

dms Broadcasting WITB Official Rules

SECTION 1- Eligibility

1. All residents of the Cayman Islands and its jurisdictions are eligible to enter.
2. All qualifiers must be at least 18 years of age or older.
3. Employees, immediate family members, or primary interest holders of dms Broadcasting, Lime or any other sponsor associated with the promotion are prohibited.
4. All participants must sign a "Release of Liability" upon winner redemption.

SECTION 2 – Qualification

1. Qualification starts June 20th and goes through July 29th, 2011. In observance of the July 4th holiday, there will be no qualifications.
2. Qualification will take place only on 96.5 CayRock, Hot 104.1 FM, 106.1 Kiss FM, and X 107.1(FM frequencies – 96.5, 104.1, 106.1 and 107.1) in Grand Cayman, Cayman Islands.
3. Qualifications will also take place during the dms Broadcasting "Last Change Registration" events. The locations and times for such events will be disclosed during the campaign's duration (June 20th – July 29th, 2011) and can be heard on 96.5 CayRock, Hot 104.1 FM, 106.1 Kiss FM, and X 107.1(FM frequencies – 96.5, 104.1, 106.1 and 107.1) in Grand Cayman, Cayman Islands.
4. Each day on 96.5 CayRock, Hot 104.1 FM, 106.1 Kiss FM, and X 107.1(FM frequencies – 96.5, 104.1, 106.1 and 107.1) in Grand Cayman, Cayman Islands and starting at 7:30pm, one sponsor related question will be asked. The question relates to the prize that the sponsor has invested into the campaign or the "Box". All in interesting in qualifying should either text their answer to short code 8946 or submit via the dms Broadcasting barcode portal.
5. Short code 8946 is valid for LIME pre or post paid subscribers only. Non Lime subscribers should enter via the dms Broadcasting barcode portal.
6. Standard text messaging rates apply for short code 8946 entry.
7. The dms Broadcasting barcode portal is available to any user of an internet capable, camera phone.
8. The barcode can be found on any of the dms Broadcasting radio station websites (URLs – www.CayRock.ky, www.Hot1041.ky, www.Kiss.ky and www.X1071.ky).
9. Those interested in participation via barcode must visit: www.i-nigma.mobi and install the barcode reader application and then follow the following steps
 - 1) Scan the barcode
 - 2) Upon redirection interested participants must supply:
 - 1) Date
 - 2) Name
 - 3) Contact number
 - 4) Email Address
 - 5) Their answer to the question for the corresponding date.
10. dms broadcasting, Lime nor any other sponsor associated with the this promotion are not responsible for any damages that stem from third party application software installs.
11. Interested parties can also visit the What's in the Box website (www.WITB.ky) to enter should the aforementioned methods prove to be unsuccessful.

SECTION 3 - The Selection Process

1. Each day (Monday – Friday) from June 20th – July 29th (except July 4th) one listener from each dms Broadcasting station (96.5 CayRock, Hot 104.1 FM, 106.1 Kiss FM and X 107.1) with the correct answer submitted to short code 8946 will receive an invite to the qualification round (date, time & location TBA). There will be a total of four (4) listeners with the correct answer per day that will receive an invite to the qualification round.
2. Additionally each day (Monday – Friday) from June 20th – July 29th (except July 4th), four additional participants entering via barcode with the correct answer for that day's question will too be invited to the qualification round (date, time & location TBA).
3. There also will be an invite sent to one participant with the correct answer for that day at the "Last Chance Registration" event.
4. In total there will be 41 selected per week.

SECTION 4 – Qualification Rounds

1. Qualification rounds will take place once per week (date, time & location TBA). Invitees need not be present at the qualification round; however, are welcomed to attend should they choose.
2. At the qualification round, all invitee names, as well as sponsor provided prize vouchers will be placed in the dms Broadcasting Cash Cube.
3. Patrons will be randomly selected from the venue's audience to attempt to grab as many prizes and names as possible during the allotted time in the cube.
4. The selected patron will receive whatever prizes that he or she has grabbed during the period.
5. The names of the invitees grabbed by the patron(s) are those who will **not** be invited to the What's in the Box Finale party.
6. The first 20 names selected will be disqualified, with the remaining 20 receiving Finale party invites.

SECTION 5 – Last Chance Registration

1. Each week (date, time and location - TBA), dms Broadcasting will hold a "Last Chance Registration" event, where those interesting in participating and who are unable to either enter via text message, barcode or from the What's in the Box website can submit their answers from that day's question.
2. Anyone interested in entering, must submit their answer on the provided form. All fields of the form must be complete in order for it to be recognized as a valid entry.
3. Once the form has been completely filled out, their form will be placed in the provided ballot box.
4. There will be one person from the "Last Chance Registration" events per week receiving an invite from a random draw.

SECTION 5 – The Finale Party

1. There will be a total of 120 invites sent to participants to attend the Finale Party at Margaritaville (July 30th, 2011 at 6pm). The invites will be the result of the 6 qualification rounds with the 120 (20 per week) remaining names from each round receiving an invite.
2. All invites **must** be present to win at the Finale party.
3. All invites must register upon arrival.
4. The event will start promptly at 6pm with no registration afterwards.
5. During the registration process, all invitees must furnish valid photo identification. After doing so they will receive a number for the reverse draw.
6. During the Finale party, one winner will be produced for the Grand Prize as a result of a reverse draw. The sole remaining name of the reverse draw will win the Grand prize.
7. After the reverse draw, all invitee numbers (except for the Grand Prize winner) will go back into another draw.
8. With each number selected, the corresponding invitee will win a prize valued at KYD \$500 from one of the participating sponsors.
9. The number of \$500 prize winners is determined by the number of sponsors.

SECTION 6 – The Grand Prize

1. The Grand Prize is valued at KYD \$10,000.
2. The winner has the ability to choose the prize of his/her choice.
3. The prizes available to choose from are those supplied from the participating sponsors. These are the same prizes that served as qualification answers throughout the campaign.