

**“InstaLove”
Dating 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:

The InstaLove Dating Sweepstakes (“**Sweepstakes**”) will begin on Thursday, October 23, 2014 at 12:00 am Eastern Standard Time and end Friday, November, 14, 2014 at 11:59 pm Eastern Standard Time (“**Sweepstakes Period**”). This Sweepstakes will be conducted exclusively online. Four (4) winners will each be awarded the opportunity to go on one (1) first date with a participating “Eligible Bachelor” and shall receive the following to be used on the first date: one (1) Uber voucher; One (1) pair of movie tickets to see the Movie “Beyond the Lights”; Travel to and from date from origin city; and one (1) \$200.00 Gift Card to spend on the First Date (“**Weekly Prize**”). Weekly Prize approximate retail value (“**ARV**”) is \$1,000.00 USD. Total Sweepstakes ARV is \$4,000.00. Eligible Bachelors are single men between the ages of 21 and 38 selected by the Sponsor who are compensated for participation in this Sweepstakes.

SWEEPSTAKES ELIGIBILITY

1. Entrants must be legal residents of the 50 United States or the District of Columbia, 21 years of age or older, and complete the following actions below in order to enter and take part in this Sweepstakes.
2. Entrants must be single. To qualify as "single" the Entrant must not currently be involved in a committed intimate relationship, which includes: any marital relationship (whether or not the parties are separated or currently in the process of divorcing or annulling such marriage); any co-habitation relationship involving physical intimacy; or a monogamous dating relationship.
3. Entrants must represent and warrant that they have never been convicted of a felony. Entrants must also never have been convicted of a misdemeanor or ever had a restraining order entered against them, either of which were based in whole or in part on the commission of one or more acts involving moral turpitude or violence, as defined by the Sponsor in its sole discretion.
4. Entrants must acknowledge, understand, and agree that the First Date with the Eligible Bachelor will be recorded (“**Recordings**”) and that such Recordings may be disseminated in all media now known or hereafter devised, in any and all manner thought the Universe in perpetuity.

HOW TO ENTER / EXECUTION:

Readers of HelloBeautiful.com (“**Participating Website**”) must do the following:

1. Visit a Participating Website.

2. Visitors who elect to enter the Sweepstakes ("Entrants") must have an Instagram account.
3. Visitors must submit a photo of themselves, via Instagram, using the hashtag #InstaLoveDate via their Instagram account.
4. The Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Instagram.com or Facebook.com. Instagram's Terms of Use can be found at [instagram.com/about/legal/terms](https://www.instagram.com/about/legal/terms). Facebook.com's Terms of Use can be found here: <https://www.facebook.com/legal/terms>.
5. Any Registration Information (described above) provided by Entrants for purposes of this Sweepstakes will be disclosed to the Sponsor and not to Facebook or Instagram.
6. After completing the registration process, Entrants will be entered into the Sweepstakes and eligible for a chance to win.
7. Winners will be selected from Qualified Entrants. A Qualified Entrant is an Entrant who satisfies the Eligibility Requirements set forth above and Eligibility Restrictions set forth below, and will be notified on the following dates:

Drawing Schedule:

- i. Drawing Date 1: To participate, all Entrants must submit entries by 11:59 pm Eastern Standard Time on Friday, October 24, 2014. Drawing Date 1 Winner will be notified on: Saturday October 25, 2014
 - ii. Drawing Date 2: To participate, all Entrants must submit entries by 11:59 pm Eastern Standard Time on Thursday, October 30th 2014. Drawing Date 2 Winner will be notified on: Friday, October 31, 2014
 - iii. Drawing Date 3: To participate, all Entrants must submit entries by 11:59 pm Eastern Standard Time on Wednesday, November 5 2014. Drawing Date 3 Winner will be notified on: Thursday, November 6, 2014
 - iv. Drawing Date 4: To participate, all Entrants must submit entries by 11:59 pm Eastern Standard Time on November 10, 2014. Drawing Date 4 Winner will be notified on: Tuesday, November 11th, 2014
8. Winners will have 24 hours from notification to claim Weekly Prize or Weekly Prize will be forfeited.
 9. 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.
 10. Winners will be selected by random drawing from among all entries received electronically from Qualified Entrants. Winners will be notified by email. Winners must execute Sponsor's participation and release agreement ("Release"), or the Weekly Prize will be forfeited.
 11. Any registration information and/or submissions provided by participants for purposes of this Sweepstakes will be disclosed Sponsor, and not to Facebook.

12. This Sweepstakes is in no way sponsored by, endorsed by, administered by, or associated with Facebook.
13. 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: Four (4) winners will each be awarded the following:

- a. One (1) date with an Eligible Bachelor in New York City on a date and time as reasonably determined by Sponsor.
 - b. One (1) pair of movie tickets to see the Movie "Beyond the Lights".
 - c. Travel to NYC, from origin city, to participate in First Date.
 - d. One (1) Uber voucher to be used on First Date; and
 - e. One (1) \$200 gift card also to be used on First Date with Eligible Bachelor. Prize ARV = \$1000.00 Total Sweepstakes ARV = \$4,000.00.
4. 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.
 5. 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 Weekly Prize.
 6. Prizes will be awarded only upon winner verification and final approval by the Sponsor. Each selected Qualified Entrant will be notified by phone) after being selected (e.g., date of drawing), and each selected Qualified Entrant will then have 24 hours to respond with their information. If the winner or selected Qualified Entrant is unable to be contacted within 24 hours of the drawing date, is ineligible, fails to claim a Weekly Prize or fails to return completed and executed release forms and affidavits, if applicable and as required by Sponsor, or if the Weekly Prize notification or Weekly Prize is returned undeliverable, that Weekly Prize will be forfeited and if time permits, at the discretion of Sponsor, an alternate Qualified Entrant will be selected as the winner by random drawing from among all remaining entries.
 7. If for any reason a Sweepstakes winner decides not to accept the Weekly Prize awarded, the winner will be required to sign a release form acknowledging forfeiture of the Weekly 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 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 Weekly 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 Weekly 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 Weekly Prize or any portion thereof, or participation in Weekly 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 Weekly Prize.
8. Sponsor retains the right to disqualify any Entrant if all Sweepstakes rules are not followed. Sweepstakes void if prohibited by law.
9. 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.
10. By accepting the Weekly Prize, the winner acknowledges that Sponsor makes no warranties, and hereby disclaims any and all warranties, express or implied, concerning any Weekly 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.

11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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/>
18. 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.