

**PEPSI WQOK k97.5 "PEPSI DJ Scratch" Sweepstakes
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR CLAIM PRIZE. PROMOTION VOID WHERE PROHIBITED BY LAW. MULTIPLE ENTRY DEADLINES APPLY. MUST BE 18 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF THE U.S. RESIDING IN THE STATES OF NORTH CAROLINA OR VIRGINIA THROUGHOUT THE SWEEPSTAKES PERIOD.

1. **HOW TO ENTER/ WINNER SELECTION:** Beginning May 3, 2006 and continuing through May 20, 2006 WQOK-FM will conduct the Pepsi DJ Scratch Academy Promotion. You may enter at any of the four (4) scheduled WQOK-FM remote or van hits. To enter, hand print your name, street address, age and daytime phone number on an official entry form or a plain piece of 3 x 5 inch paper. Deposit your completed entry in the ballot boxes provided at each Pepsi DJ Scratch Academy remote or van hit.

Entries must be deposited by the close of each remote/van hit. Limit one entry per person per Pepsi DJ Scratch Academy remote or van hit. No photocopied or mechanically reproduced entries will be accepted. No responsibility is assumed for lost, late, illegible, incomplete, damaged or misdirected entries. All entries become the property of the Sponsor and will not be acknowledged or returned. One (1) Grand Prize Winner and three (3) First Prize Winners will be selected from among all eligible entries received at the van hits and remote. Odds of winning depend on the number of eligible entries received at the van hits and remote. Van Hit and remote locations are as follows:

5/5, 5-6pm - TBD

5/12, 5-6pm - TBD

5/19, 12n-1p - TBD

5/20, 3-5pm – Sam Ash Music Center, 3131 Capital Blvd., Raleigh, NC 27604

Drawing to be held on May 20, 2006, after 5:00pm, at Sam Ash Music Center and conducted by WQOK-FM.

2. **PRIZES: GRAND PRIZE:** One (1) Grand Prize will be awarded consisting of a trip for two (2) people to the DJ Scratch Academy in New York City, plus one (1) Gemini Scratchmaster Package DJ Kit. Trip currently scheduled for June 23, 2006 through June 25, 2006 and includes round trip air transportation for two (2) from airport nearest winner's home; standard hotel accommodations (one (1) room, double occupancy) for two (2) nights. All travel must be taken on dates specified. No alternative travel dates are available. If winner resides within 150 miles of New York City, ground transportation may be substituted in lieu of air transportation at Sponsor's sole discretion. Selection of airline, airport and seating at Sponsor's sole discretion. All other expenses not specifically mentioned herein are solely the responsibility of prize winner and their guest. All travel subject to availability and restrictions. Winner and travel guest must travel on same itinerary. If travel guest is a minor (under age of 18), minor must be accompanied on trip by minor's parent or legal guardian who must be the winner. Travel guest will also be required to sign and return a travel release before any travel occurs. Approximate retail value is \$3,090.

FIRST PRIZES: Three (3) First Prizes will be awarded each consisting of one (1) Gemini Scratchmaster Package DJ kit. *Approximate* retail value \$590 each).

VAN HIT/REMOTE PRIZES: Four (4) PMX-04 Mixers. Approximate retail value \$190 each. and six (6) DJX-05 Headphones. Approximate retail value \$80 each. Van Hit and remote prizes will be given away via prize wheel during the remote and van hits.

3. **ELIGIBILITY: TO BE ELIGIBLE TO WIN, YOU MUST BE A LEGAL RESIDENT OF THE U.S. RESIDING IN THE STATES OF NORTH CAROLINA OR VIRGINIA, 18 YEARS OR OLDER.** Employees of WQOK-FM, Radio One, Inc., Pepsi bottling Ventures, Pepsi-Cola Company, its bottlers, their respective parents, subsidiaries, affiliates, divisions, distributors, suppliers and advertising, promotional or judging agencies and immediate family members of such employees (parent, child, sibling, spouse) and persons living in the same household of such employees (whether related or not) are not eligible to win. If potential prizewinner is a minor, prize may be awarded to the minor's parent or legal guardian who must sign all prize acceptance documents assume all responsibilities of prize winner. Limit one prize per name, address and/or household.
4. **GENERAL:** 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. Sponsor reserves the right to substitute a prize for another prize of equal or greater value. Void wherever prohibited or restricted by law. Prize winner will be solely responsible for paying all applicable federal, state and local taxes on prize; if applicable, winner may receive an IRS Form 1099 for the retail value of the prize. No groups, clubs, newsletters or organizations may enter or win prizes. All entrants, as a condition of entry, agree to be bound by these rules and the decisions of Sponsor and its judges, which shall be final and binding.
3. **WINNER NOTIFICATION:** All potential winner(s) will be notified on-air and by phone and/or mail at the address /phone number provided in entry. Major prize winners may be required to sign and return to WQOK-FM an affidavit of Eligibility Liability Release with (where lawful) a publicity release within ten (10) days of first attempt at notification. If any required documents are not returned within the required number of days, or if mail is returned as undeliverable, without a forwarding address, then prize may be forfeited and an alternate winner may be selected. Allow 6 - 8 weeks for delivery of prize following completion of notification process. Prizes will only be delivered to addresses within the states of North Carolina and Virginia. Any portion of a prize not accepted by winner shall be forfeited. All prizes must be picked up at WQOK-FM, Radio One, Inc., 8001-101 Creedmoor Road, Raleigh, NC 27613 between 9:00am and 5:00pm, Monday through Friday.
4. **RELEASE OF LIABILITY:** All entrants, as a condition of participation, and all winners, by acceptance of a prize, agree to release WQOK-FM, Radio One, Inc., Pepsi Bottling Ventures, Pepsi-Cola Company, its bottlers, each of their respective parents, subsidiaries, divisions, affiliates, suppliers, divisions, distributors and advertising, promotional or judging agencies from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses

to persons and property which may be sustained in connection with the receipt, ownership or use of the prize or while preparing for, participating in, and/or traveling to and from any prize-related activity or any typographical or other error in the printing of these Official Rules or the offering or announcement of any prize. Neither WQOK-FM, Radio One, Inc., Pepsi Bottling Ventures, nor Pepsi-Cola Company make any representations nor warranties of any kind concerning the appearance, performance or safety of any prize awarded. Upon request, winners must consent (and confirm such consent in writing) to the use of their name, voice, picture or other likeness without compensation for promotional purposes as determined by WQOK-FM, Radio One, Inc. and Pepsi Bottling Ventures.

7. **WINNERS' LIST**: For a list of the major prize winners, send a self-addressed stamped envelope before June 20, 2006 to **Pepsi DJ Scratch Academy Sweepstakes**, WQOK-FM, Radio One, Inc., 8001-101 Creedmoor Road, Raleigh, NC 27613.
8. **SPONSOR**: WQOK-FM, Radio One, Inc., 8001-101 Creedmoor Road, Raleigh, NC 27613. Pepsi Bottling Ventures, 4700 Homewood Court, Suite 200, Raleigh, NC 27609.

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