



**OFFICIAL RULES  
SECURE THE BAG SWEEPSTAKES**

**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 Secure the Bag Sweepstakes (“Sweepstakes”) will begin on April 26, 2018 and end on May 23, 2018 (“Sweepstakes Period”). This national Sweepstakes will be conducted exclusively via sms/texting, weekdays (Monday through Friday) only, during the Sweepstakes Period. Three (3) national winners will be selected daily to win one (1) Ophidia GG Supreme Mini Bag and Five Hundred Dollars (\$500) spending money (“Prize”). The total estimated retail value of the prize package is (\$1,500). A total of Sixty (60) national winners will be selected during the Sweepstakes Period. Promotional consideration furnished by Atlantic Records and WeFixMoney.com.

**ELIGIBILITY:**

The Sweepstakes is open only to listeners of the Participating Radio One® Stations (“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 eighteen (18) years of age or older.

The Participating Stations are as follows:

<b>METROPOLITAN AREA</b>	<b>RADIO STATION</b>	<b>STATION WEBSITE</b>
Atlanta, GA	WAMJ-FM/WUMJ-FM	MajicATL.com
	WPZE-FM	MyPraiseATL.com
	WHTA-FM	HotSpotATL.com
Baltimore, MD	WWIN-FM	magicbaltimore.com
	WILF-HD2	PraiseBaltimore.com
	WERQ-FM	92Q.com
Charlotte, NC	WOSF-FM	oldschool1053.com
	WPZS-FM	PraiseCharlotte.com
	WQNC-FM	927theBlock.com
Cincinnati, OH	WOSL-FM	oldschoolcincy.com
	WIZF-FM	WizNation.com
Cleveland, OH	WZAK-FM	wzakcleveland.com
	WENZ-FM	ZHipHopCleveland.com
Columbus, OH	WXMG-FM	mycolumbusmagic.com



	WJYD-FM	Joycolumbus.com
	WCKX-FM	Mycolumbuspower.com
Dallas, TX	KBFB-FM	thebeatDFW.com
	KZMJ-FM	majic945.com
Detroit, MI	WDMK-FM	kissdetroit.com
	WGPR-FM	HotHipHopDetroit.com
	WPZR-FM	praise1027detroit.com
Houston, TX	KMJQ-FM	myhoustonmajic.com
	KBXX-FM	Theboxhouston.com
	KROI- FM	Radionowhouston.com
Indianapolis, IN	WTLC-FM	tlcnaptown.com
	WHHH-FM	Indyhiphop.com
Philadelphia, PA	WRNB-FM	boomphilly.com
	WPPZ-FM	PraisePhilly.com
	WPHI-FM	rnbphilly.com
Raleigh, NC	WFXX-FM/WFXC-FM	foxync.com
	WNNL-FM	TheLightNC.com
	WQOK-FM	HiphopNC.com
Richmond, VA	WKJS-FM/WKJM-FM	kissrichmond.com
	WPZZ-FM	PraiseRichmond.com
	WCDX-FM	iPowerRichmond.com
St. Louis, MO	WFUN-FM	oldschool955.com
	WHHL-FM	Hot104STL.com
Washington, DC	WKYS-FM	KYSDC.com
	WPRS-FM	PraiseDC.com
	WMMJ-FM	mymajicdc.com

Employees of Radio One, the Participating Stations, Urban One, Inc., Fix Media Group d/b/a WeFixMoney.com (WeFixMoney.com), Atlantic Recording Corporation (“Atlantic 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.

A participant may win only one (1) Prize during the Sweepstakes.

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.

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

During the Sweepstakes Period, participants should listen for winning keywords to be announced during daily time slots on radio broadcasts. After the keyword has been announced, listeners must text the correct keyword to the provided short code by the specified deadline. A bounce-back message will be sent to confirm entry. Standard text and data rates will apply.

Any entries not received by the specified deadline will be deemed void.

Entries are limited to one per person, per telephone number, per day during the Sweepstakes Period.

In the event of a dispute regarding the identity of a participant's text entry, the entry will be deemed to have been made by the authorized holder of the mobile account at the time of entry.

#### **WINNER SELECTION & NOTIFICATION:**

During the Sweepstakes Period, three (3) national winners will be selected each weekday (Monday through Friday) by random drawing from among all eligible entries. A total of sixty (60) national winners will be selected during the Sweepstakes Period.

The drawing will be conducted by Radio One, whose decision is final. Each winner will be notified by the mobile number used to enter the Sweepstakes. If the selected winner fails to answer the phone after multiple attempts within a one-hour period, the Prize will be forfeited and an alternate winner will be selected by random drawing. Odds of winning will depend upon the total number of eligible entries received.

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, Radio One reserves the right to cancel the Sweepstakes.

The Prize will be awarded only upon winner verification and final approval by Radio One. Each winner will be required to go to the offices of the Participating Radio One Station to claim the



Prize. Each winner must present a current and valid government-issued photo identification to claim the Prize.

For the name of the winner(s), please send your request and a self-addressed stamped envelope to "Radio One, 1010 Wayne Avenue, 14<sup>th</sup> 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:**

Three (3) national winners will be selected daily to win an Ophidia GG Supreme Mini Bag and Five Hundred Dollars (\$500) spending money. All cash prizes won will be awarded in the form of a check. A total of sixty (60) national winners will be selected during the Sweepstakes Period. Promotional consideration furnished by Atlantic Records and WeFixMoney.com.

The Approximate Retail Value (ARV) of the Prize is \$1,500.

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 Prize is \$600 or more, the winner must complete 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. Participants 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. 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, the 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 represent and warrant 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 the 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, Atlantic Records, WeFixMoney.com, Radio One's advertising and promotion agencies, and Radio One's, Atlantic



Records', and WeFixMoney.com's 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 tendered by mail. Unless otherwise agreed in writing by Radio One, the Prize must be claimed by the winner, in person, at the offices of the local Participating Station by the date and time specified during notification, or the Prize will be forfeited. Third parties are not permitted to claim or retrieve the Prize on behalf of the winner.<sup>1</sup>

No transfer of the Prize to a third party is permitted.

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 will be required to forfeit the Prize, or to reimburse Radio One 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

---

<sup>1</sup> Notwithstanding the foregoing, in the event that a winner is physically disabled or incapacitated and unable to go to the office of the Participating Station, a reasonable accommodation will be offered, as determined by Radio One in its sole discretion.



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.

**BY PARTICIPATING IN THE SWEEPSTAKES, EACH SWEEPSTAKES ENTRANT, ON BEHALF OF HIMSELF/HERSELF AND HIS/HER HEIRS, BENEFICIARIES, SUCCESSORS, AND ASSIGNS:**

- (A) **RELEASES AND HOLDS HARMLESS RADIO ONE, ATLANTIC RECORDS LABELS, INDIVIDUALLY AND AS A GROUP, WEFIXMONEY.COM, AND ALL OTHER SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, AND REPRESENTATIVES FROM AND AGAINST ANY AND ALL CLAIMS, DEMANDS, ACTIONS, LOSSES, COSTS, DAMAGES, LIABILITIES, JUDGMENTS, SETTLEMENTS, AND EXPENSES (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES) (COLLECTIVELY, "LOSSES") OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY (INCLUDING, WITHOUT LIMITATION, THE REMOVAL FROM THE SWEEPSTAKES SITE OF, OR DISCONTINUATION OF ACCESS TO, ANY ENTRIES OR OTHER MATERIALS), OR RESULTING DIRECTLY OR INDIRECTLY FROM ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING, WITHOUT LIMITATION, PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY;**
- (B) **INDEMNIFIES AND HOLDS HARMLESS RADIO ONE, ATLANTIC RECORDS LABELS, INDIVIDUALLY AND AS A GROUP, WEFIXMONEY.COM, AND ALL OTHER SWEEPSTAKES ENTITIES AND THEIR RESPECTIVE EMPLOYEES, OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, AND REPRESENTATIVES FROM ANY AND ALL LOSSES (AS DEFINED ABOVE) OF ANY KIND THAT MAY BE ASSERTED AGAINST OR INCURRED BY ANY SWEEPSTAKES ENTITIES AT ANY TIME IN CONNECTION WITH THE ENTRIES, OR OTHERWISE RELATING TO ENTRANT'S PARTICIPATION IN THE SWEEPSTAKES, INCLUDING, WITHOUT LIMITATION, CLAIMS CONCERNING THE INFRINGEMENT UPON OR VIOLATION OF ANY INTELLECTUAL PROPERTY OR OTHER RIGHTS;**



- (C) **ACKNOWLEDGES THAT THE SWEEPSTAKES IS IN NO WAY SPONSORED, ENDORSED, OR ADMINISTERED BY ATLANTIC RECORDS AND WEFIXMONEY.COM, AND AGREES TO RELEASE AND HOLD HARMLESS ATLANTIC RECORDS AND WEFIXMONEY.COM FROM ANY AND ALL LIABILITY ASSOCIATED WITH, OR ARISING OUT OF, THE SWEEPSTAKES; AND**
- (D) **ACKNOWLEDGES THAT ANY INFORMATION PROVIDED IN CONNECTION WITH THE SWEEPSTAKES IS RECEIVED BY RADIO ONE, AND NOT ATLANTIC RECORDS OR WEFIXMONEY.COM, AND THAT ANY QUESTIONS, COMMENTS, OR COMPLAINTS REGARDING THE SWEEPSTAKES MUST BE DIRECTED TO RADIO ONE.**

The Sponsor of the Sweepstakes is Radio One, 1010 Wayne Avenue, 14th Floor, Silver Spring, Maryland 20910. Atlantic Records is not responsible for conducting or administering the Sweepstakes or selecting the winners.

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.

### **Text Club Terms & Conditions**

By replying as directed to an Invitation Text, or by otherwise providing express or written consent to receive informational or marketing text messages, you agree to be bound by these terms and conditions. You consent to receive text messages for informational or marketing purposes at the telephone number to which the Invitation Text was sent or the number specified in any other consent you have provided. You agree that these text messages may be sent by Radio One, Inc. [and its affiliates, radio stations, agents, successors and assigns] ([collectively,] "we," "our" and "us"). If you did not consent to receive text messages for informational or marketing purposes from us, please contact us using the contact information below. You are not required to reply as directed to an Invitation Text or sign another written consent for marketing texts (directly or indirectly), or agree to such a consent as a condition of purchasing any property, goods, or services.

If you wish to stop receiving informational or marketing text messages from us, reply to any text message we have sent you and in the reply text simply type "STOP." Your stop request will generally become effective immediately. You may also revoke your consent to receive text messages from us by emailing us using the contact information below. Please include the mobile number to which you want us to stop sending texts in your email.

If at any time you need our contact information or information on how to stop text messages, reply to any text message we have sent you and in the reply text simply type HELP. Upon receiving your text message, we will send you a text message with this information.

It is our policy to generally send no more than five marketing text messages per week. In general, the text messages we send provide you with information about sweepstakes, contests, promotions, breaking news, weather alerts, concerts and special offers.



You understand that the text messages we send may be seen by anyone with access to your phone. Accordingly, you should take steps to safeguard your phone and your text messages if you want them to remain private.

You promise to us that you are either the subscriber or customary user of the mobile phone associated with the mobile number to which the Invitation Text was sent. Please notify us immediately if you change mobile numbers or plan to provide your number to another person.

Your mobile phone carrier's message and data rates apply to the text messages we send. Not all carriers may support our text message program.

If we modify this Marketing Text Message Policy, we will attempt to notify you by sending you a text message with a link to the new policy unless you have revoked your consent. We may terminate our text club program at any time.

If you have any questions about this policy, would like us to mail you a paper copy of this policy or are having problems receiving or stopping our text messages, please contact us using the following information: 1010 Wayne Avenue, 14th Floor, Silver Spring, MD 20910, (301) 429-3200.