

# **Smart Shortcuts from Kraft Mac & Cheese Home-style Deluxe**

## **OFFICIAL CONTEST RULES**

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

### **CONTEST DESCRIPTION:**

The Smart Shortcuts contest ("Contest") will begin on July 26, 2010, entries can be received until August 8, 2010 and winner will be announced on air August 9, 2010 ("Contest Period"). One (1) grand prize winner will be awarded a \$250 Visa Gift Card.

### **HOW TO ENTER:**

Listeners of WHHH-FM who are legal residents of the U.S., and are at least 18 years of age and older will be able to take part in this Contest. To participate in the Contest, listeners must do the following:

1. Listeners will be encouraged to log onto [www.indyhiphop.com](http://www.indyhiphop.com) and share their "smart shortcuts" that free up their time and make their day a little easier, besides cooking Kraft Mac & Cheese Home-style Deluxe. On air hostess, JJ, will read various shortcuts submitted by listeners during contest period, entries read on air are for example purposes only and will not be deemed winners, or increase the odds of the entry being chosen winner. Kraft representatives, not employees of Radio One, Inc. will review all entries and select their winner August 9, 2010 with winning entry being announced during JJ's on air program.

### **ELIGIBILITY RESTRICTIONS:**

1. The Contest is open to listeners of WHHH-FM who are 18 years of age and older and are legal residents of the U.S.
2. Employees of WHHH-FM, Radio One of Indiana LP, its parent, subsidiaries, affiliates, general sponsors, promotional partners, advertisers, other radio stations in the Indianapolis, IN metropolitan area, and members of the immediate families or households of any of the above are NOT eligible to participate or win in this Contest.
3. Once an individual wins a prize in this Contest, they are not eligible to win another prize in this Contest except as specified within these rules.
4. Persons who have won a prize in another contest or promotion of any kind from WHHH-FM within the thirty-day (30) period immediately preceding the start date of this Contest are not eligible to participate.

5. Should listener(s) not have internet access to enter they can submit a typed/written entry and drop it off at Radio One, Inc. offices located at 21 E. St. Joseph in Indianapolis to be included in contest.

**PRIZES:**

1. Grand Prize package will include the following:
  - a. \$250 prepaid Visa Gift Card.
2. Prizes that are not mailed (via us mail or UPS) or provided by the participating sponsor must be claimed at the station's offices, 21 East St. Joseph Indianapolis, IN. 46204, within thirty (30) days of the date of winning.
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 station management and/or the sponsor in its sole discretion.
4. All contest winners must sign and date official station release and waiver forms as requested. Failure to do so will result in winner forfeiting the prize.
5. If for any reason a contest winner provides notice that he or she has decided not to accept an awarded prize, the winner will be required to sign a release form acknowledging that they are forfeiting the prize. It will be at the discretion of the contest sponsor and / or contest administrator if another contestant is to be selected as the winner if time permits.
6. If Contest winner does not claim their prize prior to September 9, 2010 the prize will be forfeited.
7. Winners must provide valid identification (i.e. via driver's license, passport or other photo I.D.) to claim their prize.

**EXECUTION:**

1. During the Contest Period, eligible listeners will be encouraged to participate in the Contest by entering online at [indyhiphop.com](http://indyhiphop.com).
2. The grand prize announcement will take place on August 9, 2010.
3. The grand prize winner will be notified by phone and/or e-mail.
4. All decisions made by WHHH-FM and Radio One of Indiana LP management regarding any aspect of this contest are final.

## **GENERAL CONDITIONS:**

1. Winners are responsible for all applicable taxes associated with the receipt of the prize (prizes are not transferable and may not be exchanged).
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. Contest is void where prohibited. Contest is subject to all applicable federal, state and local laws and regulations.
4. Odds of winning depend upon the number of eligible contestants participating during the Contest Period.
5. By participating in the Contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest, 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 Contest, each participant agrees to comply with the Official Rules and the decisions of the contest sponsor which shall be final and binding in all aspects relating to the contest.
6. All contest 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 WHHH-FM, Radio One of Indiana LP, any other contest 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 contest 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 photo I.D.) to claim their prize.
8. The station retains the right to disqualify any contestant if all contest rules are not followed, contest void if prohibited by law.
9. So long as no participant is materially adversely affected, the station reserves the right to make changes in the contest rules, which will become effective upon being announced on the air.
10. WHHH-FM, Radio One of Indiana LP, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any contestant to complete or continue a telephone call, facsimile transmission or internet registration due to equipment malfunction, busy lines, inadvertent disconnections, communication failures or human error that may occur in the transmission, receipt or processing of entries. In addition, WHHH-FM, Radio One of Indiana LP, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents

and employees are not responsible for lost, misdirected, mutilated, illegible or incomplete contest entries. Once submitted, entries become the property of the station and will not be returned.

11. By accepting the prize, the winner acknowledges that WHHH-FM and Radio One of Indiana LP have neither made, nor are 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. WHHH-FM, Radio One of Indiana LP, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution of the contest, including; cancellation of the contest as a result of the occurrence of events not within the control of WHHH-FM, Radio One of Indiana LP, its subsidiaries, affiliates, participating sponsors, promotional partners and other radio stations, such as acts of God, strikes, terrorists acts or criminal acts of third parties, an insufficient number of qualified Contest entrants, or any other causes beyond WHHH-FM and Radio One of Indiana LP's control which, in WHHH-FM and Radio One of Indiana LP's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest. In the event, such an act should occur; reasonable attempts will be made to offer the winner comparable prize(s) currently being offered by the station in lieu of the prize originally awarded.
13. Copies of contest rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m., in the offices of the WHHH-FM, located at 21 East St. Joseph Indianapolis, IN. 46204. Copies of contest rules may also be made available during on-site / in-person remote events.