

#TranslateTheDate Tweetstakes Sweepstakes OFFICIAL SWEEPSTAKES RULES

NO PURCHASE NECESSARY. SWEEPSTAKES IS VOID WHERE PROHIBITED. SWEEPSTAKES IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE, AND LOCAL LAWS AND REGULATIONS. ODDS OF WINNING DEPEND UPON THE NUMBER OF QUALIFIED ENTRANTS PARTICIPATING DURING THE SWEEPSTAKES PERIOD.

SPONSORED BY: Interactive One, LLC (the “**Sponsor**”) located at 850 Third Avenue, 3rd Floor, New York, NY 10022. Interactive One, LLC is the Administrator of the Sweepstakes and has engaged Narrative Marketing, Inc., to administer certain portions of the Sweepstakes on its behalf.

SWEEPSTAKES DESCRIPTION:

The “#TranslateTheDate Tweetstakes (“**Sweepstakes**”) will begin on Monday, February 3, 2014 at 12:00am Eastern Standard Time and end on Sunday, February 16, 2014 at 11:50pm Eastern Standard Time (“Sweepstakes Period”). This Sweepstakes will be conducted exclusively online. Two (2) winners, one per each week of the Sweepstakes Period, will each be awarded one (1) \$1,000.00 Gift Card (“**Weekly Prize**”) The Weekly Prize approximate retail value (“**ARV**”) is \$1,000.00 USD. Total ARV is \$ 2,000.00 USD).

SWEEPSTAKES ELIGIBILITY:

Entrants must be legal residents of the 50 United States, 18 years of age and older, and complete the following actions below in order to enter and take part in this Sweepstakes.

HOW TO ENTER / EXECUTION:

Entrants may enter the Sweepstakes by one of the following methods: (1) via the Promotion Website (defined below); (2) the Participating Websites (defined below); or (3) via their Twitter account at www.Twitter.com (if the entrant does have a Twitter account, they must set one up). To enter the Sweepstakes, entrants must do one (1) of the following:

1. For entry via the Promotion Website:
 - a. For entries via the Promotion Website, enter www.translatethedata.com (“**Promotion Website**”). Entrants will be asked to “Translate the Date”. Entrants will be presented with a dating phrase and asked whether they agree with the phrase as either #DateRealist or #DateOptimist. Entrants will also be given the opportunity to create their own tweet response.
 - b. Entrants must tweet responses using Twitter and include the hashtag #TranslateTheDate **and** one (1) of the following hashtags below for one (1) entry.
 - i. #DateOptimist
 - ii. #DateRealist

2. For entry via a Participating Website(s):
 - a. For entries via the Participating Website(s), entrants must visit one of the websites listed below:
 - i. The following participating websites (“**Participating Websites**”) are : The Hello Beautiful website located at www.HelloBeautiful.com; The Urban Daily Website located at www.TheUrbanDaily.com; The Elev8 Website located at www.Elev8.com; The Giant Life Website located at www.GiantLife.com; The News One Website located at www.newsones.com; The Global Grind Website located at www.GlobalGrind.com; the WAMJ-FM Website located at www.majicatl.com; the WHTA-FM Website located at www.hotspotatl.com; the WERQ-FM Website located at www.92Q.com; the WWIN-AM Website located at www.mybaltimorespirit.com; the WOSF-FM Website located at www.oldschool1053.com; the WENZ-FM website located at www.Zhiphopcleavland.com; the WZAK-FM Website located at www.wzakcleveland.com; the WCKX-FM located at www.mycolumbuspower.com; the WXMG-FM Website located at www.mycolumbusmagic.com; the KFBF-FM Website located at www.thebeatdfw.com; the KSOC-FM website located at www.oldschool945.com; the WGPR-FM website located at www.hothiphopdetroit.com; the WDMK-FM website located at www.kissdetroit.com; the WKYS-FM website located at www.kysdc.com; the WMMJ-FM website located at www.mymajicdc.com; the KBXX-FM website located at www.thebooxhouston.com; the KMJQ-FM website located at www.myhoustonmajic.com; the WCDX-FM website located at www.ipowerrichmond.com; the WKJS-FM website located at www.kissrichmond.com; the WFUN-FM website located at www.oldschool955.com; the WHHL-FM website located at www.hot1041stl.com; the WFXC-FM website located at www.foxync.com; the WQOK-FM website located at www.hiphopnc.com; the WPHI-FM website located at www.hot1079philly.com; the WRNB-FM website located at www.rnbphilly.com; the WHHH-FM website located at www.indyhiphop.com and/or the WTLC-FM website located at www.TLCNaptown.com
 - b. Entrants must interact with the “About Last Night” banner ad (“**Banner Ad**”) at the top of the Participating Websites’ web page and move cursor over Banner Ad then click Banner Ad in order to reveal the #TranslateTheDate interface. Once clicked, entrants will be taken to the Promotion Website to enter.
 - c. Entrants must tweet responses on Twitter including the hashtag #TranslateTheDate **and** one (1) of the following hashtags below for one (1) entry.
 - i. #DateOptimist
 - ii. #DateRealist
 3. For entry via Twitter.com:
 - a. Visit www.twitter.com through a mobile or web browser and tweet the hashtag #TranslateTheDate **and** one (1) of the hashtags below (Standard data rates may apply):
 - #DateOptimist
 - #DateRealist
 4. All entrants who meet the Sweepstakes eligibility requirements and have completed one (1) of the entry methods listed above with the required hashtags will become a (“**Qualified Entrant**”). All Qualified Entrants will be eligible for a chance to win one (1) Weekly Prize.
 5. Visitors’ mobile devices must be web enabled to participate. Standard data rates may apply.

6. In order to successfully enter Sweepstakes, Visitors' Twitter account cannot be a private account.
7. There is no limit to the number of entries per Qualified Entrant during the Sweepstakes Period.
8. In the event of a dispute regarding the identity of an Entrant's online entry, the entry will be deemed to have been made by the authorized holder of the Twitter account at the time the entry was made.
9. Winners will be selected by random drawing from among all eligible entries received electronically according to the weekly drawing schedule as follows:
 - Week 1: To participate in Week 1's drawing, all Qualified Entrants must submit entries by 11:59 pm Eastern Standard Time on Sunday, February 9, 2014. Week 1's winner will be notified on Monday, February 10, 2014.
 - Week 2: To participate in Week 2's drawing, all Qualified Entrants must submit entries by 11:59 pm Eastern Standard Time on Sunday, February 16th, 2014. Week 2's winners will be notified on Monday, Monday 17, 2014.
10. Qualified Entrants are eligible to win only one (1) Weekly Prize during the Sweepstakes Period.
11. Qualified Entrant has (5) business days after notification of winner status to claim Weekly Prize or Weekly Prize will be forfeited.
12. Winner will be notified privately via Direct message ("**DM**") via Twitter.

ELIGIBILITY RESTRICTIONS:

1. The Sweepstakes is open to Qualified Entrants only.
2. Employees of Sponsor, Columbia TriStar Marketing Group, Inc. ("**CTMG**"), and each of their respective subsidiaries, affiliates, advertisers, competitors, promotional partners, Participating Websites, radio stations and members of the immediate families or those living in the same households (whether related or not) of any of the above are NOT eligible to participate in or win this Sweepstakes. For purposes of this Sweepstakes, immediate family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.
3. Participants may only win once during this Sweepstakes.

WEEKLY PRIZE:

1. Two (2) winners will each be awarded the following:
 - One (1) \$1,000.00 Gift Card ("Weekly Prize") (Weekly Prize ARV = \$1,000.00) (Total ARV = \$2,000.00)
2. If for any reason a Sweepstakes winner decides not to accept the Weekly Prize awarded, the winner will be required to sign a release form acknowledging forfeiture of the Weekly Prize. It will be at the

discretion of the Sweepstakes Sponsor whether another Qualified Entrant is to be selected as the winner if time permits.

3. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by the Sponsor, in its sole discretion to be ineligible, he/she will be required to forfeit the Weekly Prize or to reimburse the Sponsor for the stated value of the Weekly Prize if such a violation is found after the Weekly Prize has been used by winner.

GENERAL CONDITIONS:

1. This Sweepstakes is not sponsored, administered, and/or endorsed by www.twitter.com
2. Twitter's Terms of Service and Privacy Policy can be found <https://twitter.com/tos> and <https://twitter.com/privacy> respectively.
3. Winners are responsible for all applicable taxes associated with the receipt of the Weekly Prize.
4. 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.
5. Qualified Entrants agree that the Sponsor shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from Qualified Entrants' acceptance, receipt, possession and/or use or misuse of any prize.
6. Odds of winning depend upon the number of Qualified Entrants participating during the Sweepstakes Period.
7. By participating in the Sweepstakes, the winner agrees to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Sweepstakes, 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 Sweepstakes, each participant agrees to comply with the Official Rules and the decisions of the Sweepstakes Sponsor which shall be final and binding in all aspects relating to the Sweepstakes.
8. Sponsor, CTMG, Twitter and any and all Internet server(s) and Internet access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "**Releasees**") are not responsible for any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including, without limitation, any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes; inability to access a Participating Websites, Promotion Website, or any web pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of, Entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof. Proof of entering information at a Participating Website, Promotion Website, or Twitter.com is not considered proof of delivery or receipt. Illegible, incomplete and, mechanically reproduced entries will be disqualified. All entries become the property of Sponsor and will not be acknowledged or returned. False, fraudulent or deceptive entries or acts shall render Qualified Entrants ineligible. Qualified

Entrants release, hold harmless, indemnify, and waive any claims they may have against Releasees for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including, without limitation, attorneys' fees) resulting from acceptance, use, or misuse of the Weekly Prize, or from participation in this Sweepstakes. By entering the Sweepstakes, Qualified Entrants affirm that they have read and accepted these Official Rules.

9. All Sweepstakes 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 Sponsor, any other Sweepstakes parties and each of their respective parent companies, 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 Sweepstakes participation or the acceptance, possession or use / misuse of awarded Weekly Prize or any portion thereof, or participation in Prize-related activities, including but not limited to any related travel.
10. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim their Weekly Prize.
11. Sponsor retains the right to disqualify any Qualified Entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
12. So long as no participant is materially adversely affected, Sponsor reserves the right to make changes in these Sweepstakes rules, which will become effective immediately.
13. Sponsor is not responsible for the inability of any Qualified Entrant to complete or continue a telephone call, internet registration or text entry 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 Sweepstakes. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that Qualified Entrant to disqualification.
14. By accepting the Weekly Prize, the winner acknowledges that Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any prize furnished in connection with the Sweepstakes. WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, SUCH PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND SPONSOR HEREBY DISCLAIMS ALL SUCH WARRANTIES, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND/OR NON-INFRINGEMENT.
15. 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 Sponsor in its sole discretion.
16. Sponsor will not assume any responsibility for any changes in the execution of the Sweepstakes, including; cancellation of the Sweepstakes as a result of the occurrence of events not within Sponsor's control and, such as acts of God, strikes, terrorists acts or criminal acts of third parties. In the event, such an act should occur, Sponsor may in its sole discretion, offer the winner comparable prize(s) currently being offered by Sponsor in lieu of the Weekly Prize originally awarded.
17. If for any reason, the Sweepstakes is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Sweepstakes is compromised by virus, bugs, worms or unauthorized human intervention, fraud,

an insufficient number of qualified Sweepstakes entries, or any other causes beyond Sponsor's, control which, Sponsor's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserve the right to cancel, terminate, modify or suspend the Sweepstakes at Its sole discretion.

18. Copies of Sweepstakes 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, located at 850 Third Avenue, Third Floor, New York, NY 10022.
19. Any and all claims arising directly or indirectly from the administration of this Sweepstakes shall be governed by and construed in accordance with the laws of the State of New York, without regard to its conflict of laws rules. For all such matters, participants, Entrants and winners each submit to the exclusive jurisdiction and venue of the state and federal courts located in the State of New York and waive any jurisdictional, venue, or inconvenient forum objections to such courts.
20. Sponsor will use any information provided by Qualified Entrants to fulfill the obligations of this Sweepstakes in accordance with its online Privacy Policy located at: <http://helloworldbeautiful.com/privacy/>
21. The official Sponsor of this Sweepstakes is Interactive One, LLC ("**IONE**"). All decisions made by the official Sponsor regarding any aspect of this Sweepstakes are final.
22. Sponsor has engaged Narrative Marketing, Inc. ("**Sweepstakes Co-Administrator**"), to administer certain portions of the Sweepstakes including facilitate, collect, and track the use of the #TranslateTheDate Hashtags #DateOptimist or #DateRealist.
23. CTMG is not a sponsor of this Sweepstakes and is not responsible for the collection, submission, or processing of entries, the administration of the Sweepstakes, or the selection of winners.