

“Temptation DVD”

OFFICIAL SWEEPSTAKES RULES

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE A PARTICIPANT'S CHANCES OF WINNING.

SWEEPSTAKES DESCRIPTION:

The “Temptation DVD” contest (“Contest”) will begin on Wednesday, July 3, 2013 and end on Friday, July 12, 2013 (“Contest”). This Sweepstakes will be conducted exclusively online. Eight (8) winners will each be awarded one (1) Temptation DVD. (ARV = \$ 30.00) (“Prize”).

HOW TO ENTER / EXECUTION:

Readers of HelloBeautiful.com and TheUrbanDaily.com who are legal residents of the 48 contiguous United States and are eighteen (18) years of age or older will be able to take part in this Sweepstakes. To participate in the Sweepstakes, listeners must do the following:

1. Participants must submit their entry via Twitter using the hash tag #TemptationDVD to @HelloBeautiful and share on Twitter their best temptation stories. Participants must answer the question: “What Temptations Do You Give In To?” Standard data rates will apply.
2. Participants must fill out the associated entry form on Hellobeautiful.com or TheUrbanDaily.com, which will be reachable via the site’s homepage and promotional ads. Upon entering the Sweepstakes website, participants are to follow the on-screen instructions, including entering their name, date of birth, address, phone number, email address, and any optional or additional contact information, as requested, to register for a chance to win.
3. Submitted entries must be “family friendly”, appropriate for all audiences, and must meet the below-listed Entry Requirements.
4. All entries must be received by 11:59pm EST on Friday, July 12, 2013, or they will be void.
5. 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 mobile account at the time the entry was made.
6. Entries will be reviewed and judged by members of the HelloBeautiful.com staff and at their sole discretion, eight (8) winners will be selected from among all eligible entries received electronically.
7. Participants may only win once during this Sweepstakes. One prize package per Sweepstakes winner.

8. All decisions made by the Company management regarding any aspect of this Sweepstakes are final.
9. By uploading a submission and entering this Sweepstakes, each participant represents and warrants to be bound by the Official Sweepstakes rules, and that they are authorized to and have the rights to submit the content within the entry.

Entry Requirements:

- Entries may not be patently offensive, illegal, pornographic or obscene, or similarly inappropriate in the Company's sole discretion
- Entries must not contain lewd or sexual content or references
- Submissions may not infringe upon any rights of any third party including without limitation, copyright, trademark and right of publicity or privacy
- Entries must be produced and solely owned by the participant submitting the entry
- Entries must be unpublished and not have been submitted in other competitions
- Submissions must not contain: unnecessary violence, derogatory characterizations of any ethnic, racial, sexual or religious groups, humiliate other people (publicly or otherwise), or otherwise assault or threaten others

ELIGIBILITY RESTRICTIONS:

1. The Sweepstakes is open to readers of TheUrbanDaily.com and Hellobeautiful.com who are 18 years of age and older and are legal residents of the 48 contiguous United States.
2. Employees of HelloBeautiful.com, TheUrbanDaily.com, Interactive One, LLC, Radio One, Inc. (together the "Company"), its subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners, 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 or win in this Sweepstakes. For purposes of this Sweepstakes, immediate family members mean spouses, parents, grandparents, children, and siblings and their respective spouses.
3. Persons who have won a prize in another sweepstakes or promotion of any kind from the Company within the thirty (30) day period immediately preceding the start date of this Sweepstakes are not eligible to participate. Only one person per family or household (whether related or not) may win in any promotion from the Company during any thirty (30) day period.

PRIZES:

1. Eight (8) winners will be awarded the following:
One (1) Temptation DVD (\$30.00)
2. To the extent that prize elements are provided by third-party providers, winner agrees to look solely to applicable prize providers with respect to any claims, losses, or disputes in connection therewith.

3. Prize will be mailed to the winner's residence.
4. 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 Company management and/or the sponsor in its sole discretion.
5. All sweepstakes winners must sign and date official Company release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.
6. Prizes will be awarded only upon winner verification and final approval by the Company. Each winner or selected entrant will be notified via Twitter and / or email within three (3) days after being selected (e.g., date of drawing). Each winner or selected entrant will then have one (1) day to respond with their information. If the winner or selected entrant is unable to be contacted within one (1) day after being selected (e.g. drawing date), is ineligible, fails to claim a prize or fails to return completed and executed release forms and affidavits, if applicable and as required by the Company, or if the prize notification or prize is returned undeliverable, that prize will be forfeited and if time permits, at the discretion of the Company, an alternate entrant will be selected as the winner by random drawing from among the remaining entries.
7. If for any reason a Sweepstakes winner decides not to accept the Prize awarded, the winner may be required to sign a release form acknowledging forfeiture of the Prize. It will be at the discretion of the Sweepstakes sponsor and / or Sweepstakes administrator if another entrant is to be selected as the winner if time permits.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the Prize.
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. Sweepstakes is void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws and regulations.
4. Odds of winning depend upon the number of eligible entrants participating during the Sweepstakes Period.
5. By participating in the Sweepstakes, the winner or winners agree 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 Company which shall be final and binding in all aspects relating to the Sweepstakes.

6. 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 Company, any other Sweepstakes 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 Sweepstakes 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 government-issued photo I.D.) to claim their Prize.
8. The Company retains the right to disqualify any entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
9. So long as no participant is materially adversely affected, the Company reserves the right to make changes in these Sweepstakes rules, which will become effective upon being posted online.
10. The Company, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any 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 entrant to disqualification.
11. By accepting the Prize, the winner acknowledges that the 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. The Company, its subsidiaries, its affiliates, participating sponsors and promotional partners 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 the control of the Company, its subsidiaries, affiliates, participating sponsors, and promotional partners, such as acts of God, strikes, terrorists acts or criminal acts of third parties. In the event, such an act should occur, the Company may in its sole discretion, offer the winner comparable prize(s) currently being offered by the Company in lieu of the Prize originally awarded.
13. 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 the Company's, control which, in

the Company's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, the Company reserves the right to cancel, terminate, modify or suspend the Sweepstakes at its sole discretion.

14. Any attempt by an entrant to deliberately undermine the legitimate operation of the Sweepstakes may be in violation of criminal and civil laws and should such an attempt be made, the 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. To receive a winner's list, send a self-addressed stamped envelope for receipt to HelloBeautiful Giveaways, c/o Interactive One, LLC, 850 3rd Avenue, 3rd Floor, New York, NY 10022