kind, technical hardware or software failures of any kind, any damage to any person's computer related to or resulting from participating in the online portion of the Sweepstakes, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user's ability to participate in the Sweepstakes whether caused by computer, technical or human error. Sponsor reserves the right to cancel or modify the Sweepstakes or any portion of it for any reason, including but not limited to, if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes; or if a computer virus, bug, wireless failure, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes as determined by Sponsor, in its sole discretion. If Sponsor terminates the Sweepstakes, Sponsor will pick the winner(s) in a random drawing from among all eligible, non-suspect entries received as of the termination date and will post notice of its action on Sponsor's Facebook page. Sponsor reserves the right to disqualify, freeze or prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation or with any provision in these Official Rules. Sponsor reserves the right to disqualify any individual from further participation in the Sweepstakes if Sponsor concludes, in its sole discretion, that such person: (a) has attempted to tamper with the entry process or other operation of the Sweepstakes; (b) has disregarded or has attempted to circumvent these Official Rules; (c) has committed fraud or attempted to undermine the legitimate operation of the Sweepstakes; or (d) has acted toward Sponsor, any Sponsor Affiliates, or any other entrant in an unfair, inequitable, annoying, threatening, disrupting or harassing manner. If a dispute arises regarding compliance with these Official Rules, Sponsor may consider, in its sole discretion, data reasonably available to Sponsor through information technology systems in Sponsor's control, but Sponsor will not be obligated to consider any data or other information collected from any other source. Any attempt to undermine the operation of this Sweepstakes may be a violation of criminal and civil laws. Sponsor reserves the right to disqualify and/or seek damages from any individual making any such attempts to the full extent permitted by law. Any failure by Sponsor to enforce any of these Official Rules will not constitute a waiver of such Official Rules. If there is a conflict between any term of the Official Rules and any marketing or entry materials used in connection with the Sweepstakes, the terms of these Official Rules will govern.

GOVERNING LAW & JURISDICTION: EXCEPT WHERE PROHIBITED, ENTRANTS AGREE THAT ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES, OR PRIZE AWARDED, WILL BE

RESOLVED INDIVIDUALLY WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS WILL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED BY ENTRANT WITH REGARD TO THIS SWEEPSTAKES, BUT IN NO EVENT ATTORNEYS' FEES, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR OTHER DAMAGES. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes will be governed by and construed in accordance with the laws of the State of Ohio, without giving effect to any choice of law or conflict of law rules or provisions (whether of Ohio or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Ohio. The state and federal courts located in Hamilton County, Ohio will be the exclusive forum for any dispute relating to these Official Rules and/or this Sweepstakes. All participants and winners agree, by their participation in the Sweepstakes, to submit to the personal jurisdiction of the state and federal courts in Hamilton County, Ohio and waive the right to contest jurisdiction.

SEVERABILITY: If any provision(s) of these Official Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

NO AFFILIATION WITH FACEBOOK: This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook. Any questions, comments or complaints regarding the Sweepstakes should be directed to Sponsor, not Facebook.

WINNERS LIST: For the winner name(s), send a self-addressed, stamped envelope to: Kevin Necessary Caption This Sweepstakes Winner List, WCPO-TV, 1720 Gilbert Ave., Cincinnati, OH 45202 to be received to be received within 60 days from Winner Selection date. Limit of one (1) information request per envelope.

SPONSORS: Scripps Media, Inc. d/b/a WCPO-TV, 1720 Gilbert Ave. Cincinnati, OH 45202.