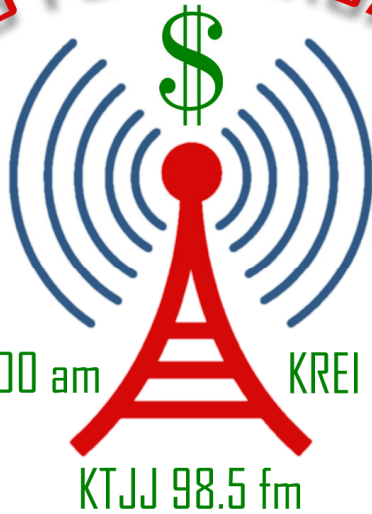


BIDS FOR BARGAINS



KJFF 1400 am

KREI 800 am

KTJJ 98.5 fm

Southeast Missouri's Original Radio Auction
Over 30 Years of \$aving\$ From Regional Radio

This is the
33rd Annual

January & February
2012

is the largest and best merchandise promotion on radio in Missouri and Illinois. This is the 33rd year for this fantastically popular service!

We often shorten the name, just referring to it as **Bids**.

Participating in Bids is simple. It works like this: merchandise, services or certificates for both from area businesses are available for you to purchase, at a savings! Bids for Bargains is like a public sale in that bid items sell to the highest bidder.

The Bids auction programs are brought to you on J-98, the Boot, KREI and KayJeff radio stations. Every auction is also available on your computer or smart phone through streaming on our website, www.myMoInfo.com,

You can call in and place your bid on items as soon as the auction starts. In addition to the items being bid upon, we also feature "Instant Bargains." Instant Bargains are already discounted and may be purchased at any time in the program, no bidding involved! There is a small exception to the "buy anytime" provision. Our restaurants. You can dine at your favorite restaurants and save money, too. We introduce restaurants in stages during an auction. You'll quickly pick up the way restaurant meals are handled by listening to the program.

The auction is conducted on all three radio stations, taking bids by telephone. Even though we have 10 incoming lines for our four calling numbers, you may get a busy signal. If so, keep dialing!

After you purchase an item, whether a "bid" item or an Instant Bargain, you have two options for payment: credit or debit card over the phone or by making a personal visit to the radio station office in Farmington or Festus. We accept Visa, Master Card and Discover cards. Of course, in person you can also pay by check or cash.

Upon payment you will receive a certificate describing your purchase (it will come by mail if you pay over the phone). You present this document to the named business where you will receive your merchandise.

Regularly scheduled Bids for Bargains Auctions start at 8am on Saturdays from January 21 through February 25. They generally last until around 11:00. However, there will also be shorter mid-week auctions scheduled occasionally. These will be announced in advance on the radio stations and on myMOInfo.com.

Bids for Bargain Auction lists can be found online at www.myMoInfo.com and are updated regularly as items are purchased. New items are usually added daily, so you will want to check the list often! You can see pictures of some of the available items!

Bids for Bargains is an annual KREI/KTJJ/KJFF program, but it only takes place in January and February, so you won't want to miss out! Don't wait till next year to save thousands!