

BOLD NEW LOOK MAKEOVERS
Online 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 ELIGIBLE 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:

The “Bold Makeover” sweepstakes (“Sweepstakes”) will begin on 12:01 am on January 21 2015 and end on 11:59 pm February 9, 2015 (“Sweepstakes Period”). This Sweepstakes will be conducted exclusively online. Three (3) winner will be awarded the following: each winner will receive a makeover- inclusive of hair, make up and one (1) new outfit, one (1) ticket to attend one (1) live Interludes event tentatively scheduled for February 24, 2015 in Los Angeles, however date and location are subject to change (“Event”) and travel and hotel accommodations for one (1) from winner’s state of residence to the Event as selected and arranged by Sponsor (“Prize”) (Per Prize ARV = \$1,600.00, Total AVR \$4,800 USD). At the election of Sponsor, Prize winners must participate in on camera appearance capturing their journey to the Event, participation in the makeover, attendance at the Event and participate in on camera promotion of the Event and an Event Sponsor.

HOW TO ENTER / EXECUTION:

Visitors to the www.hellowbeautiful.com website (the “Website”) who are legal residents of the United States (excluding Puerto Rico and U.S. territories and possessions) and who have attained the age of 21 years of age and older as of January 20, 2015 will be able to take part in this Sweepstakes. To participate in the Sweepstakes, visitors must do the following:

1. Sweepstakes participants must register online through the Hello Beautiful website located at HelloBeautiful.com.
2. Visitors will be asked to enter certain registration information, including entering their name, date of birth, address, phone number, email address, and any other optional or additional contact information (“Registration Information”), as requested, to register for a chance to win.
3. After completing the registration process, entrants will be asked to upload a pic of themselves and the makeover look desired (i.e. a new hair color, hair cut) on Hello Beautiful or Hello Beautiful’s social handles using #boldnewlook or #boldnewlookHBIL at which point the entrant will be entered into the Sweepstakes and eligible for a chance to win. Entrant may only upload a picture of him or herself only and the uploaded picture must be owned by the entrant. Entrant represents and warrants that (i) entrant retains sufficient rights to upload

the photo and grant Sponsor the rights granted under these official rules; and (ii) neither uploading the photo, or any use of the photo by Sponsor will violate any third party's rights in such photo.

4. Entries generated by a script, macro, or other automated means will be disqualified. The Sponsor reserves the right to disqualify any unauthorized entries.
5. Each visitor will be allowed one (1) entry per person per day.
6. Winners must provide valid identification (i.e. via driver's license, passport or other government-issued photo I.D.) to claim the Prize.
7. Each Prize winner must to participate in on camera appearance capturing their journey to the Event, participation in the makeover, attendance at the Event and participate in on camera promotion of the Event and an Event Sponsor. No additional consideration will be paid for rights granted to Sponsor hereunder participation and Winner must execute an appearance and release form provided by Sponsor.
8. By uploading a photograph and entering the Sweepstakes, the Sponsor (and its licensees and advertisers) have the irrevocable, royalty free right to use, display and reproduce the entrant's name, photograph, likeness, voice and biography for advertising, publicizing and exploiting the Event, the Sweepstakes or any results and proceeds of entrant's services hereunder and third party institutional advertiser or sponsor of the Event, Sponsor and Sweepstakes, in any and all languages, formats, media, websites, and devices, now known and later devised throughout the universe in perpetuity.
9. Once notified, Winner(s) has three (3) business days to claim Prize or Prize will be forfeited.
10. Entrants are eligible to win only one (1) Prize during the Sweepstakes Period.
11. All Entries must be received by 11:59 pm EST February 9, 2015, or they will be void.
12. After completing the registration process, qualified entrants will be eligible for a chance to win Prize.
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 account at the time the entry was made.
14. Winners will be selected by random drawing from among all eligible entries received electronically during the Sweepstakes Period. Winners will be notified by the phone number and/or email address provided as part of the Registration Information set forth above.
15. Winner will be notified on February 10, 2015.
16. All applicable Prize elements will be mailed to winner at any previously provided mailing address.
17. Souvenirs, incidentals, transportation and/or any other services or items not expressly stated in the Prizes Section of the Sweepstakes rules are not included and are the sole responsibility of the winner and his or her guest.

18. A copy of the Winners list can be obtained by sending a self-address stamped envelope to: Interactive One, LLC, 850 Third Avenue, Third Floor, New York, NY 10022 Attn: Bold Makeover.
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.
20. Sponsor, as administrators of Sweepstakes, reserves the right to select all prizes in its sole discretion.

ELIGIBILITY RESTRICTIONS:

1. The Sweepstakes is open to visitors of HelloBeautiful.com who are legal residents of the United States (excluding Puerto Rico and U.S. territories and possessions) and who have attained the age of 21 years of age and older as of January 20, 2015 will be able to take part in this Sweepstakes.
2. Employees of Sponsor, and their respective subsidiaries, affiliates, 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 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 win once (1) during this Sweepstakes.
4. Persons who have won a prize in another sweepstakes or promotion of any kind from www.hellobeautiful.com 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 HelloBeautiful.com during any thirty (30) day period.

PRIZES:

1. Prize elements: One (1) makeover- inclusive of hair, make up and one (1) new outfit, one (1) ticket to attend the live Interludes Event tentatively scheduled for February 24, 2015 in Los Angeles and travel and hotel accommodations for one (1) from winner's state of residence to the Event as selected and arranged by Sponsor ("Prize") (Per Prize ARV = \$1,600, Total AVR \$4,800 USD).
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. No substitution of Prize is offered, no transfer of Prize to a third party is permitted. Non-cash Prizes may not be redeemed for cash value, except as determined by Sponsor in its sole discretion.
4. Sweepstakes winner must sign and date official release and waiver forms as requested. Failure to do so will result in winner forfeiting the applicable Prize.

5. If for any reason a Sweepstakes winner decides not to accept a 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 is to be selected as the winner if time permits.

6. In the event any winner is found to be in violation of these Official Rules or is otherwise determined by Sponsor, in its sole discretion to be ineligible, he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such a violation is found after the prize has been used by winner.

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 or in prize value 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. By participating in the Sweepstakes, the winners agree to have their name, voice, photograph and likeness used in any advertising or broadcasting material relating to this Sweepstakes, and the Event and any Event Sponsor 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.
4. 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 Sponsor, and 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.
5. Winners must provide valid identification (i.e. driver's license, passport or other government issued photo I.D.) to claim their Prize. Identification documents must match information previously provided on HelloBeautiful.com.
6. Sponsor has the right to disqualify any entrant if all Sweepstakes rules are not followed. Sweepstakes void where prohibited by law.
7. So long as no participant is materially adversely affected, Sponsor reserves the right to make changes in these Sweepstakes rules, which will become effective once posted online at HelloBeautiful.com.
8. Sponsor, participating sponsors and promotional partners 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.

9. By accepting the Prize, the winner acknowledges that Sponsor 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.
10. Sponsor, its subsidiaries, its affiliates, participating sponsors and promotional partners will not assume any responsibility for any changes in the execution or the cancellation of the Concert as a result of occurrences of events not within the control of Sponsor its subsidiaries, affiliates, participating sponsors, promotional partners.
11. Sponsor, 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 Sponsor its subsidiaries, affiliates, participating sponsors, promotional partners, such as acts of God, terrorists acts or criminal acts of third parties, infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, fire, flood, storm or other natural cataclysm, riot, strikes, civil commotion, governmental regulation or any other causes beyond the control of Sponsor. In the event, such an act should occur, and/or Sponsor may, in its sole discretion, offer the winner comparable prize(s) currently being offered by Sponsor in lieu of the Prize originally awarded.
12. 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, in 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 their sole discretion.
13. Copies of Sweepstakes rules are available upon request during regular business hours, Monday – Friday 9:00 a.m. to 5:00 p.m. at 850 Third Avenue, 3rd Floor New York, NY 10022.