

## Strike It Rich! TV & Radio PROMOTIONS

<u>TV</u>	<u>Dates</u>	<u>LINK</u>	<u>Promotion Description</u>
<b>FRESNO</b>			
KMPH	7/30/12- 8/10/12	<a href="http://www.kmph.com/story/19112069/kmph-fox-26-strike-it-rich-contest">http://www.kmph.com/story/19112069/kmph-fox-26-strike-it-rich-contest</a>	View from the Top - KMPH FOX will run a series of :15 second promos encouraging viewers to watch the Big Bang Theory M-F 6-7pm and look for the hot air balloon with the Lottery Logo to pop up during the show. When they see the hot air balloon they can jump online and register to win a 10x pack of Strike It Rich Scratchers®.
<b>LA</b>			
KCBS	07/30/12- 08/19/12	<a href="http://losangeles.cbslocal.com/california-lottery-strike-it-rich-scratchers/">http://losangeles.cbslocal.com/california-lottery-strike-it-rich-scratchers/</a>	Strike It Rich VIP Experience - KCBS/KCAL will air an online contest where viewers can enter to win the "Strike It Rich" VIP Experience which will include a pair of tickets to a professional sports game, limousine transportation, \$100 dinner voucher, and 200x Strike It Rich Scratchers®.
Fox Sports LA	07/30/12-08/19/12	<a href="http://www.foxsportswest.com/pages/californialottery">http://www.foxsportswest.com/pages/californialottery</a>	Strike It Rich VIP Experience - Fox Sports LA will promote the Strike It Rich campaign by airing 100x :30 promo spots. The promo spots will provide one viewer the chance to win a "VIP Experience," which includes a pair of NBA or NHL tickets to a game, limousine transportation, and \$100 dinner voucher. Potential winner will go online to register to win.
<b>SF</b>			
KTVU	07/30/12- 08/19/12	<a href="http://ktvu.upickem.net/engine/Welcome.aspx?contestid=66056">http://ktvu.upickem.net/engine/Welcome.aspx?contestid=66056</a>	Win It All -What's better than winning one prize? Winning them all! Each week 1x of 3x unique spots will drive viewers online to enter to win the weekly prize amount of Strike It Rich Scratchers® and ALSO give them a chance to win the grand prize amount which will be 60x Strike It Rich Scratchers® (the total number of all prizes given away during the contest.)
<u>RADIO</u>	<u>Dates</u>	<u>LINK</u>	<u>Promotion Description</u>
<b>FRESNO</b>			
KSOF	8/20/12- 8/26/12	<a href="http://www.softrock989.com/main.html">http://www.softrock989.com/main.html</a>	Strike It Rich VIP Experience - Listeners will be sent to KSOF.com to Strike It Rich via on air promotions. Finding the banner ad online will link you to the contest page to enter. Daily prize winners will receive Strike It Rich Scratchers®. 1x grand prize will win the Strike It Rich VIP Experience with \$100 dinner voucher and premium concert tickets.
KSKS	7/30/12- 08/19/12	<a href="http://www.ksks.com/pages/landing_contests?contestID=2271">http://www.ksks.com/pages/landing_contests?contestID=2271</a>	Kiss Country Coffee Break - Each week, Kiss Country gives listeners the chance to win an Eddie's Bakery Coffee Break (a dozen cinnamon rolls & coffee) for the office delivered by a Kiss Country Morning Show host (Gnarley, Greg and/or Jody Jo). Listeners register their office on-line and a winner is picked and delivered every Thursday morning. For three weeks, listeners will be able to win a BETTER coffee break instantly with the addition of Strike It Rich Scratchers®!
<b>LOS ANGELES</b>			

KHAY	7/30-8/17/12	<a href="http://www.promosuiteinteractive.com/cap/enterhere.asp?capid=28981">http://www.promosuiteinteractive.com/cap/enterhere.asp?capid=28981</a>	Caviar Dreams - Stations will direct listeners to turn their brown bag frown upside down with this opportunity to win a better lunch instantly. On-air promotions will drive listeners to the station website where they can enter to win lunch for their office and Strike It Rich Scratchers®.
KBBY	7/30-8/17/12	<a href="http://www.promosuiteinteractive.com/cap/enterhere.asp?capid=28973">http://www.promosuiteinteractive.com/cap/enterhere.asp?capid=28973</a>	Caviar Dreams - Stations will direct listeners to turn their brown bag frown upside down with this opportunity to win a better lunch instantly. On-air promotions will drive listeners to the station website where they can enter to win lunch for their office and Strike It Rich Scratchers®.
KSPN	7/30-8/19/12	<a href="http://espn.go.com/los-angeles/radio/story/_/page/7985035/summer-ballpark-tour">http://espn.go.com/los-angeles/radio/story/_/page/7985035/summer-ballpark-tour</a>	Los Angeles Angels of Anaheim "VIP Fan Experience" Sweepstakes - On-air promotions will encourage listeners to logon to the station's website for the chance to win a Grand Prize "VIP Fan Experience" which includes a tour of the broadcast booth during an Angel's game (game date TBD) and 100x Strike It Rich Scratchers®.
KLAC	7/30/12- 8/19/12	<a href="http://www.am570radio.com/common/ca_lottery_strike_it_rich/">http://www.am570radio.com/common/ca_lottery_strike_it_rich/</a>	Los Angeles Dodgers "VIP Fan Experience" Sweepstakes - On-air promotions will direct listeners to logon to the station website to enter to win the "VIP Fan Experience" (game date TBD) by playing a "Scratch and Win" interactive advertisement. Grand Prize will include watching half an inning with Tommy Lasorda, watching batting practice on the field and 50x Strike It Rich Scratchers®. The 2nd place winner will receive 30x Strike It Rich Scratchers®. The 3rd Place winner will receive 20x Strike It Rich Scratchers®.
<b>MODESTO</b>			
KJSN-FM	7/30/12- 8/19/12	<a href="http://www.sunny102fm.com/cc-common/contests/index.html?id=194501">http://www.sunny102fm.com/cc-common/contests/index.html?id=194501</a>	Caviar Dreams - Station will direct listeners to turn their brown bag frown upside down with this opportunity to win a better lunch instantly. On-air promotions will drive listeners to the station website's Sunny Listener Club sign up page, where they can enter to win lunch for their office and Strike It Rich Scratchers®.
KMRQ-FM	7/30/12- 8/19/12	<a href="http://997now.cbslocal.com/california-lottery-strike-it-rich-scratchers-sweepstakes/">http://997now.cbslocal.com/california-lottery-strike-it-rich-scratchers-sweepstakes/</a>	Win It All - What's better than winning one prize? Winning them all! A different prize will be announced each day. When the prize is announced, listeners will call in to win the daily prize and ALSO be entered to win all the prizes that are given away at the end of the week or contest period. The 3rd Place winner will receive 20x Strike It Rich Scratchers®.
<b>STOCKTON</b>			
KWIN	8/6/12- 8/10/12	<a href="#">On air promotion only</a>	Win It All - What's better than winning one prize? Winning them all! A prize will be announced each day. When the prize is announced, listeners will call in to win the daily prize and ALSO be entered to win all the prizes that are given away at the end of the week or contest period.
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<b>RIVERSIDE (LA)</b>			
KFRG-FM	8/6-8/19/12	<a href="http://kfrog.cbslocal.com/2012/08/06/win-tickets-to-see-carrie-underwood-live-and-20-strike-it-rich-scratchers/">http://kfrog.cbslocal.com/2012/08/06/win-tickets-to-see-carrie-underwood-live-and-20-strike-it-rich-scratchers/</a>	Strike It Rich VIP Experience - Through on-air live and recorded announcements over a period of two weeks (8/6 – 8/19), K-Frog DJ's will ask listeners to register online or text to win a pair of front row tickets to Eric Church in concert and 20x Strike It Rich Scratchers®. 1x grand prize winner will be announced live the following Monday August 20th.
KOLA-FM	7/30-8/24/12	<a href="#">On air promotion only</a>	Caviar Dreams - Stations will direct listeners to turn their brown bag frown upside down with this opportunity to win a better lunch instantly. On-air promotions will encourage listeners to call in to win lunch and Strike It Rich Scratchers®.

**SACRAMENTO**

KSEG-FM	8/8-8/13/12	<a href="http://eagleclub.eagle969.com/Contest/jD8sBl">http://eagleclub.eagle969.com/Contest/jD8sBl</a>	Strike It Rich VIP Experience - Promo spots will drive viewers online to enter to win the "Strike It Rich VIP Experience" which includes an upscale dinner, hotel suite and 50x Strike It Rich Scratchers®.
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**SAN FRANCISCO**

KOIT-FM	8/6/12- 8/12/12	<a href="http://clubkoit.koit.com/Contest/k59l2q">http://clubkoit.koit.com/Contest/k59l2q</a>	Win it All - KOIT will conduct a web contest encouraging web listeners to enter to win. Monday's winner will win 5x scratchers, Tuesday's will win 10x scratchers, Wednesday's will win 15x scratchers, Thursday's will win 20x scratchers and Friday's will win 25x scratchers. On the last day of the contest a final grand prize winner will also be chosen and receive all of the prizes, or 75x Strike It Rich Scratchers®.
KMVQ	7/30/12- 08/5/12	<a href="http://997now.cbslocal.com/california-lottery-strike-it-rich-scratchers-sweepstakes">http://997now.cbslocal.com/california-lottery-strike-it-rich-scratchers-sweepstakes</a>	Win It All - What's better than winning one prize? Winning them all! A prize will be announced each day. When the prize is announced, listeners will log online to win the daily prize and ALSO be entered to win all the prizes that are given away at the end of the week or contest period.

KNBR	7/30/12- 8/19/12	On air Promotion only	San Francisco Giants "VIP Fan Experience" Sweepstakes - On-air promotions will encourage listeners to call into the station for the chance to win a "VIP Fan Experience" which includes a tour of the broadcast booth during a Giants game (game date TBD) and a 5x pack of Strike It Rich Scratchers®. 19x winners will receive a 5x pack of Strike It Rich Scratchers®.
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**SAN JOSE**

KEZR	8/8/12- 8/17/12	<a href="http://mymix1065.com/pages/9292414.php">http://mymix1065.com/pages/9292414.php</a>	Caviar Dreams - Stations will direct listeners to turn their brown bag frown upside down with this opportunity to win a better lunch instantly. On-air promotions will drive listeners to the station website where they can enter to win lunch for their office and Strike It Rich Scratchers®. Station will cater lunch for office of 50x, which will be hosted by Bill & Marla the MIX Morning Show.
KRTY-FM	08/04/12- 08/10/12	<a href="http://krtty.com/Strike-It-Rich-With-KRTY-/13908974">http://krtty.com/Strike-It-Rich-With-KRTY-/13908974</a>	Win It All - What's better than winning one prize? Winning them all! A different prize will be announced each day. When the prize is announced, listeners will call in to win the daily prize and ALSO be entered to win all the prizes that are given away at the end of the week or contest period.