

Allure Rhyme Contest

OFFICIAL CONTEST RULES

CONTEST DESCRIPTION:

The Allure Rhyme contest (“Contest”) will begin on July 11, 2012 and end on July 19, 2012 (“Contest Period”). One (1) grand prize winner will be awarded \$100 and a four-pack of tickets to see Wiz Khalifa on July 28, 2012 at Klipsch Music Center.

HOW TO ENTER:

Listeners of WHHH-FM who are legal residents of the U.S. residing within the Indianapolis, IN metropolitan area and are 21 years of age and older will be able to take part in this Contest. To participate in the Contest, listeners must do the following:

1. Contest entrants must create a video recording of themselves (of three (3) minutes or less) performing an original verse about Allure Pink Moscato. Video entries must have a minimum of two (2) mentions of Allure Pink Moscato. Contestants must perform original material. No covers or sampling of other artists’ material or music is permitted, and will lead to disqualification.
2. Contestants must upload their video entry to You Tube and send a link for the active video to the attention of Max Williams via email at mwilliams@radio-one.com.
3. Entries must be “family friendly”, appropriate for all audiences, and meet the below-listed Entry Guidelines.
4. As part of the entry process, participants must include their name, date of birth, address, phone number, email address (along with their entry), to register for a chance to win.
5. All entries must be received by 11:59pm local time on July 19, 2012 or they will be void.
6. Contestants will be encouraged to promote their video and try and get as many page views as possible
7. The video entry with most views will be picked to win the grand prize; however the promotions staff of WHHH-FM reserves the right to make the final decision regarding the grand prize winner.
8. In the event of a dispute regarding the identity of a participant’s 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.
9. By uploading a submission and entering this Contest, each participant represents and warrants to be bound by the Official Contest rules, that they are authorized to and have the rights to submit the content in the entry, and that all of the below-listed requirements have been met.

Entry Guidelines:

- Entry must be three (3) minutes or less in length.
- Video entry must have a minimum of two (2) mentions of Allure Pink Moscato.
- Content should not infringe or violate any copyright, patent, trademark, trade secret, right of publicity, or other intellectual property, proprietary, or contractual right of a third party.
- Entries must be performed by an adult 21 or older. Any background dancers or other people appearing in the video must be adults age 21 or older. If additional individuals are featured in the entry, each entrant warrants and represents that the entrant has obtained permission from each person who appears in the submission.
- Entries must be produced and solely owned by the contestant submitting the entry.
- No defamatory or libelous material or material which discloses private or personal matters concerning any person, without such person's consent.
- Entries may not have content or material that is patently offensive, illegal, contains nudity or is sexually explicit, obscene, profane or pornographic, or be similarly inappropriate in the Station's sole discretion.
- No misrepresentation or disparaging remarks about the Station or Sponsor or its products, or other people, products or companies.
- No content which implies or portrays graphic violence excessive use of alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous.
- No content which is derogatory, abusive or harassing towards any individual or group of individuals regarding ethnicity, race, sex, religion, creed, national origin, age, disability, gender identity or expression, sexual orientation or any legally protected classification. Specifically this includes, but is not limited to, epithets or slurs (such as the "N" word), threats, intimidations, or hostile acts. Submissions must not humiliate other people (publicly or otherwise), or otherwise assault or threaten others.
- No content communicating messages or images inconsistent with the positive images and/or goodwill to which the Station or Sponsor wishes to associate.
- Must be socially acceptable and in good taste, as determined by the Station in the Station's sole discretion.
- Cannot depict, and cannot itself, be in violation of any law.
- Cannot contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open to listeners of WHHH-FM who are 21 years of age and older and are legal residents of the U.S. residing within the Indianapolis, IN metropolitan area.
2. This Contest is for amateurs. Any registrant, who is a professional recording artist, has already recorded or is in the process of professionally recording for a record label or artist is ineligible to participate or win.
3. Employees of WHHH-FM, Radio One of Indiana, LP, its subsidiaries, affiliates, general sponsors, promotional partners, advertisers, competitors, other radio stations in the Indianapolis, IN metropolitan area, and members of the immediate families or those residing with the households (whether related or not) of any of the above are NOT eligible to participate or win in this Contest. For purposes of this Contest, family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.

4. Once an individual wins a prize in this Contest, they are not eligible to win another prize in this Contest except as specified within these rules.
5. Persons who have won a prize in another contest or promotion of any kind from WHHH-FM within the thirty (30) 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 WHHH-FM during any thirty (30) day period.

PRIZES:

1. Grand Prize package will include the following:
One Hundred Dollars (\$100) and a four-pack of tickets to see Wiz Khalifa in concert on July 28, 2012 at Klipsch Music Center, located at 12880 E. 146th Street, Noblesville, IN 46060. Transportation to and from the concert venue, souvenirs, and incidentals will be the responsibility of the winner and his or her guests. 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.
2. Dates and times of concerts, activities, and trips promoted by Contest sponsors are subject to change and those changes are deemed to be beyond the control of WHHH-FM and Radio One of Indiana, LP. Changes of venue, cancellation of engagements by performing artists, and/or their management may be permanent in nature. WHHH-FM and Radio One of Indiana, LP are not obligated to make any effort to find an alternative prize under these circumstances.
3. Prizes that are not mailed (via us mail or UPS) or provided by the participating sponsor must be claimed at the station's offices within three (3) days of the date of winning.
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 contest 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. All cash prizes won will be awarded in the form of a check. Winners will be notified when the prize check is available for pick up.
7. If for any reason a contest 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 Contest sponsor and / or Contest administrator if another contestant is to be selected as the winner if time permits.
8. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by the Station, in its sole discretion to be ineligible, he/she will be required to forfeit prize or to reimburse the Station and / or any sponsor for the stated value of a prize if such a violation is found after the prize has been used by winner.
9. If contest winner does not claim their prize by 5pm on July 26, 2012, the prize will be forfeited.

10. 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. During the Contest Period, eligible listeners will be encouraged to participate in the Contest by creating a video of themselves performing an original verse about Allure Pink Moscato; posting the video on You Tube; and submitting a link for their entry via email to mwilliams@radio-one.com. After completing the registration process, qualified entrants will be eligible for a chance to win.
2. This Contest is for amateurs. Any registrant, who is a professional recording artist, has already recorded or is in the process of professionally recording for a record label or artist is ineligible to participate or win.
3. The video entry with most views will be declared the winner; however the promotions staff of WHHH-FM reserves the right to make the final decision regarding the grand prize winner.
4. The grand prize winner will be determined on or about July 20, 2012.
5. The grand prize winner will be notified by phone and email and provided with instructions for claiming the prize.
6. All decisions made by WHHH-FM and Radio One of Indiana, LP management 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.
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 and 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 the Official Rules and the decisions of the contest sponsor which shall be final and binding in all aspects relating to the contest.

6. 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 WHHH-FM, Radio One of Indiana, LP, 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 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. The station retains the right to disqualify any contestant if all contest rules are not followed. Contest 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 contest rules, which will become effective upon being announced on the air and / or posted online.
10. WHHH-FM, Radio One of Indiana, LP, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any contestant to complete or continue a telephone call, facsimile transmission or 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, WHHH-FM, Radio One of Indiana, LP, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for lost, misdirected, mutilated, illegible or incomplete contest entries. Once submitted, entries become the property of the station and will not be returned.
11. By accepting the prize, the winner acknowledges that WHHH-FM and Radio One of Indiana, LP 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.
12. WHHH-FM, Radio One of Indiana, LP, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the contest, including; cancellation of the contest as a result of the occurrence of events not within the control of WHHH-FM, Radio One of Indiana, LP, its 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; the Station may in its sole discretion, offer the winner comparable prize(s) currently being offered by the Station in lieu of the prize originally awarded.
13. 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, an

insufficient number of qualified Contest entries, or any other causes beyond WHHH-FM and Radio One of Indiana, LP, 's control which, in WHHH-FM and Radio One of Indiana, LP, 's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, WHHH-FM and Radio One of Indiana, LP, reserve the right to cancel, terminate, modify or suspend the Contest at their sole discretion.

14. Copies of contest 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 WHHH-FM, located at 21 East St. Joseph Street, Indianapolis, IN 46204. Copies of contest rules may also be made available during on-site / in-person remote events.