

OFFICIAL RULES

NO CONTRIBUTION OR OBLIGATION NECESSARY. NON-CONTRIBUTION ENTRIES AND CONTRIBUTION ENTRIES HAVE EQUAL CHANCES OF WINNING.

1. How to Enter: To enter the raffle, complete the official entry form and enclose prize tickets with a \$5.00 or \$10.00 suggested contribution for each ticket. If you do not wish to make a contribution, check the NO box on the Member Raffle 2009 entry form and return it with the entry tickets in the enclosed envelope. **All entries must be received by August 31, 2009.**

Either way, your raffle numbers will be compared against the list of winning numbers generated at random by computer. In the event that all prizes are not claimed via matching returned winning numbers, a second chance random drawing will be held to award all unclaimed prizes from all eligible entries received. **The odds of winning any of the prizes offered are 1:633,610.**

Promptness Pays: Return the "Early Bird Prize Ticket" and if your entry is received by the date indicated, your raffle number will be compared against the list of winning numbers generated at random by computer to see if you are a winner of one of the Early Bird prizes. **Odds of winning the Early Bird Prize #1 are 1:322,960, and Early Bird Prize #2 are 1:310,650.**

Bonus Prize: Return the "Super Bonus Prize Ticket" and your raffle number will be compared against the winning number generated at random by computer to see if you have won the Super Bonus Prize. **Odds of winning the Super Bonus Prize are 1:633,610.**

Fast Fryz: We are awarding two sets of fifty (50) prizes to the first 50 eligible entries received in response to each of the two official raffle mailings identifying a Fast Fryz prize. All responses must be mailed via first class mail only (no special delivery). If more than 50 responses are received on the same date, a random drawing will be held from among all eligible responses to determine which respondents will be awarded prizes. **The estimated odds of winning one of the Fast Fryz prizes for the first set of Fast Fryz prizes are 1:4,939, and for the second set of Fast Fryz prizes are 1:4,466.**

Early Bird, Fast Fryz and Super Bonus Prize winners are eligible to win any of the other prizes.

Sponsor is not responsible for printing errors in any raffle-related material, or for mutilated, late, lost, postage due or misdirected mail or entries. **All entries become the property of Sponsor and will not be returned.**

2. Second Chance Raffle: All raffle numbers that are returned will be compared against a list of winning numbers generated by computer. If a prize's raffle number has not been returned (including any unclaimed Early Bird or Super Bonus Prize), those numbers will then be awarded in a random drawing on or about September 30, 2009 from all eligible entries received by Marden-Kane, Inc., an independent judging organization who reserves the exclusive right to interpret all conditions in regard to this promotion without claim for damage or recourse of any kind. By participating in the raffle, entrants agree to be bound by the rules and the decisions of the judges that shall be final. **Estimated odds of winning a prize in the second chance raffle are 1:17,200.** However, actual odds of winning depend upon the number of unclaimed prizes and the number of entries received. Only one second chance raffle prize per person, family or household.

3. Notification: All winners will be notified by mail. Winners of prizes valued at \$600 and above will be notified by priority mail with delivery confirmation, and instructed on how to claim their prizes. Winners will be required to sign an Affidavit of

Eligibility/Liability, Publicity Release, and Travel Release (where applicable), that must be returned within 14 days from date of notification. If the affidavit is not returned within this time period properly executed, or is returned from the post office as undeliverable, an alternate winner will be selected. Winners grant permission for the use of their names and photographs/likenesses for advertising and promotion for this and similar promotions without compensation, unless prohibited by law.

4. General Conditions: Winners accepting prizes agree that all prizes are awarded on the condition that Sponsor, all prize providers and their respective parent companies, affiliates, sister companies, directors, officers, employees and their immediate family members, representatives, advertising and promotion agencies, suppliers, printers and distributors will have no liability whatsoever for any injuries, losses or damages of any kind resulting from acceptance, possession, use, misuse or non-use of the prizes (including travel related thereto) that may be awarded.

All personal income taxes, sales or use taxes, or any other taxes whatsoever are the sole responsibility of the winners. No prize substitutions permitted. All prizes offered in this raffle have been donated by the companies named in this brochure. In the event that the supplier of a prize(s) cannot deliver the prize(s) for any reason whatsoever, the prize(s) will not be awarded and Sponsor will not have any further obligation to provide that prize. Prizes are not transferable.

All trips are subject to availability and must be completed no later than the date specified by the prize donors. Itinerary may be subject to change. Travel companions of the winners must be 18 years or older (21 years or older for Princess Cruise Lines prize), if not a member of the winner's immediate family at the time of entry, and will be required to sign a liability release as it pertains to this prize, prior to departure. Every reasonable attempt will be made to award all prizes. After every reasonable effort has been exerted (three (3) attempts) to award the prize, and the potential winner(s) have still refused to accept the prize(s), or in the attempt to award all the prizes, the date when the prize must be claimed/used by has expired, then the prize(s) will be returned to the donor.

5. Eligibility: Except for the Early Bird Prize #1 winner, who must be 21, the raffle is open to all persons age 18 and over who are legal U.S. residents of California or Nevada, except the following: Sponsor, all prize providers and their respective parent companies, affiliates, sister companies, directors, officers, employees and their immediate family members (regardless of where they live) and individuals living in the same households, whether related or not, and any other persons involved with this promotion are not eligible. Void where prohibited by law and subject to all federal, state and local taxes and regulations.

6. Winners List: For the names of the major winners, available after December 31, 2009, send a self-addressed, stamped envelope to Member Raffle 2009 Winners, c/o Marden-Kane, Inc., P.O. Box 704, Sayreville, NJ 08871-0704.

7. Sponsor: Northern California Public Broadcasting, Inc. ("NCPB"), 2601 Mariposa Street, San Francisco, CA 94110-1426. NCPB operates stations KQED and KTEH.

8. Administrator: Marden-Kane, Inc., 36 Maple Place, Manhasset, NY 11030. The prize structure depicted and offered in this mailing is being offered by Sponsor to members of both KQED and KTEH. The

prizes will be awarded from all entries received from the combined mailings.

9. Additional Rules Applicable to Early Bird Prize #1: One (1) Early Bird cruise winner ("Winner") will receive one (1) ten (10)-day Alaska/Inside Passage cruise ("Cruise") for two (2) sailing roundtrip from San Francisco, CA from Princess Cruise Lines, Ltd ("Princess"). Winner will be notified by a representative of Sponsor.

Said representative will provide Princess with the winner's contact information. Princess will contact the winner directly for prize fulfillment. The Cruise includes one (1) standard balcony stateroom with double accommodations for the Winner and his/her travel guest ("Travel Guest"), all regular on-board meals and entertainment, applicable government fees and taxes for Cruise only. Cruise must be completed by December 31, 2010 or Cruise will be forfeited. Any difference between stated and actual value will not be awarded. TRAVEL TO AND FROM EMBARKING OR DISEMBARKING PORTS IS NOT PROVIDED BY SPONSOR AND IS THE SOLE RESPONSIBILITY OF WINNER. All ground transportation, shore excursions fees, discretionary hotel and dining charges, meals in alternate dining venues, alcoholic beverages, boutique purchases, and any other incidental costs or other expenses not specifically set forth herein are the sole responsibility of Winner. All reservations and Cruise arrangements including, without limitation, the dates and times are at the sole discretion of Princess. Cruise must be taken during the time period specified; no alternative cruise dates are available or Cruise will be forfeited. All travel is subject to space availability at time of request. Blackout dates including holidays (11/23 through 11/29/09 and 12/21 through 1/03/10) and other restrictions may apply. Winner and his/her guests must travel together and travel must be completed by 12/31/10. All use of the Princess Cruises Passage Contract apply <http://www.princess.com/legal/passage.html>. Winner must be at least twenty-one (21) years of age or older. Winner's Travel Guest must be twenty-one (21) years of age or older, unless they are an immediate family member, and will be required to execute and return a Liability Release/Publicity Release prior to issuance of the travel documents. If a minor, such documents must be signed by the parent or legal guardian, and if not accompanied by the parent or legal guardian, they must have a notarized letter from their parent or legal guardian that they are authorized to travel and receive emergency medical treatment. Winner and Travel Guest must have all necessary identification and/or cruise documents (including but not limited to a valid passport or other documents) required for cruise. No cash redemptions. Cruise is non-transferable and cannot be substituted except at sole discretion of Princess and may not be sold or combined with any other offer. If Cruise is cancelled for any reason, Princess reserves the right to substitute a prize of equal or greater value. All applicable federal, state and local taxes on the Prize are the sole responsibility of Winner.

Mail Preference Service:

If you would prefer not to receive future raffle mailings from us, please return your raffle entry form to: KQED, 2601 Mariposa Street, San Francisco, CA 94110. Attn: MEMBER SERVICES or KTEH, 1585 Schallenberg Road, San Jose, CA 95131-2434, Attn: MEMBER SERVICES.

Tax Deductible:

Your gift is tax deductible, provided that, if you are a new or renewing member of KQED joining at the \$100 or more level and you choose to accept a complimentary subscription to San Francisco, your gift less \$12 is tax deductible.