

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 2010 entry form and return it with the entry tickets in the enclosed envelope. **All entries must be received by August 31, 2010.**

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 1:663,146.**

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 1:331,806, and for the Early Bird Prize #2 odds are 1:331,340.**

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. **The Odds of winning the Super Bonus Prize are: 1:663,146.**

Fast Fifty: 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 Fifty 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 Fifty prizes for the first set of Fast Fifty prizes are: 1:5,140, and for the second set of Fast Fifty prizes the odds of winning are 1:4,784.**

Early Bird, Fast Fifty, 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 prizes will then be awarded in a random drawing on or about September 30, 2010 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 1:17,480. 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 USPS Priority Mail with Delivery Confirmation and will be required to sign an Affidavit of Eligibility and Liability Release, a Publicity Release, where permitted by law and an IRS Form W9; all of which must be returned within 14 days from prize notification date. In addition, winners of travel prizes will be required to sign a Travel Release form. Winner's travel guest[s] must be at least 18 years or older at the time of the trip unless he/she is an immediate family member, and will be required to sign a Liability Release and Publicity Release where permitted by law. All travel prizes are subject to availability and must be completed no later than the date specified by the prize donors. Itinerary may be subject to change. All other prize winners will be required to sign a Prize Acceptance form and where applicable, a Liability Release. If required documents are not returned properly executed within this time period, or are returned from the post office as undeliverable, an alternate winner will be selected. Winners grant permission for the use of their names, photographs and/or 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. The

companies named in this brochure have donated all prizes offered in this raffle. 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.

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: This 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 prize winners, mail a self-addressed, stamped envelope to: Member Raffle 2010 winners, Box 705, Sayreville, NJ 08871-0705. Requests must be received no later than 9/30/10. The names of the major prize winners will be sent when all winners are confirmed.

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.

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 94110-1426, Attn: MEMBER SERVICES or KTEH, 1585 Schallenger Road, San Jose, CA 95131-2434, Attn: MEMBER SERVICES.