

**Lexus Verses And Flow Maxwell Concert 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.

SWEEPSTAKES DESCRIPTION:

Lexus Verses And Flow Maxwell Concert sweepstakes ("**Sweepstakes**") will begin on Thursday, August 7, 2014 at 11:00 am Eastern Standard Time and end on Friday, August 8, 2014 at 11:00 am Eastern Standard Time ("**Sweepstakes Period**"). This Sweepstakes will be conducted exclusively online. Eight (8) winners will be awarded Two (2) concert tickets ("Prize") to see Maxwell Live in Concert at the Baton Rouge River Center Theater in Baton Rouge, LA on Sunday, August 10, 2014. Prize approximate retail value ("ARV") is \$178.20 USD. Total Sweepstakes ARV is \$1,425.60. TRANSPORTATION TO THE CONCERT WILL NOT BE PROVIDED.

SWEEPSTAKES ELIGIBILITY:

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

HOW TO ENTER / EXECUTION:

Readers of www.hellobeautiful.com must do the following:

1. Visit www.HelloBeautiful.com ("Participating Website").
2. Upon entering the Participating Website, Visitors will be prompted to use RaffleCopter's widget in order to enter Sweepstakes, however, Visitors may elect to use the alternate means of online entry described below.
3. Visitors will be asked to enter certain registration information, including entering their name and email address and any other optional or additional contact information ("Registration Information"), as requested, to register for a chance to win. Through the RaffleCopter.com widget, users can enter Sweepstakes either by entering their Facebook log-in information or their email address.
4. Visitors who elect to enter the Sweepstakes ("Entrants") via the log-in via their Facebook log-in will give Facebook.com permission to transmit certain personally identifiable information from Entrants' Facebook account to Rafflecopter.com per Rafflecopter.com's Terms of Use policy. Rafflecopter.com's Terms of Use policy can be found here: <http://www.rafflecopter.com/rafl/terms/>.
5. If an Entrant does not wish to have certain personally identifiable information from Entrants' Facebook account shared with Rafflecopter.com, by Facebook.com, Entrants should not use the Facebook log-in entry method and should instead use the alternate email address method of entry provided in the

same location as the Facebook entry method. Not using the Facebook entry method will not harm, hinder, or materially affect Entrant's already existing entries.

6. The Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Facebook.com. Facebook.com's Terms of Use can be found here: <https://www.facebook.com/legal/terms>.
7. Any Registration Information (described above) provided by Entrants for purposes of this Sweepstakes will be disclosed to the Sponsor and not to Facebook.
8. After completing the registration process, Qualified Entrants will be entered into the Sweepstakes and eligible for a chance to win.
9. All Internet entries must be received by 10:59am EST on Friday, August 8, 2014, or they will be void.
10. Winners will be selected and notified on Friday, August 8, 2014 between the hours of 11:30 am and 1 pm.
11. Winners will have two (2) hours to claim Prize or Prize will be forfeited.
12. One entry per person per day per email address or Facebook account during the Sweepstakes Period.
13. 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 e-mail address or Facebook account at the time the entry was made.
14. Winners will be selected by random drawing from among all eligible entries received electronically. Winners will be notified by email.
15. Any registration information and/or submissions provided by participants for purposes of this Sweepstakes will be disclosed Sponsor, and not to Facebook.
16. This Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Facebook.
17. All decisions made by the Sponsor regarding any aspect of this Sweepstakes are final.

ELIGIBILITY RESTRICTIONS:

1. The Sweepstakes is open to Qualified Entrants only.
2. Employees of Sponsor, Radio One, Inc, 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.

PRIZES:

1. Eight (8) winners will each be awarded the following:
Two (2) Maxwell Concert Tickets. ARV = \$178.20 USD. Total Sweepstakes ARV = \$1,425.60
2. Prize will be available to winner at will call on the day of the concert.
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 Sponsor in its sole discretion.
4. All sweepstakes winners must sign and date official Sponsor release and waiver forms as requested. Failure to do so will result in winner forfeiting the Prize.
5. Prizes will be awarded only upon winner verification and final approval by the Sponsor. Each winner or selected Entrant will be notified by email after being selected (e.g., date of drawing) between the hours of 11:30 am and 1:00 pm. Each Winner or selected Entrant will then have two (2) hours to respond with their information. If the winner or selected Entrant is unable to be contacted within two (2) hours of the 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 Sponsor, or if the prize notification or prize is returned undeliverable, that prize will be forfeited and if time permits, at the discretion of Sponsor, an alternate Entrant will be selected as the winner by random drawing from among all remaining entries.
6. If for any reason a Sweepstakes winner decides not to accept the Prize awarded, the winner will be required to sign a release form acknowledging forfeiture of the Prize. It will be at the discretion of Sponsor if another Entrant will be selected as the winner if time permits.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the Weekly 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. 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 Entrants' acceptance, receipt, possession and/or use or misuse of any prize.
4. Odds of winning depend upon the number of Qualified Entrants participating during the Sweepstakes Period.
5. 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.

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 Website, 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 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. Sponsor retains the right to disqualify any Entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
9. TRANSPORTATION TO THE CONCERT WILL NOT BE PROVIDED BY SPONSOR.
10. Sponsor is 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 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.
12. 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.
13. 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 Prize originally awarded.
14. 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.
15. 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.

16. 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, each Party submits 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.
17. 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.
18. Sponsor will use any information provided by Entrants to fulfill the obligations of this Sweepstakes in accordance with its online Privacy Policy located at: <http://hellobeautiful.com/privacy/>
19. 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.