

2009  
*The Steve Harvey Morning Show*  
Steve Harvey's BET Celebration of Gospel Sweepstakes  
OFFICIAL RULES

**NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

1. **PROMOTION PERIOD:** Steve Harvey's BET Celebration of Gospel Sweepstakes (the "Sweepstakes") begins at 6:00:01am Eastern Time ("ET") on November 16, 2009 and ends at 8:59:59pm ET on November 20, 2009 (the "Promotion Period"). All entries must be received during the Promotion Period. The Sponsor's computer is the official time keeping device for this Sweepstakes.
2. **ELIGIBILITY:** Sweepstakes open to legal residents of the forty-eight (48) contiguous United States and District of Columbia who are at least twenty-one (21) years of age or older as of the date of entry. Subject to all applicable federal, state, and local laws and regulations. Void in Alaska, Hawaii, and where prohibited or restricted by law. Individuals who have won a prize from the Radio Show (as defined below) within one hundred eighty (180) days prior to the start date of this Sweepstakes are not eligible.

Employees of Nu-Opp, Inc. (the "Sponsor"), Steve Harvey Radio Network, Inc., Premiere Radio Networks, Inc., Black Entertainment Television LLC (the "Prize Provider"), and The Steve Harvey Morning Show (the "Radio Show") (collectively, the "Sweepstakes Entities"), each radio station contracted to broadcast the Radio Show, and their respective subsidiaries and affiliated companies, divisions, parent companies, officers, directors, agents and advertising agencies, as well as members of the immediate family of any such employees, are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

3. **HOW TO ENTER:** Submit your entry by visiting <http://www.SteveHarvey.com> during the Promotion Period and follow the Sweepstakes link to review the submission guidelines and complete all required information in the online entry form.

Entries limited to one (1) entry per participant. Multiple participants are not allowed to use the same email address. Any attempt by a participant to acquire more than one (1) entry by using numerous email addresses, registrations, identities, or any other methods will void that participant's entries and that participant may be disqualified. The use of automated software or computer programs to register or enter the Sweepstakes is prohibited, and any individual who uses or attempts to use such methods to register or to enter will be disqualified. Valid entries must contain all information requested. Incomplete and/or multiple entries will be disqualified. In the event of a dispute, the authorized account holder of the email address used to enter will be deemed to be the participant. The authorized account holder is the natural person who is assigned an email address by an Internet access provider, online service provider, or other organization responsible for assigning email addresses. Sweepstakes winner will be drawn from online entries only. The Sponsor will not verify receipt of entries. By entering, participants acknowledge compliance with the Official Rules, including eligibility requirements. Responsibility for receipt of entry rests solely with the participant.

4. **PRIZE DRAWING:** A random drawing will be conducted by the Radio Show on or about November 23, 2009 from among all eligible entries received during the Promotion Period. Odds of winning depend upon the number of eligible entries received. Winner agrees to be bound by these Official Rules and the decisions of the Sponsor, whose decisions are final on all matters relating to this Sweepstakes.
5. **PRIZE:** ONE (1) GRAND PRIZE; A three (3) day/two (2) night trip for two (2) people to BET Celebration of Gospel being held December 12, 2009 at the Orpheum Theater in Los Angeles, California. The trip includes roundtrip coach class airline tickets for two (2) from a major airport nearest the winner's home to Los Angeles, CA (as determined by Prize Provider), two (2) nights hotel accommodations in Los Angeles (one (1) double occupancy room selected solely by Prize Provider, room and tax only), two (2) tickets to BET Celebration of Gospel, a meet and greet with Steve Harvey (as determined by the Sponsor), and ground transportation while in Los Angeles to and from airport and show venue (Approximate Retail Value: \$1,600.00). Travel will take place between December 11, 2009

and December 13, 2009 and is based on schedule and availability. Certain travel restrictions and blackout dates may apply. Winner and guest must travel out of the same airport and on the same itinerary. Prize Provider, in its sole discretion, reserves the right to provide ground transportation in lieu of air transportation if the winner resides less than one hundred (100) miles from the trip destination. Meals, beverages, souvenirs, incidentals, tips, gratuities, phone calls, luggage fees, and any and all other expenses not specifically mentioned herein are the sole responsibility of the winner. The Prize Provider reserves the right to substitute any portion of these prizes, including destination and travel dates, for a prize of equal or greater value. No transfer, assignment, change of the prize, or cash substitution is permitted except at the sole discretion of the Prize Provider. If a winner cannot be contacted or is disqualified, the Sponsor reserve the right to determine an alternate winner at its sole discretion. Unclaimed prize(s) will not be awarded. Other restrictions may apply. All federal, state, and local taxes on the prize are the sole responsibility of the winner.

6. **RELEASE FORMS:** Potential winner will be notified by telephone, mail, and/or email on or about November 24, 2009 and will be given one (1) day to confirm receipt if notified by email. If a winner cannot be contacted from the information provided on the online entry form, the Sponsor reserves the right to select another winner at its sole discretion. Winner will be required to complete and return an Affidavit of Eligibility/Liability Release (including, except where prohibited by law, a Publicity Release) (the "Affidavit") within six (6) days of notification. Failure to return the executed Affidavit within the time allowed may result in forfeiture of prize and random selection of alternate winner from remaining eligible entries. Guest of the winner must be at least twenty-one (21) years of age or older and complete a Liability Release (including, where permitted, a Publicity Release) prior to issuance of travel documents. Winner will be subject to a verification process, to include winner's name, address, home phone number, work/cell phone number, and social security number or taxpayer identification number. The Sweepstakes Entities are not liable if prize notification letter is lost in the mail or email is not responded to within the time allowed.
7. **TELEPHONE AND DELIVERY DISCLAIMER:** If a Sweepstakes is a call in to win Sweepstakes and/or a telephone is needed to participate in the Sweepstakes, participants are restricted to the use of ordinary telephone equipment. Participants that enable the "Caller ID" block function will not be allowed to participate unless they enter their correct area code and telephone number if prompted, or disable the features inhibiting their participation in the Sweepstakes. Participants using equipment not set up for toll free phone exchanges (800, 888, 877, 866, etc.) may experience call connection problems.

The Sweepstakes Entities disclaim all liability for the inability of a participant to complete an online entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond their control, or otherwise. The Sweepstakes Entities disclaim all liability for any delays, misdelivery, loss, or failure in the delivery of any item sent by electronic transmission or other delivery method. The Sweepstakes Entities are not responsible for human, mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: any form of active or passive filtering, insufficient space in participant's e-mail account to receive e-mail messages, failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet, or on any website, or lost or unavailable network connections which may limit an online participant's ability to participate in the Sweepstakes, and any injury or damage to participant's or any other person's computer related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. No mechanically reproduced entries or facsimiles will be accepted. Entries void if incomplete, defective, altered, forged, illegible, or received outside authorized channels.

8. **PUBLICITY; USE OF PERSONAL INFORMATION:** By participating, unless prohibited by law, all participants and winner(s) grant the Sweepstakes Entities exclusive permission to use their names, characters, photographs, voices, videotape, biographical information, and/or likenesses in connection with promotion of this and other Sweepstakes and waive any claims to royalty, right, or remuneration for such use. By participating in the Sweepstakes, where allowed by law, participants agree that the Sweepstakes Entities may disclose personal information obtained from participants in the Sweepstakes to third parties and use such information for marketing and other purposes.
9. **TAXES:** Any valuation of the prize stated above is based on available information provided to the Sweepstakes Entities, and the value of any prize awarded to a winner will be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize and paying any expenses associated with any prize(s) which are not specifically provided for in the Official Rules. Winner(s) must provide the Sweepstakes Entities with valid identification and a valid taxpayer identification number or social security

number before any prize will be awarded. Any person winning over \$600.00 in prizes from the Sweepstakes Entities will receive an IRS form 1099 at the end of the calendar year and a copy of such form will be filed with the IRS.

10. **CONDUCT AND DECISIONS:** By participating in the Sweepstakes, participants agree to be bound by the decisions of Sponsor personnel. Persons who violate any rule, gain unfair advantage in participating in the Sweepstakes, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Sponsor will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Sweepstakes and the Sponsor's decisions concerning such disputes shall be final. If the conduct or outcome of the Sweepstakes is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Sponsor, the Sponsor reserves the right to terminate this Sweepstakes, or make such other decisions regarding the outcome as the Sponsor deems appropriate. All decisions will be made by the Sponsor and are final. The Sponsor may waive any of these rules in its sole discretion. Any attempt by a participant or any other individual to deliberately circumvent, disrupt, damage or undermine the legitimate operation of this Sweepstakes is a violation of criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek civil and/or criminal prosecution and/or damages from any such person to the fullest extent permitted by law.

11. **RELEASE:** Participants release the Sweepstakes Entities, each radio station contracted to broadcast the Radio Show, and their respective subsidiaries and affiliated companies, divisions, parent companies, officers, directors, employees, agents and advertising agencies and all others associated with the development and execution of the Sweepstakes, from and against any and all liability with respect to or in any way arising from this Sweepstakes and the awarding, use and/or misuse of the prize, including without limitation liability for death, personal injury, loss, and/or disability.

**MISCELLANEOUS:** Winner(s) must submit proof of eligibility and sign the Sponsor's Affidavit to claim the prize. The Sponsor may substitute prizes, as well as extend, modify, or discontinue the Sweepstakes at any time. The Sponsor disclaims any responsibility to notify participants of any aspect related to the conduct of the Sweepstakes. The Sponsor is not responsible for any typographical error in the printing of these Official Rules, administration of the Sweepstakes, or in the announcement of the Sweepstakes prizes. All entries and information become property of the Sponsor and will not be returned.

12. **WINNER LIST:** For a winner list, send a stamped, self-addressed envelope no later than December 18, 2009 to: Steve Harvey's BET Celebration of Gospel Sweepstakes, 3565 Piedmont Road NE, Building 3, Suite 105, Atlanta, GA 30305. Vermont residents only may omit return postage.

13. **JURISDICTION:** These Official Rules shall be governed by and construed in accordance with the laws of the State of Georgia. Venue and jurisdiction for any claims associated in any way with these rules shall only be proper in the State of Georgia.

14. **SPONSOR:** Nu-Opp, Inc., 3565 Piedmont Road NE, Building 3, Suite 105, Atlanta, GA 30305.