

Official Promotional Rules

A complete copy of these rules can be obtained at the offices of radio station **WNNX ROCK 100.5** (the “Station”) owned and operated by Cumulus Media Partners LLC, **780 Johnson Ferry Rd. 5th floor. Atlanta, GA 30342**, during normal business hours Monday through Friday or by sending a self-addressed, stamped envelope to the above address.

The Station will conduct the **Hard Rock’s Ambassadors of Rock® consumer Trip Giveaway** Contest (the “Contest”) with sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. (the “Sponsor”) substantially as described in these rules, and by participating, each participant agrees as follows:

1. No purchase is necessary. Void where prohibited.
2. Contest is open only to legal U.S. residents who are of legal age **18**, with a valid Social Security number at the time of entry.
3. All contests are open to the general public except for employees, agents, representatives, or affiliates of the Station, Cumulus Media Partners LLC, Cumulus Broadcasting LLC, and their respective affiliates, participating sponsors, their immediate families, and household members.
4. An individual may win an on-going contest only once per six-month period unless otherwise specifically stated. An individual may win other seasonal or one-time contests only once for the duration of the contest.
5. The contest will begin on **March 17th** and will run through **May 6th**.
6. **Enter online at Atlantasrockstation.com between March 17th and May 1st. you must sign up to be a Rock Regular to enter the contest. Enter by qualifying on air From April 6th through May 1st from 3pm (EST) to Midnight (ES) Monday through Friday. Enter by qualifying at the Hard Rock Atlanta Location on April 9th, 2009, April 23rd, 2009 and May 6th 2009 during the Battle of the Bands Showcase while ROCK 100.5 is on site time TBD. All entries must be received by 12:00pm (Noon) on Friday May 1, 2009.**

On **May 6th**, one entrant will be selected as potential grand prize winner. **QUALIFYING ROUND**

- 40 qualifiers will randomly be split into 2 groups. One group will represent “Heads” and the other group will represent “Tails” on a coin. A coin will be flipped in the air and a representative will call “heads” or “Tails” while the coin is in the air. The group whose side lands facing up is the winner and will stay. The other group will be dismissed from the contest.
- The remaining qualifiers will be split into groups of 5. Each group takes a turn.
- All 5 from each group will enter the stage together, choose a guitar and start playing.
 - Stage will be set with 5 guitars plugged into a tangle of cables. Only one cable will be plugged into the amp on stage.
- The person who’s guitar is plugged into the amp and playing music through the amp will win that heat.

FINAL ROUND

- After each heat, the 4 finalists will compete for the grand prize.
- The MC draws names out of a hat to determine order.
- Instead of choosing a guitar to play, finalists will need to choose one of 4 cables on stage and hope it’s plugged into the amp.
 - Finalists will individually choose a cable instead of a guitar (as in the 1st round).
 - Consider covering the tangle of cords with a table cloth, leaving just the ends exposed, to insure finalists can’t see which one is plugged in.
- The finalist who finds the plugged in cable is the grand prize winner and will be going to **Hard Rock Calling in London**. If it is determined that the candidate is not eligible for receipt of the grand prize, in the Station’s sole judgment and discretion, another candidate will be selected for eligibility consultation and this process will continue on until such time as an eligible candidate is found. In the unlikely event that no candidates are found to meet the specifications, then the prize will go un-awarded. In the event of a tie, the winner will be determined by and at the Station’s sole discretion.

7. One grand prize will be awarded. The grand prize package includes Roundtrip air travel to London from Atlanta, Three night hotel stay (dual occupancy) at the Intercontinental London park lane Hotel (check in Friday June 6th; check out Monday, June 29), Tickets to Hard Rock Calling concert (June 27 & 28, 2009), Big Bus City Tour Tickets, Airport transfers via train, \$250.00 spending money (for contest winner only). Total grand prize package is valued at \$5000.00.
8. All State, Local, Federal and or other taxes, duties, tariffs, title fees, licensing fees, or other fees for prizes awarded become the sole responsibility of the winner. All those who win a prize or prizes valued \$600 or more in an given year will be issued an IRS Form 1099 to report their winnings.
9. All prizes are awarded “as is.” Prizes are nontransferable and cannot be exchanged or sold. Winner and guest must travel together and are required to follow the planned itinerary.
10. Neither the Station nor Cumulus Media Partners LLC, sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc., its subsidiaries, affiliates, members, directors, officers, employees, agents or representatives shall be responsible for the failure of participating sponsors to deliver the prizes or any part thereof as described herein.
11. All entrants and winners agree that the Station, Cumulus Media Partners LLC, sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc., and its subsidiaries, affiliates, members, directors, officers, employees, agents and representatives shall have no liability for any injury, misfortune, or damage to either persons or property incurred by entering, participating in, winning, or losing any contest and/or by the use or non-use of any prize received in connection with this contest.
12. All prizes must be claimed in person at the Station at the address identified above during regular business hours and within ten (10) business days of winning, excluding holidays. After such time, ownership of said prize reverts back to Cumulus Media Partners LLC to be disposed of at its discretion. The winner then loses all claims and rights to said prize.
13. Proper identification must be presented by any winner to claim prize. As a condition to receiving the prize, any potential winner must complete and sign a Winner’s Affidavit and Release, releasing the Station, Cumulus Media Partners LLC, sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc.” its subsidiaries, affiliates, members, directors, officers, and employees from all liability in connection with winner’s participation in the contest, acceptance, and use or non-use of the prize.
14. All entry blanks, forms, devices, and materials gathered during the course of entry, as well as all information contained on or within, shall become the sole property of the Station and Cumulus Media Partners LLC & sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. to be used, disposed of or destroyed in their sole discretion. The Station and Cumulus Media Partners LLC & sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. are not responsible for any incorrect or inaccurate information entered by website users, and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the Station’s website.
15. All entrants and winners agree to give the Station and Cumulus Media Partners LLC, sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc., its licensees, affiliates, successors, and assigns the irrevocable and unrestricted right to use, re-use, broadcast, or publish my name, city of residence, photo, video tape, film or any other likeness, including portraits and pictures, in whole or in part, as part of a composite, retouched or distorted in character or form, and winner’s voice, recorded or live, for any reason the Station deems necessary without compensation, unless prohibited by law. All winners release, discharge, and agree to save harmless Cumulus Media Partners LLC, sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc., and its parent, subsidiaries, affiliates, members, directors, officers, employees, agents and representatives from any and all claims they may have against the Station or Cumulus Media Partners LLC; sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. in connection with the taking, production, or the use of winners’ name, city of residence, any photo, video tape, film or any other likeness, including portraits and pictures, in whole or in part, as part of a composite, retouched, or distorted in character or form and without restrictions as to any changes, transformations or alterations, and including winners’ voices, recorded or live. All winners further

acknowledge that Cumulus Media Partners LLC & sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. owns or will own exclusively any photographs of such winners used for such purposes, including the copyrights in them, regardless of the form in which they have been or may be produced and used, and all winners assign all such ownership rights to Cumulus Media Partners LLC & sponsor Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc.

16. By participating in the Contest, each participant agrees to receive email communications from the Station regarding Station events and contests. Any participant that opts-out of these mailings will also remove themselves from the contest. By participating in the Contest, where allowed by law, participants agree that the Station may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.
17. By participating in the Contest, participants agree to be bound by the decisions of Station personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Station will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Station's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Station, the Station reserves the right to terminate this Contest, or make such other decisions regarding the administration or outcome as the Station deems appropriate. All decisions will be made by the Station are final. The Station may waive any of these rules in its sole discretion. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, STATION RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.
18. The Station reserves the right to limit the number of times an individual may enter a contest or drawing.
19. The Station reserves the right to require contestants to be present at drawings in order to win their prize.
20. A winners list may be obtained after May 8, 2009, by sending a self-addressed stamped envelope to the following address:

780 Johnson Ferry Rd. 5th Floor. Atlanta, GA 30342
23. Participating Sponsors are:

Hard Rock Cafe International (USA), Inc. a participating Hard Rock Cafe location, RPMC, Inc. **Pepsi Cola,**
American Airlines