



Last Night
Diddy



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BusRadio “Velveteen Rabbit Tongue Twister Contest”

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS CONTEST.

DATES OF PROMOTION: The BusRadio “Velveteen Rabbit Tongue Twister” Contest (the “Contest”) begins at 12:01 a.m. Eastern Time (ET) on March 2, 2009 and ends at 11:59 p.m. (ET) on March 13, 2009 (the “Contest Period”).

ELIGIBILITY: The Contest is open to members of BusRadio who are legal residents of the 50 United States including the District of Columbia and are between the ages of 6 and 13 at the time of entry. Employees and their immediate family members

(parents, children, siblings or spouse, regardless of where they live, or persons living in same household, whether related or not) of BusRadio (the “Sponsor”), its parent companies, contractors, subsidiaries, distributors, sales representatives, retailers, advertising and promotion agencies, and any others engaged in the development, production, execution or distribution of this Contest are not eligible to participate. Void where prohibited.

HOW TO ENTER: Contest entries will be accepted via the methods below:

Telephone Entry: With your parent’s permission, Call 1-877-MYBUSDJ during the Contest Period and when prompted by the recorded message, supply your first name and a contact phone number (if you are under the age of 13 you must give your parent or legal guardian’s phone number). Then, try and say “Velveteen Rabbit” five times as fast as you can. All entries submitted via telephone recording will be saved separately as a .wav or .mp3 file by the Sponsor. Sponsor not responsible for faulty phone connections, disconnected calls, sound quality or any other technical malfunction of any entry made via Telephone.

Limit of one (1) entry per person. Sponsor is not responsible for lost, late, mutilated, or incomplete entries. Sponsor will not verify receipt of entries for entrants. Entries become the sole property of the Sponsor and will not be returned. Collection and use of

personally identifiable information will be in accordance with the BusRadio Privacy Policy as posted on www.BusRadio.com.

Unless otherwise specified, entrants can participate in the sweepstakes as many times as they wish until they win. Entrants may win a BusRadio prize valued at more than \$50 no more than once every thirty (30) days.

Multiple winners from the same household are permitted (for example, a brother and sister can each win a prize during the same day).

WINNING: On or about March 16, 2009, all eligible entries will be reviewed by a qualified panel of judges on the basis of: (a) Clarity (50%) and (b) Accuracy (50%). In the event of a tie, the entries involved will be re-evaluated by an additional judge who will serve as a tiebreaker using the same criteria. All judging of eligible entries will be under the supervision of an independent panel of judges, whose decisions are final in all matters relating to this Contest. The judges will choose the top fifty (50) student entries. Potential winners will be notified by March 18, 2009.

WINNER ODDS: Odds of winning depend on number of valid entries. Fifty (50) winners will be selected.

PRIZES:

Fifty (50) Velveteen Rabbit DVDs (ARV: \$20).

The total ARV of all prizes to be awarded is \$1,000.00. Limit one (1) prize per person. Prizes are non-transferable and no cash redemption or substitution allowed, except at sponsor's sole discretion. The winner (or their parent or legal guardian if winner is not the age of majority in his/her state of residence) is solely responsible for all matters that may become due in respect to the prize, including, but not limited to, all applicable federal, state and local taxes. All prizes will be awarded.

POTENTIAL WINNER NOTIFICATION /

QUALIFICATION: Sponsor will attempt to contact a potential winner via phone. If the potential winner is not reached, each potential winner (or their parent or legal guardian if winner is not the age of majority in his/her state of residence) must respond to the Sponsor via phone within five (5) business days of Sponsor's notification, or they will be subject to disqualification. If a potential winner (or their parent or legal guardian, if winner is not the age of majority in his/her state of residence) fails to respond within the stated time period, that potential winner will be disqualified and an alternate potential winner will be selected in accordance with the judging criteria outlined in the "Winning" Section of these Official Rules. In order for a potential winner to be declared an Official Winner, he/she (or his/her parent or legal guardian if winner is not the age of majority in his/her state of residence) must prove eligibility to

Sponsors satisfaction, as well as a complete shipping address, within five (5) days of sponsor sending the legal documents which Sponsor may require (including a W-9 tax form). In addition, Official winner (or his/her parent of legal guardian if winner is not the age of majority in his/her state of residence) may be required to sign an affidavit; (a) releasing Sponsor from any and all liability, claims, demands and causes of action for personal injury and/or damage, theft or loss suffered in connection with this Contest, or the use or acceptance of the prizes or any portion thereof to be eligible for the Prize; and (b) where permitted by law, granting Sponsor the right to use his/her name, voice and likeness for advertising and publicity purposes without additional compensation. Prizes will not be awarded until all such requirements are met. Winner (or their parent or legal guardian if winner is not the age of majority in his/her state of residence) is required to comply with any and all applicable federal, state and local laws, rules and regulations.

GENERAL RULES OF PARTICIPATION: This Contest is subject to all applicable federal, state and local laws. By participating, entrants (or their parent or legal guardian if entrant is not the age of majority in his/her state of residence) and their participating entities agree to be bound by these Official Rules and the decisions of the Sponsor and waive any right to claim ambiguity in the Contest or these Official Rules. Sponsor is not

responsible for lost, late, misdirected, undeliverable or incomplete entries, whether due to system errors or failures, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty transmissions, technical malfunctions, or otherwise. Sponsor may prohibit an entrant (or their parent or legal guardian if entrant is not the age of majority in his/her state of residence) from participating in the Contest or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants, Sponsor, or Contest Entities. If for any reason this Contest is not able to be conducted as planned, including, but not limited to, by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest and judge from those entries received up to the

cancellation/suspension date. **CAUTION:** ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR 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.

NO LIABILITY: By participating, entrants (or their parent or legal guardian if entrant is not the age of majority in his/her state of residence) agree to release, discharge, indemnify and hold harmless the Contest Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims made by winners, entrants, or any other third parties, related in any way to the operation of this Contest as well as any other claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Contest-related activity or participation in this Contest.

WINNERS LIST/RULES REQUEST: For a list of the winners or a copy of these Official Rules , please send

a self-addressed, stamped, business size (#10) envelope to: “Velveteen Rabbit Tongue Twister Contest” (Please specify Winner’s List or Rules Request), BusRadio, Inc, 160 Gould St., Suite 201, Needham, MA 02494. Requests must be received by May 31, 2009.

SPONSORS: This Contest is brought to you by BusRadio, Inc, 160 Gould Street, Suite 201, Needham, MA 02494.



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