

Black History Month 2012 – Our History Makers Daily Keyword Contest

OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

CONTEST DESCRIPTION:

The Our History Makers Daily Keyword contest (“Contest”) will begin on Monday, January 30, 2012 and end on Friday, March 2, 2012 (“Contest Period”). Five (5) national grand prize winners from among all Participating Stations (listed below) will be awarded a cash prize of \$1,000 each.

HOW TO ENTER:

Listeners of the following radio stations including: WAMJ-FM (WUMJ), WHTA-FM, WPZE-FM, WERQ-FM, WOLB-AM, WWIN-AM, WWIN-FM, WPZS-FM, WQNC-FM, WDBZ-AM, WIZF-FM, WENZ-FM, WERE-AM, WJMO-AM, WZAK-FM, WCKX-FM, WXMG-FM, KBFB-FM, KSOC-FM, WCHB-AM, WDMK-FM, WGPR-FM, WPZR-FM, KBXX-FM, KMJQ-FM, KMJQ-HD2, WHHH-FM, WTLC-AM, WTLC-FM, WPHI-FM, WPPZ-FM, WRNB-FM, WFXK-FM (WFXC), WNNL-FM, WQOK-FM, WCDX-FM, WKJS-FM (WKJM), WPZZ-FM, WFUN-FM, WHHL-FM, WKYS-FM, WMMJ-FM, WOL-AM, WPRS-FM, WYCB-AM (the “Participating Stations”) who are legal residents of the U.S. residing within the geographic listening area of the Participating Stations and are 18 years of age or older will be able to take part in this Contest. To participate in the Contest, participants must do the following:

1. Every weekday (Monday – Friday) for five (5) weeks, starting Monday, January 30, the Participating Stations will reveal a new History Maker secret keyword as part of the Black History Month “Our History Makers” Contest. Each weekday, listeners will be encouraged to tune into their Participating Station to hear the daily secret History Maker keyword that users can enter online for their daily chance (up to 5 times weekly) to win \$1000 each week.
2. Upon hearing the secret keyword on-air, listeners must go to the Participating Station’s website (see list below) on their computer or smartphone browser and enter the correct keyword in the Our History Makers keyword contest section. Users will have until 11:59pm ET each weekday to enter the correct keyword for a chance to win each week’s national cash prize.
3. Upon entering the Contest website, participants are to follow the on-screen instructions, including entering their name, address, phone number, email

address, and any optional or additional contact information, as requested, to register for a chance to win.

4. One Contest entry per person per weekday day per email address during the Contest Period for a maximum of 5 entries per week (no more than 25 entries throughout the Contest Period). Each entry is an additional chance to win the weekly \$1,000 national grand prize and each person is eligible to win only once throughout the Contest Period. Online entrants may only register through websites of the Participating Stations in their listening area. Entrants may not compete in more than one listening area or for more than one Participating Station.
5. All Internet entries must be received by 11:59pm EST each weekday throughout the contest period, or they will be void.
6. In the event of a dispute regarding the identity of a participant's online entry, the entry will be deemed to have been made by the authorized holder of the e-mail account at the time the entry was made.

Listening Area	Participating Station	Website
Atlanta	WPZE-FM	http://MyPraiseATL.com
Atlanta	WAMJ-FM (WUMJ)	http://MajicATL.com
Atlanta	WHTA-FM	http://HotSpotATL.com
Baltimore	WWIN-FM	http://MagicBaltimore.com
Baltimore	WWIN-AM	http://MyBaltimoreSpirit.com
Baltimore	WERQ-FM	http://92Q.com
Baltimore	WOLB-AM	http://WOLBBaltimore.com
Charlotte	WPZS-FM	http://PraiseCharlotte.com
Charlotte	WQNC-FM	http://My927Charlotte.com
Cincinnati	WDBZ-AM	http://TheBuzzCincy.com
Cincinnati	WIZF-FM	http://WIZNation.com
Cleveland	WZAK-FM	http://PraiseCleveland.com
Cleveland	WENZ-FM	http://ZHipHopCleveland.com
Cleveland	WERE-AM	http://NewsTalkCleveland.com
Cleveland	WJMO-AM	http://PraiseCleveland.com
Columbus	WXMG-FM	http://MyColumbusMagic.com/
Columbus	WCKX-FM	http://MyColumbusPower.com
Dallas	KSOC-FM	http://oldschool945.com
Dallas	KBFB-FM	http://TheBeatDFW.com
Detroit	WCHB-AM	http://WCHBNewsDetroit.com
Detroit	WDMK-FM	http://KissDetroit.com
Detroit	WPZR-FM	http://Praise1027Detroit.com
Detroit	WGPR-FM	http://HotHipHopDetroit.com
Houston	KBXX-FM	http://TheBoxHouston.com
Houston	KMJQ-FM	http://MyHoustonMajic.com
Houston	KMJQ-HD2	http://PraiseHouston.com
Indianapolis	WHHH-FM	http://IndyHipHop.com
Indianapolis	WTLC-AM	http://PraiseIndy.com

Indianapolis	WTLC-FM	http://TLCNapTown.com
Philadelphia	WPHI-FM	http:// Hot1079Philly.com
Philadelphia	WPPZ-FM	http://PraisePhilly.com
Philadelphia	WRNB-FM	http://RNBPhilly.com
Raleigh	WFXK-FM (WFXC)	http://FoxyNC.com
Raleigh	WNNL-FM	http://TheLightNC.com
Raleigh	WQOK-FM	http://HipHopNC.com
Richmond	WKJS-FM (WKJM)	http://KissRichmond.com
Richmond	WCDX-FM	http:// iPowerRichmond.com
Richmond	WPZZ-FM	http://PraiseRichmond.com
St. Louis	WFUN-FM	http://Foxy955STL.com
St. Louis	WHHL-FM	http://Hot1041STL.com
Washington D.C.	WPRS-FM	http://PraiseDC.com
Washington D.C.	WKYS-FM	http://kysdc.com
Washington D.C.	WMMJ-FM	http://MyMajicDC.com
Washington D.C.	WOL-AM	http://woldcnews.com
Washington D.C.	WYCB-AM	http://MySpiritDC.com

ELIGIBILITY RESTRICTIONS:

1. The Contest is open only to legal residents of the United States residing within the geographic listening area of the Participating Stations and who are 18 years of age or older at the time of Contest registration.
2. Employees of the Participating Stations, **Radio One, Inc.**, its officers, directors, subsidiaries, affiliates, general sponsors, promotional partners, competitors, their respective subsidiaries, affiliates, parent companies, members of the immediate families (defined as spouse, child, sibling, parent, or grandparent), and members of the households (whether related or not) of any of the above are NOT eligible to participate or win in this Contest.
3. Persons who have won a prize in another contest or promotion of any kind from Radio One, Inc. within the sixty (60) day period immediately preceding the start date of this Contest are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from Radio One, Inc. during any thirty (30) day period.
4. Contestants agree to abide with any applicable federal, state, local laws and regulations.

PRIZES:

1. If a winner is unable to accept the prize, the prize will be forfeited in its entirety.

2. Prize package will include the following for each weekly winner selected from among all Participating Stations:
 - a. Week 1: \$1000 Cash Prize awarded nationally
 - b. Week 2: \$1000 Cash Prize awarded nationally
 - c. Week 3: \$1000 Cash Prize awarded nationally
 - d. Week 4: \$1000 Cash Prize awarded nationally
 - e. Week 5: \$1000 Cash Prize awarded nationally
3. 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 Radio One, Inc. management and/or the sponsor in its sole discretion.
4. All Contest winners must sign and date official Radio One, Inc. release and waiver forms as requested. Failure to do so will result in the winner's forfeiture of the prize.
5. All cash prizes won will be awarded in the form of a check.
6. Prizes will be awarded only upon winner verification and final approval by Radio One, Inc. Each winner or selected entrant will be notified by email, mail and/or phone within seven (7) days after being selected (e.g., date of drawing). Each winner or selected entrant will then have seven (7) days to respond with their information. If the winner or selected entrant is unable to be contacted within seven (7) days after being selected (e.g. drawing date), is ineligible, fails to claim a prize or fails to return completed and executed release forms and affidavits, if applicable and as required by Radio One, Inc., or if the prize notification or prize is returned undeliverable, that prize will be forfeited and if time permits, at the discretion of the Contest sponsor / and or Contest administrator, an alternate entrant will be selected as the winner by random drawing from among the remaining entries.
7. If the winner is a minor (under the age of eighteen (18)), all release forms and affidavits must be signed by the winner's parent or legal guardian.
8. Winners will be instructed to come to the offices of the local Participating Station to claim the prize. Participating Stations' addresses can be found at the websites listed in these Official Rules or as provided by notifying staff. Winners must provide valid identification (i.e. via driver's license, passport or other photo I.D) to claim their prize.

EXECUTION:

1. During the Contest Period, eligible participants will be encouraged to take part in the Contest by entering online at their Participating Stations' website (see above

list). After completing the entry form, qualified entrants will be eligible for a chance to win the grand prize.

2. The weekly grand prize drawing will take place on the following dates:

Monday, February 6, 2012
Monday, February 13, 2012
Monday, February 20, 2012
Monday, February 27, 2012
Monday, March 5, 2012

Each weekly winner will be selected by random drawing from among all eligible entries received electronically throughout the Contest Period from all Participating Stations' websites.

3. The grand prize winner will be notified by phone and/or email.
4. **The winner may either claim their prize by coming to the corresponding local Participating Station for the website which they entered through or the cash prize may be mailed to them, as solely determined by Radio One, Inc. staff.**
5. All decisions made by Radio One, Inc. management or any Contest sponsor regarding any aspect of this Contest are final.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the prize (prizes are not transferable and may not be exchanged).
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. Contest is void where prohibited. Contest is subject to all applicable federal, state, local laws and regulations.
4. Odds of winning depend upon the number of eligible contestants participating during the Contest Period.
5. By participating in the Contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Contest, 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 Contest,

each participant agrees to comply with these Official Contest Rules and the decisions of Radio One, Inc and or Contest sponsor which shall be final and binding in all aspects relating to the Contest.

6. Radio One, Inc. retains the right to disqualify any contestant if all Contest rules are not followed.
7. All Contest 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, Inc. sponsor, any other Contest 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 Contest participation or the acceptance, possession or use / misuse of any awarded prize or any portion thereof, or participation in prize-related activities, including but not limited to any related travel.
8. By accepting the prize, the winner acknowledges that Radio One, Inc. have neither made, nor are 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.
9. The Participating Stations and Radio One, Inc. are not obligated to make any effort to find an alternative prize under these circumstances.
10. The Participating Stations, Radio One, Inc. and their respective subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any contestant to complete or continue an internet registration due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries, including any injury or damage to any computer arising from or relating to participation in this Contest. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. In addition, the Participating Stations, Radio One, Inc. and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for late, lost, misdirected, mutilated, illegible or incomplete Contest entries. No mechanically reproduced or automated entries permitted. Entry materials/data that have been tampered with or altered are void. Once submitted, entries become the property of Radio One, Inc. and will not be returned.
11. If for any reason, the Contest is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological

corruption or if any portion of the Contest is compromised by virus, bugs, worms or unauthorized human intervention, fraud, acts of God, strikes, terrorists acts, criminal acts of third parties, an insufficient number of qualified Contest entries, or any other causes beyond Radio One, Inc.'s control which, in Radio One, Inc.'s sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, Radio One, Inc. reserve the right to cancel, terminate, modify or suspend the Contest at its sole discretion.

12. Any attempt by an entrant to deliberately undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and should such an attempt be made, Radio One, Inc. 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.