

**SAWEETIE BEST FRIEND NATIONAL SWEEPSTAKES  
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE A PARTICIPANT'S CHANCES OF WINNING. VOID WHERE PROHIBITED.

**SWEEPSTAKES DESCRIPTION:**

The **SAWEETIE BEST FRIEND NATIONAL SWEEPSTAKES** (individually "Sweepstakes", together "Sweepstakes Series") will begin on APRIL 1, 2021 and end on APRIL 14, 2021 ("Sweepstakes Series Period"). This Sweepstakes Series will be conducted exclusively online. One (1) winner will be awarded (i) a trip for three (3) to a destination of their choice, (ii) one (1) Five Hundred Dollar (\$500) online shopping spree, (iii) two (2) Two Hundred and Fifty Dollar (\$250) online shopping sprees, and (vi) Icy Girl Merchandise (ARV \$5,000) ("Prize"). See below for further details.

**This promotion is sponsored by Urban Promotion (Promotion Partner) in conjunction with recording artist Saweetie.**

**ELIGIBILITY:**

The Sweepstakes is open only to listeners of the Participating Radio Stations identified below who (a) are legal residents of the United States, (b) resides in the metropolitan area of one of the Participating Radio One Stations, and (c) are eighteen (18) years or older.

The Participating Radio One Stations ("Participating Radio Stations" or "Participating Stations" or "Station") are as follows:

<b>RADIO STATION</b>	<b>METROPOLITAN AREA</b>	<b>STATION WEBSITE</b>
Hot 107.9 (WHAT-FM)	Atlanta	<a href="http://www.hotspotatl.com">www.hotspotatl.com</a>
92 Q Jams (WERQ-FM)	Baltimore	<a href="http://www.92Q.com">www.92Q.com</a>
92.7 The Block (WQNC-FM)	Charlotte	<a href="http://www.927theblock.com">www.927theblock.com</a>
The Wiz 101.1 (WIZF-FM)	Cincinnati	<a href="http://www.wiznation.com">www.wiznation.com</a>
Z 107.9 (WENZ-FM)	Cleveland	<a href="http://www.zhiphopcleveland.com">www.zhiphopcleveland.com</a>
Power 107.5 (WCKX-FM)	Columbus	<a href="http://www.mycolumbuspower.com">www.mycolumbuspower.com</a>
97.9 The Beat (KBFB-FM)	Dallas	<a href="http://www.thebeatdfw.com">www.thebeatdfw.com</a>
97.9 The Box (KBXX-FM)	Houston	<a href="http://www.theboxhouston.com">www.theboxhouston.com</a>
Hot 96.3 (WHHH-FM)	Indianapolis	<a href="http://www.hot963.com">www.hot963.com</a>
100.3 RNB (WRNB-FM)	Philadelphia	<a href="http://www.rnbphilly.com">www.rnbphilly.com</a>
K 97.5 (WQOK-FM)	Raleigh	<a href="http://www.hiphopnc.com">www.hiphopnc.com</a>
iPower 92.1 (WCDX-FM)	Richmond	<a href="http://www.ipowerrichmond.com">www.ipowerrichmond.com</a>
93.9 WKYS (WKYS-FM)	Washington, DC	<a href="http://www.kysdc.com">www.kysdc.com</a>

**ELIGIBILITY RESTRICTIONS:**

1. The Sweepstakes is open to listeners of the Station who are legal residents of the United States residing within the one (1) of the above metropolitan area and are 18 years of age and older as of the commencement date of the Sweepstakes.

2. Employees of the Station, Urban One, Inc., Charlotte Broadcasting, LLC, Blue Chip Broadcasting, LTD, Radio One of Texas II, LLC, Radio One of Indiana L.P., (collectively, "Company"), its parents, subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners, other radio stations in the above metropolitan area, and members of the immediate families or those living in the same households (whether related or not) of any of the above 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. Unless otherwise specified, participants may only win one (1) qualifying prize during this Sweepstakes.
4. Persons who have won a prize in another sweepstakes or promotion of any kind from the Station within the thirty (30) day period immediately preceding the start date of this Sweepstakes are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from the Station during any thirty (30) day period.

#### **HOW TO ENTER:**

To participate in the Sweepstakes, listeners must do the following:

1. During the Sweepstakes Period, listeners of the Participating Stations will be asked to listen for the key word of the day at 8:15 AM each day on their Participating Station and enter that key word into the sweepstakes registration on the Participating Station's Website (all websites are listed above).
2. Sweepstakes participants must register online through the Station's website.
3. Upon entering the Sweepstakes website(s), participants are to follow the on-screen instructions, including entering their name, date of birth, address, phone number, email address, and any optional or additional contact information, as requested, to register for a chance to win.
4. One entry per person per day per email address during the Sweepstakes Period.
5. 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.
6. At the end of the Sweepstakes Period, one (1) winner will be selected from among all Participating Stations.
7. Winner will be announced on air, unless any alternative notification procedures are announced on air. Winner will be contacted by phone and / or email and provided with instructions for claiming their prize.
8. Winner must provide valid identification (e.g. via driver's license, passport or other government-issued I.D. containing the person's name, date of birth, and photograph) and a completed W9 form to claim their prize. Identification documents must match information previously provided to the Station.

9. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Station management which will be final and binding in all matters pertaining to this Sweepstakes.

## **PRIZES:**

The following prize elements will be awarded:

Promotion Partner will provide one (1) winner with:

- i. A trip for three (3) to a destination of their choice, including a staycation in winner's home state, during the month of June 2021. Destinations for the trip (excluding staycation offer) include Atlanta, Georgia; Miami, Florida; and Las Vegas, Nevada. Trip includes round-trip coach class air fare for three (3) [the winner and two guests], three (3) days and two (2) nights at a hotel of Promotion Partner's choosing (1 bedroom, triple occupancy); and ground transportation to and from hotel and airport. All flights, hotels, and travel accommodations will be booked and provided by Promotion Partner (total trip value not to exceed \$4,500)]. Promotion Partner will coordinate with winner when booking all travel associated with this sweepstakes;
  - ii. An online shopping spree prize in the amount of Five Hundred Dollars (\$500) and two additional online shopping spree prizes in the amount of Two Hundred and Fifty Dollars (\$250) for each guest that winner includes on the trip. Promotion Partner will coordinate with Winner to execute shopping spree prior to trip; and
  - iii. Icy Girl Merchandise, chosen at the sole discretion of Promotion Partner (ARV \$150).
1. Transportation to and from the event venue, meals, beverages, souvenirs, and incidentals are the responsibility of the winner and his or her guest.
  2. Gift cards are subject to terms and conditions as specified by issuer.
  3. All cash prizes won will be awarded in the form of a check.
  4. 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.
  5. Food and/or food delivery prizes shall be handled and fulfilled exclusively by the supplying restaurant and/or by the third-party provider(s). Station personnel shall at no time handle and/or deliver food-based prizes.
  6. Dates and times of concerts, events, trips, and activities promoted by event sponsors are subject to change and those changes are deemed to be beyond the control of the Station. Changes of venue, cancellation of engagements by performing artists, and/or their management may be permanent in nature. The Station is not responsible for replacing tickets in the event of show cancellations as a result of weather, promoter or performer. The Station is not obligated to make any effort to find an alternative prize under these circumstances.

7. Winners will be instructed to provide a fully executed IRS Form W-9 and a copy of their valid government-issued photo ID. Identification documents must match information previously provided to the Station. Failure to do so will result in the winner's forfeiture of the prize.
8. Prizes will be mailed via ground mail or electronic mail. Winner assumes the risk of safe arrival of prize or prize package. Station and/or any sponsor are not responsible for lost, stolen, damaged, mutilated or misdirected mail, or unsafe arrival of a prize, prize certificates or prize package.
9. The prize may only be claimed by the actual winner. Friends and family members are not eligible to claim the prize on behalf of the winner.
10. 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 any sponsor in its sole discretion. The Station reserves the right to substitute an item of equal or greater value in the event an advertised prize element is unavailable.
11. 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.
12. The Station, the Company, and its affiliates and promotional partners shall not be liable for any claims made by ineligible entrants.
13. If for any reason a Sweepstakes winner decides not to accept the prize awarded, the winner may be required to sign a release form acknowledging forfeiture of the prize. It will be at the discretion of the Sweepstakes administrator and / or Sweepstakes sponsor if another entrant is to be selected as the winner if time permits.
14. 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 may be required to forfeit the prize or to reimburse the Station and / or any sponsor for the stated value of the prize if such a violation is found after the prize has been used by the winner.
15. ASSUMPTION OF THE RISK. By participating in Promotion and accepting and collecting Prize, winner acknowledges and understands the following:
  - a. Winner and guests are participating in Prize (as detailed herein) during a pandemic and COVID-19 is highly contagious and has impacted the entirety of the United States;
  - b. Participation in Prize includes traversing in public during a pandemic and possible exposure to and illness from infectious diseases including but not limited to COVID-19. While particular rules and personal discipline may reduce this risk, the risk of serious illness and death does exist;
  - c. Winner knowingly and freely assume all such risks related participation in Prize including but not limited to illness and infectious diseases, such as COVID- 19, even if arising from the negligence or fault of the Released Parties; and
  - d. Winner knowingly assume the risk of illness, injury, harm and loss associated with participation in Prize, including any injury, harm and loss caused by the negligence, fault or conduct of any kind on the part of the Released Parties.

## **GENERAL CONDITIONS:**

1. Winner(s) are responsible for payment of 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 Station management 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 the Station, the Company, 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. The Station retains the right to disqualify any entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
8. So long as no participant is materially adversely affected, the Station reserves the right to make changes in these Sweepstakes rules, which will become effective upon being announced on the air and / or posted online.
9. The Station, the Company, 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, internet registration or text entry 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 Sweepstakes. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification.

10. By accepting the prize, the winner acknowledges that the Station and the Company 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.
11. The Station, the Company, its subsidiaries, 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 the Station, the Company, 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.
12. 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 the Station and the Company's, control which, in the Station and the Company's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, the Station and the Company reserve the right to cancel, terminate, modify or suspend the Sweepstakes at their sole discretion.
13. 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 Station, located at stations listed above.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant, Station and Company in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Delaware, USA.