



REVISED 03292018

GO ON TOUR WITH KENDRICK LAMAR FLYAWAY SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE CHANCES OF WINNING. VOID WHERE PROHIBITED.

SWEEPSTAKES DESCRIPTION:

The “Go on Tour with Kendrick Lamar Flyaway” sweepstakes (“Sweepstakes”) will begin on March 29, 2018 and end on April 18, 2018 (“Sweepstakes Period”). The Sweepstakes will be conducted exclusively online. One (1) grand prize winner will be awarded a trip for two (2) to California see Kendrick Lamar in concert that will include round trip coach class airfare for two (2) to Oakland, CA for The Championship Tour on May 8, 2018; Two (2) Tickets to attend The Championship Tour on May 8, 2018 in Oakland, CA; airfare for two (2) from Oakland to Los Angeles; Two (2) Tickets to attend The Championship Tour on May 10, 2018 in Los Angeles, CA; Hotel Accommodation for three (3) nights / four (4) days (one (1) standard double occupancy room); the opportunity to spend the day at the Interscope Record Label Offices; and ground transportation to/from the airports in California and to/from the concert venue in both locations (“Prize”). The total Approximate Retail Value (ARV) for the prize package being offered is \$4,900. Further details are provided below.

ELIGIBILITY:

The Sweepstakes is open only to listeners of the Participating Radio One® Stations (the “Participating Stations”) listed below who (a) are legal residents of the United States, (b) reside in the metropolitan area of one of the Participating Stations, and (c) are twenty-one (21) years of age or older as of the Sweepstakes commencement date.

The Participating Stations are as follows:

| METROPOLITAN AREA | RADIO STATION | STATION WEBSITE |
|-------------------|---------------|----------------------|
| Atlanta, GA | WHTA-FM | HotSpotATL.com |
| Baltimore, MD | WERQ-FM | 92Q.com |
| Charlotte, NC | WQNC-FM | 927theBlock.com |
| Cincinnati, OH | WIZF-FM | WizNation.com |
| Cleveland, OH | WENZ-FM | ZHipHopCleveland.com |
| Columbus, OH | WCKX-FM | Mycolumbuspower.com |
| Dallas, TX | KBFB-FM | thebeatDFW.com |
| Detroit, MI | WGPR-FM | HotHipHopDetroit.com |
| Houston, TX | KBXX-FM | Theboxhouston.com |
| Indianapolis, IN | WHHH-FM | Indyhiphop.com |
| Philadelphia, PA | WPHI-FM | boomphilly.com |



| | | |
|----------------|---------|--------------------|
| Raleigh, NC | WQOK-FM | HiphopNC.com |
| Richmond, VA | WCDX-FM | iPowerRichmond.com |
| St. Louis, MO | WHHL-FM | Hot1041STL.com |
| Washington, DC | WKYS-FM | KYSDC.com |

Employees of the Participating Stations, Urban One, Inc., Radio One, Interscope Records, and each of their respective parents, subsidiaries, affiliates, participating advertising and promotion agencies, competitors, promotional partners, and prize suppliers, and members of their immediate families and/or those living in the same households (whether legally related or not) are NOT eligible to enter or win the Sweepstakes. For purposes of this Sweepstakes, immediate family members include spouse, children, siblings (and their spouses), parents, and grandparents.

The winner and each adult travel guest must possess a valid state-issued driver's license or other government-issued identification document containing the person's name, date of birth, and photograph prior to departure. The winner and all travel guests must travel together on the same itinerary from the originating city.

Persons who have won a prize in another sweepstakes or promotion of any kind from any of the Participating Stations within the thirty (30) day period immediately preceding the start date of the Sweepstakes are not eligible to enter or win. Only one person per family or household (whether related or not) may win in any promotion from the Participating Stations during any thirty (30) day period.

Any person who is on the No Fly List maintained by the federal Terrorist Screening Center or who otherwise is prohibited from boarding a commercial aircraft for travel in or out of the United States will be ineligible to use the airfare portion of the Prize or to participate as a travel guest of the winner.

HOW TO ENTER:

Sweepstakes participants must register online through the website of one of the Participating Stations listed above in the Eligibility section.

Upon entering the Sweepstakes website, participants must follow the instructions and complete all required fields to register for a chance to win.

Limit of one (1) entry per email address during the Sweepstakes Period.

All entries must be received by 11:59AM (ET) on April 18, 2018, or they will be deemed void.

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 email account at the time the entry was made.



WINNER SELECTION & NOTIFICATION:

One (1) winner will be selected by random drawing from among all eligible entries received during the Sweepstakes Period from the above-listed Participating Stations. One (1) winner will be selected on the following date: Thursday, April 19, 2018.

The drawing will be conducted by Radio One, whose decision is final. Odds of winning will depend upon the total number of eligible entries received.

The winner will be notified by phone and/or email at Radio One's discretion and provided with instructions for claiming the Prize. In the event that a winner does not respond to Radio One's notification or does not accept the prize within three (3) business days of notification, the prize will be deemed forfeited and an alternate winner will be selected from among the remaining eligible entries. Radio One will use a reasonable number of attempts, in its discretion, to award the Prize to an alternate winner; but if it is unable to do so, the Prize will be finally forfeited and Radio One will have no further liability in connection with the Sweepstakes.

In the event Radio One does not receive any eligible entries, or receives an insufficient number of eligible entries, Radio One has the right to cancel the Sweepstakes.

The Prize will be awarded only upon winner verification and final approval by Radio One. The winner must provide valid government-issued photo identification to claim the Prize. Identification documents must match information previously provided to the Participating Station.

For a list of the winners, please send your request and a self-addressed stamped envelope to Radio One, 1010 Wayne Avenue, 14th Floor, Silver Spring, Maryland 20910, Attention: Legal Department, within two (2) months of the end of the Sweepstakes.

All decisions made by Radio One regarding any aspect of the Sweepstakes will be final and binding.

PRIZE DESCRIPTION & CONDITIONS:

A trip for two (2) (winner and one (1) guest) that includes:

- Coach class airline tickets for two (2) to Oakland, CA (from a major airport located within the continental United States closest to the winner's residence);
- Round trip ground transportation between the airport and hotel in Oakland, CA;
- Two (2) tickets to attend The Championship Tour on Tuesday, May 8, 2018 in Oakland, CA;
- Round trip ground transportation between the hotel and the concert venue in Oakland
- Coach class airline tickets for two (2) from Oakland, CA to Los Angeles, CA
- Ground transportation between the airport in Los Angeles, CA and the hotel
- The opportunity to spend the day at the Interscope Records Corporate Offices, May 9, 2018 in Santa Monica, CA
- Round trip ground transportation between the hotel in Los Angeles, CA and the offices of Interscope Records in Santa Monica, CA
- Two (2) tickets to attend a local event, or tickets for two (2) to Universal Studios



- Two (2) tickets to attend The Championship Tour on Thursday, May 10, 2018 in Los Angeles, CA;
- Round trip ground transportation between the hotel and the concert venue in Los Angeles
- Official Top Dawg Merchandise;
- One (1) Official Top Dawg/Interscope Kendrick Lamar “Damn” plaque; and
- Hotel accommodations for two (2) for three (3) nights (one (1) standard double occupancy room), to be selected in Promotion Partner’s sole discretion;
- The Approximate Retail Value (ARV) of the prize package is \$4,900. If the actual value of the prize is less than the stated approximate retail value, the difference will not be awarded in cash.
- Trip must be completed during the specified travel dates.

Travel must originate from and end at the same airport. The winner and his/her guest must travel together on the same itinerary. Promotion Partner will not be responsible for any missed prizes, opportunities or expenses incurred as a consequence of flight cancelation or delay.

Departure dates and accommodations are subject to availability; certain restrictions and blackout dates may apply.

Meals, additional ground transportation, baggage fees, hotel accommodations, room service, gratuities, souvenirs, and incidentals are the sole responsibility of the winner and his or her guest. Expenses not specifically included in the Prize Description and all taxes are the sole responsibility of the winner. The Prize is awarded “as is” with no warranty or guarantee, either express or implied. No transfer, assignment or substitution of the Prize is permitted, except Radio One reserves the right to substitute an item of equal or greater value in the event an advertised Prize element is unavailable.

Changes in the dates or times of concerts, performances, events, trips, or activities, changes of venue, or cancellations by performing artists are deemed to be beyond the control of the Radio One, and no substitutions will be provided. Radio One is not responsible for replacing tickets in the event of show cancellations as the result of weather, promoter, or performer.

The winner is required to comply with any and all applicable federal, state, and local laws, rules and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the winner’s responsibility. If the actual retail value of the winner’s prize is \$600 or more, the winner must complete an IRS Form W-9 and supply Radio One with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of the winner for the actual value of the Prize received. Radio One will have no responsibility or obligation to any winner or potential winner who is unable or unavailable to accept or utilize prizes as described herein. Entrants agree to be bound by the terms of these Official Rules and by the decisions of Radio One, which will be final and binding in all matters pertaining to this Sweepstakes.

The winner will be required to sign and return an affidavit of eligibility, a liability release and, where legally permissible, a publicity release, prior to acceptance of the Prize. Each guest of the winner also will be required to sign a liability release. Failure to timely execute such documents will result in forfeiture of the Prize and selection of an alternate winner. Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner.



By entering the Sweepstakes, Entrant grants permission for Radio One, and any of its affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to use the entrant's submission (including an altered form of the entry), if any, for editorial, advertising, and promotional purposes without additional compensation, unless prohibited by law. If images are being submitted to Radio One as a requirement for entry, Entrants agree that they have all rights to use the images submitted and to allow Radio One, any of its affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to reuse any of the images, without any liability, for editorial, advertising, and promotional purposes. Additionally, acceptance of the Prize by the winner constitutes permission for Radio One and any affiliates and subsidiaries, participating advertising and promotion agencies, and prize suppliers to use winner's name and/or likeness and biographical material for editorial, advertising, and promotional purposes without additional compensation, unless prohibited by law. By accepting the Prize, the winner agrees to hold Radio One, Interscope Records, Radio One's advertising and promotion agencies, and Radio One and Interscope Records' respective parent companies, subsidiaries, affiliates, partners, representative agents, successors, assigns, officers, directors, and employees harmless for any injury or damage caused or claimed to be caused by participation in the Sweepstakes or acceptance or use of the Prize. Radio One is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Prize.

The Prize will not be mailed. Unless otherwise agreed in writing by Radio One, the Prize must be claimed at the offices of the Participating Station by the date specified during notification or the Prize will be forfeited.

No transfer of the Prize to a third party is permitted, and the Prize cannot be redeemed for cash value.

In the event any winner is found to be in violation of these Official Rules or is otherwise determined by Radio One to be ineligible, the winner may be required to forfeit the Prize or to reimburse Radio One and / or any sponsor for the stated ARV of the prize if such violation is discovered after the Prize has been used by the winner.

GENERAL CONDITIONS:

- The Sweepstakes is void outside of the metropolitan area of one of the Participating Stations listed above and where otherwise prohibited by law.
- Radio One reserves the right to make changes to the Official Rules, which will become effective upon posting online, so long as no participant is materially adversely affected by any such changes.
- Radio One is not responsible for the inability of any entrant to complete or transmit a Sweepstakes entry for any reason, whether due to technical malfunction or human error.
- Radio One is not responsible for any errors or others acts resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Radio One on account of technical problems or traffic congestion on the Internet or on any website. Radio One reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes in



the event of tampering, unauthorized intervention, fraud, technical failures, or any other causes that may corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes. Radio One further reserves the right to select winners from eligible entries received as of the termination date and to disqualify any individual who tampers in any way with the entry process. Radio One may prohibit an entrant from participating in the Sweepstakes if it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices, or by abusing, threatening or harassing other entrants.

- Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries and will subject such entrant to disqualification.
- Any attempt by a participant to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is a violation of criminal and civil laws, and should such an attempt be made, Radio One reserves the right to seek damages from any such participant to the fullest extent of the law.
- The Sponsor of the Sweepstakes is Radio One, 1010 Wayne Avenue, 14th Floor, Silver Spring, Maryland 20910. Interscope Records is not responsible for conducting or administering the Sweepstakes or selecting the winner.

Copies of the Official Rules are available upon request during regular business hours, Monday through Friday, at Radio One, 1010 Wayne Avenue, 14th Floor, Silver Spring, Maryland 20910.