

“One Minute to Shine”

OFFICIAL CONTEST RULES

Last revised April 6, 2009

CONTEST DESCRIPTION:

The “One Minute to Shine” (“Contest”) will begin on March 13, 2009 and end on April 24, 2009 (“Contest Period”). One (1) grand prize winner will be awarded \$1,000 in cash and a BlackPlanet.com prize package described in these Official Rules.

HOW TO ENTER:

Legal residents of the U.S. who are members of Blackplanet.com, and are 18 years of age and older at the time of Contest registration will be able to take part in this Contest. To participate in the Contest, Blackplanet.com members must do the following:

Primary Contest –

One Minute To Shine is a competition for music artists who are ready to make it to the top! Contestants must submit a 1-minute video of themselves performing a popular song of their choice or an original composition. Contestants will be judged by our selected judging committee (comprised of Blackplanet.com staff). The judging committee will review the entries and select a group of six (6) finalists which will be posted on the Contest website. Registered BlackPlanet.com members will determine the Grand Prize Winner by voting on the finalists’ entries through an online voting tool. Contestants and those voting on contest entries must be registered members of BlackPlanet.com. Membership is free. To join, go to BlackPlanet.com and submit the requested information.

Contest entries must:

- not be patently offensive, illegal, pornographic or obscene, or similarly inappropriate in Sponsor’s sole discretion.
- not infringe upon any rights of any third party including without limitation, copyright, trademark and right of publicity or privacy
- be an unsigned artist
- be taken and solely owned by the photographer / videographer (who is the contestant or parent/legal guardian) submitting the video entry
- not be a lip synch performance, or have post production or voice enhancements
- be unpublished and not have been submitted in other competitions
- not exceed the one-minute time requirement

All submitted entries must contain contact information: name, address, phone number, and email address.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open to registered users of Blackplanet.com who are 18 years of age and older and are legal residents of the U.S.
2. Employees of Blackplanet.com, Interactive One, Inc., Radio One, Inc. and any participating radio stations (together "Company"), its subsidiaries, affiliates, general sponsors, promotional partners, and members of the immediate families or households of any of the above are NOT eligible to participate or win in this contest.
3. The contestants must not use spam to contact BlackPlanet.com members and can not use this Contest to request another member's personal information and/or email addresses.
4. Persons who have won a prize in another contest or promotion of any kind from Company within the thirty-day (30) period immediately preceding the start date of this Contest are not eligible to participate.

PRIZES:

1. Grand Prize package to be awarded for the "One Minute to Shine" contest will include the following:
 - A \$1000 Cash Prize
 - Being featured in a BlackPlanet.com Ad in Giant Magazine
 - A meeting with a Record Executive
 - An exclusive on-air interview (by phone) on 95.9 WWIN-FM's, "Rap Attack Show" (Baltimore, Maryland)
2. 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 the forty-five (45) days of the date of winning.
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 station management and/or the sponsor in its sole discretion.
4. 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.
5. All cash prizes won will be awarded in the form of a check. Prize checks will be available for pick-up no earlier than thirty (30) business days from the date the contest winner is awarded their prize.
6. 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 that they are forfeiting 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.

7. If contest winner does not claim their prize within 30 days of winning notification, they forfeit the prize.
8. 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 entry submission period, registered users of Blackplanet.com will be encouraged to participate in the Contest by logging online through the One Minute to Shine Contest website at blackplanet.com/oneminutetoshine, and submitting their video entry to the announcement section of the page by following the on-screen instructions.
2. Based on the number of votes received from Blackplanet.com members, the winner will be determined and announced on Friday, April 24th between 10am-9pm.
3. In the event of a tie, the winning entry will be determined at the discretion of the judging committee.
4. **Phase 1: Submission Dates**
From March 13 through March 31, 2009, entrants are to submit a one-minute video entry of their performance of a popular song or an original composition. There will be a group page on Blackplanet.com and contestants are to upload their entries to the announcement section of the group page.

Phase 2: Finalists

From April 1st through April 2nd, in-house judging of the entries will be performed by the staff members of Blackplanet.com (from the events and member services departments). At the discretion of the judging committee, a group of six (6) finalists will be selected from among all eligible entries received. The finalists will be contacted by Blackplanet.com and declared on the Blackplanet.com/oneminutetoshine website.

When the finalists have been contacted and notified, they will be instructed to prepare and submit a new one-minute video introducing themselves as a finalist and performing the same song once more, for final judging and voting by Blackplanet.com members. The finalists will have four (4) days to prepare and submit the new video from the time that they receive notification.

Finalist will be required to sign and submit a publicity release form.

Phase 3: Blackplanet.com Member Judging

The Grand Prize Winner will be determined (from among the six finalists) by Blackplanet.com members through an online voting tool. Online voting will take place from April 7 – 18, 2009. Only one eligible vote per member.

Phase 4: Winner Announcements

The finalist receiving the highest number of votes will be declared the Grand Prize Winner. Monday, April 20, between 10am-9pm, the winner will be contacted by phone and announced on-air on WWIN-FM (Baltimore, Maryland). On or around April 20th, the winner will be contacted by a Blackplanet.com employee with instructions on how to retrieve their prizes.

Phase 5: Post Contest Web Exposure

BlackPlanet.com reserves the right to promote the winner on its website, including its content verticals, from Monday, April 20, 2009 through Thursday December 31, 2009.

5. All decisions made by Blackplanet.com and the Company's 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 (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 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

Company and 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 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, BlackPlanet.com reserves the right to make changes in the contest rules, which will become effective upon being announced on the air and posted on the BlackPlanet.com website.
10. 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, 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 participant's or any other person's computer arising from or relating to participation in this Contest. In addition, Company, 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 Company and will not be returned.
11. By accepting the prize, the winner acknowledges that 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. 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 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 promotion is compromised by virus, bugs, worms or unauthorized human intervention, fraud, an insufficient number of qualified contest entries, or any other causes beyond Company's control which, in Company's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, Company reserves the right to cancel, terminate, modify or suspend the Contest at its sole discretion.
14. 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, Company 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 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 Interactive One, 205 Hudson Street, Sixth Floor, New York, NY 10013.