

INTERACTIVE ONE BLACKPLANET.COM “LABOR DAY BACKYARD BBQ” GIVEAWAY” OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

CONTEST DESCRIPTION:

The ***Blackplanet.com “Labor Day Backyard BBQ” Giveaway***” contest (“Contest”) will begin on August 12, 2009 and end on August 27, 2009 (“Contest Period”). One (1) grand prize winner per contest market will be provided with assistance up to \$1,000 to execute a Backyard BBQ for Labor Day Weekend 2009 with their local Radio One Station as the host (see participating stations listed below).

HOW TO ENTER:

Listeners of participating Radio One stations who are legal residents of the U.S., 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. Sign up at Blackplanet.com. Go to the Blackplanet.com/BackyardBBQ profile page and leave a message in the guestbook area of two hundred (200) words or less explaining why they should win a Backyard BBQ.
2. Contestants must be registered members of BlackPlanet.com to submit their entries. Membership is free. To join, go to BlackPlanet.com and submit the requested information. There is no purchase necessary.
3. Participating radio stations:

WAMJ-FM	Atlanta, GA
WUMJ-FM	Atlanta, GA
WWIN-FM	Baltimore, MD
WQNC-FM	Charlotte, NC
WMOJ-FM	Cincinnati, OH
WZAK-FM	Cleveland, OH
WXMG-FM	Columbus, OH
KSOC-FM	Dallas, TX
WDMK-FM	Detroit, MI
KMJQ-FM	Houston, TX
WTLC-FM	Indianapolis, IN
WRNB-FM	Philadelphia, PA

WFXC-FM	Raleigh, NC
WFXK-FM	Raleigh, NC
WKJM-FM	Richmond, VA
WKJS-FM	Richmond, VA
WFUN-FM	St. Louis, MO
WMMJ-FM	Washington, DC

4. Arrangements will be made for the winner to pick up their prize package from the local participating radio station closest to their residence.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open to Blackplanet Members who are 21 years of age and older and are legal residents of the U.S.
2. Employees of Radio One, Inc. ("Radio One") and Interactive One, LLC ("Interactive One") and their respective subsidiaries, affiliates, general sponsors, promotional partners, participating radio stations, and members of the immediate families or households 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 Blackplanet.com and Radio One within the thirty-day (30) period immediately preceding the start date of this Contest are not eligible to participate.

PRIZES:

1. The grand prize winner will be awarded a combination of goods and services (up to \$1,000) to help with the planning and organizing of their end of the summer BBQ event (to occur no later than Labor Day Weekend 2009; September 4 – 7, 2009). Grand Prize package will vary in each participating market and may include one or more the following:
 - a. A Radio One deejay to provide music for your guests.
 - b. A Radio One Personality to interact with your guests.
 - c. Food and Drinks for your guests
 - d. Party Favors
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 one hour (60) minutes of the time 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. Contest winner will have until Labor Day Weekend 2009 to use their prize or it will be forfeited.
6. 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 members will be encouraged to participate in the Contest by going to Blackplanet.com/BackyardBBQ and submit a paragraph of two hundred (200) words or less describing why they should win a Labor Day Backyard BBQ. Once the Contest is finished, the participating Radio One station will announce the contest winner on-air and they will have twenty four (24) hours to claim their prize.
2. The Contest will progress in the following manner:
 - a. Contestants are to go online to Blackplanet.com/BackyardBBQ where they are to submit their answer.
 - b. There is only one method for entering this Contest. There will be NO on-air contesting, or any other means to enter this Contest other than writing your answer on the guestbook of the Blackplanet.com Profile Page named BackyardBBQ.
 - c. Entries must be received no later than 11:59pm ET, August 27, 2009.
 - d. The entry with the most compelling answer will be selected as the winner. Entries will be judged and the winner will be selected at the discretion of the staff at Interactive One.
 - e. The winner will be selected on or about August 31, 2009. Radio One will not be involved in or responsible for the winner selection process.
 - f. After winner selection by Interactive One, winner information will be forwarded to the participating radio station nearest to the winner's residence and arrangements will be made for the winner to pick up their prize package from the offices of the local participating radio station.
 - g. The grand prize winner will be notified using the contact information supplied at the time of contest entry and announced on the air. The winner must claim their prize within 24 hours of being notified that they have won.
 - h. Winner will be responsible for providing an appropriate venue at no further cost to Station, subject to station approval, and will agree to coordinate with Station regarding arrangements for the Backyard BBQ event to occur no later than Labor Day Weekend 2009 (September 4 – 7, 2009).

3. All decisions made by Interactive One 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 Interactive One, Radio One, 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, the station reserves the right to make changes in the contest rules, which will become effective upon being announced on the air.
10. Interactive One, Radio One, 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, communication failures or human error that may occur in the transmission, receipt or processing of entries. In addition, Interactive One, Radio One, 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 Interactive One and Radio One 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. Interactive One, Radio One, 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 Interactive One, Radio One, 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.
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 Interactive One's control which, in Interactive One's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, Interactive One 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, Interactive One 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 9:30 a.m. to 5:00 p.m., in the offices of the Interactive One, located at 205 Hudson Street, Sixth Floor, New York, NY 10013. Copies of contest rules may also be made available during on-site / in-person remote events.