

**Ludacris “Representin” Flyaway Sweepstakes
OFFICIAL SWEEPSTAKES RULES**

SWEEPSTAKES DESCRIPTION:

The “Ludacris ‘Representin’ Flyaway” (“Sweepstakes”) will begin on Friday, October 5, 2012 and end on Sunday, October 7, 2012 (“Sweepstakes Period”). One (1) grand prize winner will be awarded round trip airfare for two (2) to Atlanta, GA to visit Ludacris on the set of his new music video “Representin”. Prize will include hotel accommodations for two (2) in Atlanta, GA, two (2) pair of Soul Headphones, and dinner for two (2) for one night. Total value of prize is \$2,500.

HOW TO ENTER:

Listeners of the participating stations (listed below) who are legal residents of the U.S., residing within the metropolitan area of one of the participating radio stations and are twenty-one (21) years of age and older will be able to take part in this Sweepstakes. Eligible listeners will be pre-qualified for this Sweepstakes if they have been awarded a previous prize through one of the participating stations.

ELIGIBILITY RESTRICTIONS:

1. The Sweepstakes is open to listeners of the participating stations who are twenty-one (21) years of age and older and are legal residents of the U.S. residing within the metropolitan area of one of the participating stations.
2. Employees of the participating stations, Radio One Inc., Def Jam Recording, their respective subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners, other radio stations within the metropolitan area of the participating stations, and members of the immediate families or those living in the same households of any of the above (whether related or not) are NOT eligible to participate or win in this Sweepstakes. For purposes of this Sweepstakes, immediate family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.
3. Travel guest of grand prize winner must also be twenty-one (21) years of age or older and a legal resident of the U.S. Winner and guest will each be required to possess required travel documents (e.g. valid driver’s license or other valid government-issued photo I.D.) prior to departure and must travel on the same itinerary. Travel guest will be required to sign and submit all requested release forms along with the grand prize winner.
4. Only one person per family or household (whether related or not) may win in any promotion from the participating stations during any thirty (30) day period.

PARTICIPATING STATIONS:

The following is a list of participating radio stations (the “Participating Stations”) for this Sweepstakes

<u>Station</u>	<u>Market</u>	<u>Website</u>
WQOK-FM	Raleigh, NC	hiphopnc.com

WHTA-FM	Atlanta, GA	hotspotatl.com
WKYS-FM	Washington, DC	kysdc.com
WGPR-FM	Detroit, MI	hothiphopdetroit.com
WHHL-FM	St. Louis, MO	hot1041stl.com
WENZ-FM	Cleveland, OH	zhiphopcleveland.com
WIZF-FM	Cincinnati, OH	wiznation.com
WCKX-FM	Columbus, OH	mycolumbuspower.com

If your local radio station or geographic market is not listed above, then you are not eligible to participate in the Sweepstakes or to be awarded any prizes for your participation. Radio One, Inc. ("Radio One") and its affiliates and promotional partners shall not be liable for any claims by ineligible entrants.

PRIZES:

1. The grand prize winner will be awarded the following (provided by Def Jam Records):
 Round trip airfare for two (2) to Atlanta, GA to visit Ludacris on the set of his new music video "Representin,"; ground transportation from the hotel to the video shoot location, hotel accommodations for two (2) in Atlanta, GA, 3 days / 2 nights (one (1) standard room, double occupancy); two (2) pair of Soul Headphones; and dinner for two (2) for one night.
 - a. Estimated value: \$2,500. If the actual value of the prize is less than the stated approximate retail value, the difference will not be awarded in cash.
 - b. To the extent that prize elements are provided by third-party providers, winner agrees to look solely to applicable prize providers with respect to any claims, losses, or disputes in connection therewith
 - c. Additional ground transportation, additional meals, beverages, gratuities, hotel room service, luggage costs, souvenirs, incidentals and all other costs are the responsibility of the winner and his or her guest.
2. Dates and times of concerts, events, and trips promoted by event sponsors are subject to change and those changes are deemed to be beyond the control of Radio One. Changes of venue, cancellation of engagements by performing artists, and/or their management may be permanent in nature. Radio One is not obligated to make any effort to find an alternative prize under these circumstances.
3. Prizes are not mailed. All prizes provided by Radio One or provided by the participating sponsor must be claimed at the offices of the Participating Station.
4. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by station management and/or the sponsor in its sole discretion.
5. All sweepstakes winners must sign and date official station release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.
6. If for any reason a sweepstakes winner decides not to accept an awarded prize, the winner will be required to sign a release form acknowledging forfeiture of the prize. It will be at the

discretion of the sweepstakes sponsor and / or sweepstakes administrator if another entrant is to be selected as the winner if time permits.

7. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by Radio One, in its sole discretion to be ineligible, he/she will be required to forfeit the prize or to reimburse Radio One and / or any sponsor for the stated value of the prize if such a violation is found after the prize has been used by winner.
8. If Sweepstakes winner does not claim their prize by 5pm on October 9, 2012, the prize will be forfeited.
9. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize.

EXECUTION:

1. Eligible listeners who have previously won a prize through one of the Participating Stations will be pre-qualified for a chance to win the grand prize trip.
2. The winner will be selected by random drawing on Monday October 8, 2012 from among all eligible pre-qualified listeners of the Participating Stations. The winner will be notified by phone and / or email and provided with instructions for claiming the prize.
3. All decisions made by Radio One management regarding any aspect of this Sweepstakes are final.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the prize.
2. Any person winning over \$600.00 in prizes will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.
3. No purchase necessary. Sweepstakes is void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws and regulations.
4. Odds of winning depend upon the number of eligible entrants participating during the Sweepstakes Period.
5. By participating in the Sweepstakes, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Sweepstakes, in any media now known or hereafter devised for advertising or promotional purposes without additional compensation, and must sign a publicity release prior to acceptance of the prize. By entering this Sweepstakes, each participant agrees to comply with the Official Rules and the decisions of Radio One which shall be final and binding in all aspects relating to the Sweepstakes.

6. All Sweepstakes winners will be required to sign a liability release prior to acceptance of any prize. Pursuant to the liability release, the winner or winners will agree to hold Radio One, the Participating Stations, Def Jam Records, Ltd., any other Sweepstakes parties and each of their respective affiliates, subsidiaries, agencies, officers, shareholders, directors, employees, agents and representatives of each of the foregoing, harmless against any and all claims or liability, directly or indirectly related to or arising from or in connection with Sweepstakes participation or the acceptance, possession or use / misuse of awarded prize or any portion thereof, or participation in prize-related activities, including but not limited to any related travel.
7. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize.
8. Radio One retains the right to disqualify any entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
9. So long as no participant is materially adversely affected, the station reserves the right to make changes in the Sweepstakes rules, which will become effective upon being announced on the air and / or posted online.
10. Radio One, the Participating Stations, Def Jam Records, Ltd., participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any entrant to complete or continue a telephone call, facsimile transmission, text message or internet registration due to equipment malfunction, busy lines, inadvertent disconnections, communication failures or human error that may occur in the transmission, receipt or processing of entries.
11. By accepting the prize, the winner acknowledges that Radio One has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
12. Radio One, the Participating Stations, Def Jam Records, Ltd., their respective subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the Sweepstakes, including; cancellation of the Sweepstakes as a result of the occurrence of events not within the control of Radio One, the Participating Stations, Def Jam Records, Ltd., their respective subsidiaries, affiliates, participating sponsors, promotional partners and other radio stations, such as acts of God, strikes, terrorists acts or criminal acts of third parties. In the event, such an act should occur; Radio One may in its sole discretion offer the winner comparable prize(s) currently being offered by Radio One in lieu of the prize originally awarded.
13. If for any reason, the Sweepstakes is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Sweepstakes is compromised by virus, bugs, worms or unauthorized human intervention, fraud, an insufficient number of qualified Sweepstakes entries, or any other causes beyond Radio One's control which, in Radio One's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Radio One reserves the right to cancel, terminate, modify or suspend the Sweepstakes at its sole discretion.
14. Any attempt by an entrant to deliberately undermine the legitimate operation of the Sweepstakes may be in violation of criminal and civil laws and should such an attempt be

made, Radio One reserves the right to seek remedies and damages (including attorney's fees) from any such entrant to the fullest extent of the law, including criminal prosecution.

15. Copies of Sweepstakes rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m., in the offices of the Participating Stations. Copies of Sweepstakes rules may also be made available during on-site / in-person remote events.

Prizes were not provided in exchange for advertising time or an increase in rotation of the recording artist mentioned in these Official Rules, or for any other Def Jam Records artist(s).