

THINK LIKE A MAN

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

CONTEST DESCRIPTION:

The ***Think Like A Man contest*** ("Contest") will begin on Monday, April 9, 2012 and end on Friday, April 20, 2012 ("Contest Period"). The Contest will be conducted weekdays (Monday through Friday) on the air and via text message. One (1) national grand prize of Two Thousand Five Hundred Dollars (\$2,500) will be awarded to one (1) winner.

HOW TO ENTER:

Listeners of _____-FM (the "Station") who are legal residents of the U.S., residing within the [CITY], [STATE] metropolitan area and are 18 years of age and older will be able to take part in this Contest. There are two methods of Contest participation. To participate in the Contest, listeners must do one of the following:

On-Air:

1. Listeners of the Station will be encouraged to be the correct caller at the designated phone number after the on-air solicitation for callers has been made.
2. Upon becoming the correct caller, contestants will be asked to provide an answer to the "Think Like A Man" question of the day. Answers provided by contestants will not be judged and will have no bearing on determining the winner.
3. Contestants that become the correct caller and provide an answer to the question of the day will be entered into the drawing for a chance to win the grand prize. One (1) on-air entry per person per day (Monday through Friday).
4. WARNING: Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Contest participants should not rely on streamed broadcasts to participate in the Contest.

Text Message:

1. When prompted by on-air announcements during the Contest Period, listeners must text the keyword "MAN" to short code 77000. Entrants will receive the "Think Like A Man" question of the day and must text a response to the question. Answers provided by contestants will not be judged and will have no bearing on determining the winner.
2. Your mobile device must be capable of sending and receiving text messages to participate in this Contest. Standard text message and/or data rates may apply.
3. Contestants that participate via text message and provide an answer to the question of the day will be entered into the drawing for a chance to win the grand prize.

4. One (1) text entry per person per day (Monday through Friday). Text entries must be received by 11:59pm local time on Friday, April 20, 2012 or they will be void.
5. 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 mobile account at the time the entry was made.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open to listeners of the Station who are 18 years of age and older and are legal residents of the U.S. residing within the [CITY], [STATE] metropolitan area.
2. Employees of the Station, Radio One, Inc., its subsidiaries, affiliates, general sponsors, advertisers, competitors promotional partners, other radio stations in the [CITY], [STATE] metropolitan area, and members of the immediate families or those residing in 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.
3. 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.
4. Persons who have won a prize in another Contest or promotion of any kind from the Station 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 the Station during any thirty (30) day period.

PARTICIPATING RADIO ONE STATIONS

The following is a list of participating Radio One stations for this Contest:

<u>Station</u>	<u>Market</u>	<u>Website</u>
WAMJ-FM (WUMJ)	Atlanta, GA	MajicATL.com
WHTA-FM	Atlanta, GA	HotSpotATL.com
WERQ-FM	Baltimore, MD	92Q.com
WWIN-FM	Baltimore, MD	MagicBaltimore.com
WQNC-FM	Charlotte, NC	My927Charlotte.com
WIZF-FM	Cincinnati, OH	WIZNation.com
WENZ-FM	Cleveland, OH	ZHipHopCleveland.com
WZAK-FM	Cleveland, OH	WZAKCleveland.com
WCKX-FM	Columbus, OH	MyColumbusPower.com
WXMG-FM	Columbus, OH	MyColumbusMagic.com
KBFB-FM	Dallas, TX	TheBeatDFW.com
KSOC-FM	Dallas, TX	OldSchool945.com
WDMK-FM	Detroit, MI	KissDetroit.com
WGPR-FM	Detroit, MI	HotHipHopDetroit.com
KBXX-FM	Houston, TX	TheBoxHouston.com

WTLC-FM	Indianapolis, IN	TLCNapTown.com
WPHI-FM	Philadelphia, PA	Hot1079Philly.com
WRNB-FM	Philadelphia, PA	RNBPhilly.com
WFXK-FM	Raleigh/Durham, NC	FoxyNC.com
WQOK-FM	Raleigh/Durham, NC	HipHopNC.com
WCDX-FM	Richmond, VA	iPowerRichmond.com
WKJS-FM (WKJM)	Richmond, VA	KissRichmond.com
WFUN-FM	St. Louis, MO	Foxy955STL.com
WHHL-FM	St. Louis, MO	hot1041stl.com
WKYS-FM	Washington, DC	kysdc.com
WMMJ-FM	Washington, DC	mymajicdc.com

LOS ANGELES KJLH KDAY

CHICAGO WPWX WSRB

NEW YORK WBLS

If your local radio station or geographic market is not listed above, then you are not eligible to enter the Contest or to be awarded any prizes for your participation. Radio One, Inc. and its affiliates shall not be liable for any claims by ineligible contestants.

PRIZES:

1. One (1) winner will be awarded one (1) national grand prize of Two Thousand Five Hundred Dollars (\$2,500) in the form of a check.
2. 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.
3. All Contest winners must sign and date official release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.
4. 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 the prize or to reimburse the Sponsor for the stated value of a prize if such a violation is found after the prize has been used by winner.
5. 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.
6. If Contest winner does not claim their prize within thirty (30) days of prize winning notification, the prize will be forfeited.
7. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their prize. Identification documents must match information provided during Contest registration.

EXECUTION:

1. During the Contest Period, eligible listeners will be encouraged to participate in the Contest by being the correct caller at the designated phone number or by texting the chosen keyword to the designated short code when prompted by the on-air personality. The Contest will be conducted weekdays (Monday through Friday).
2. Upon becoming the correct caller, contestants will be asked to answer the "Think Like A Man" question of the day and to provide their contact information (off the air); name, address, phone number, and email address. Contestants that become the correct caller during the Contest Period will be entered into the drawing for a chance to win the national grand prize.
3. Contestants participating via text entry will receive the "Think Like A Man" question of the day through their mobile device, and must provide an answer to the question via text message. Contestants participating via text entry will be entered into the drawing for a chance to win the national grand prize.
4. The grand prize drawing will take place after the conclusion of the Contest Period. One (1) national grand prize winner will be selected by random drawing from among all eligible entries received via text message and all eligible contestants that participated on the air.
5. The winner will be contacted by phone and / or email and provided with instructions for claiming the prize.
6. All decisions made by the Station and Radio One, Inc. (together "Company") 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 the Company, 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. Identification documents must match information provided during Contest registration.
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. 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 contestant to complete or continue a telephone call, text entry 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 Promotion. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification.
11. By accepting the prize, the winner acknowledges that the Company, 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. The Company, 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 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; reasonable attempts will be made to 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 the Company's control which, in the Company's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, the Company reserves the right to cancel, terminate, modify or suspend the Contest at its 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 Station, located at
