

## SPECIFIC RULES FOR SPRING 2024 TESLA GIVEAWAY

In addition to the General Rules posted on the website for Station, which is owned and operated by the Company, the following Specific Rules apply to this Promotion. Please consult those General Rules in addition to these Specific Rules. All capitalized terms not defined in these Specific Rules will have the meanings established in the General Rules. In the event there is a discrepancy or inconsistency between those General Rules and these Specific Rules, these Specific Rules shall control. The General Rules and these Specific Rules shall be collectively referred to as the “Official Rules.”

### PROMOTION DESCRIPTION:

Station: Urban One, Inc. (the “Company”), which owns and operates the participating radio stations (which for the purposes of these Official Rules shall be referred to as the “Station” or “Stations”):

<b>Market</b>	<b>Station</b>
Atlanta, GA	WHTA-FM
Charlotte, NC	WOSF-HD2/FX
Cincinnati, OH	WIZF-FM
Cleveland, OH	WENZ-FM
Dallas, TX	KBFB-FM
Indianapolis, IN	WHHH-FM
Philadelphia, PA	WRNB-HD2
Raleigh-Durham, NC	WQOK-FM
Richmond, VA	WCDX-FM/WKJM-HD2
Washington, DC	WKYS-FM
Baltimore, MD	WERQ-FM
Houston, TX	KBXX-FM

Promotion: Spring 2024 Tesla Giveaway

Promotion Period: The Promotion begins on Thursday, March 7, 2024, and ends at 12:00 PM ET, 11:00 AM CT on Wednesday, March 27, 2024.

Entry Methods: There are two (2) Entry Methods: Participants may enter this Promotion using the Text Message Entry Method or using the Online Entry Method, as they are both described in more detail below.

Number of Entries: Participants may submit no more than one (1) Entry, regardless of Entry Method.

Number of Winners: There will be fifteen (15) Qualifying Winners and one (1) Grand Prize Winner (collectively, the “Winners”) for this Promotion.

Entry Period: The entry period will start Monday, March 4, 2024. The Qualifying Winners will be selected throughout the Entry and Promotional Period. All Entries must be received starting at 8:30 AM ET, 7:30 AM CT on Monday, March 4, 2024, and ending entries at 10:00 AM ET, 9:00 AM CT on Wednesday, March 27, 2024, to be eligible to win the Grand Prize.

Entry Information: Text Message Entry Method:  
 During the Entry Period, Participants may choose to enter this Promotion by texting the word **TESLA** (the “Keyword”) to **71007**. After texting the Keyword to **71007**, entrants will be redirected to The Morning Hustle website at [www.themorninghustle.com](http://www.themorninghustle.com) to complete their registration.

Online Entry Method:  
 During the Entry Period, Participants may choose to enter this Promotion online by registering directly with the Morning Hustle Show website ([www.themorninghustle.com](http://www.themorninghustle.com)) or via one of the websites listed below:

Market/Entity	Station	Website
Atlanta, GA	WHTA-FM	<a href="http://www.hotspotatl.com">www.hotspotatl.com</a>
Charlotte, NC	WOSF-HD2/FX	<a href="http://www.1053rnb.com">www.1053rnb.com</a>
Cincinnati, OH	WIZF-FM	<a href="http://www.wiznation.com">www.wiznation.com</a>
Cleveland, OH	WENZ-FM	<a href="http://www.zhiphopcleveland.com">www.zhiphopcleveland.com</a>
Dallas, TX	KBFB-FM	<a href="http://www.thebeatdfw.com">www.thebeatdfw.com</a>
Indianapolis, IN	WHHH-FM	<a href="http://www.hot1009.com">www.hot1009.com</a>
Philadelphia, PA	WRNB-HD2	<a href="http://www.rnbphilly.com">www.rnbphilly.com</a>
Raleigh-Durham, NC	WQOK-FM	<a href="http://www.hiphopnc.com">www.hiphopnc.com</a>
Richmond, VA	WCDX-FM WKJM-HD2	<a href="http://www.ipowerrichmond.com">www.ipowerrichmond.com</a>
Washington, DC	WKYS-FM	<a href="http://www.kysdc.com">www.kysdc.com</a>
Baltimore, MD	WERQ-FM	<a href="http://www.92Q.com">www.92Q.com</a>
Houston, TX	KBXX-FM	<a href="http://www.TheBoxHouston.com">www.TheBoxHouston.com</a>

Upon entering any of the websites, online Participants should follow the on-screen instructions as described in the General Rules. Participants may only register through one (1) website throughout the Promotion Period. After successfully completing the registration process, online Participants shall be eligible for a chance to win the Grand Prize.

**\*NOTE: Participants must either enter this Promotion either via (i) text message or (ii) online through one the websites noted above. If the Participant enters using the Morning Hustle’s website, that Participant will be eligible to win the Qualifying Prize and the Grand Prize; however if the Participant uses a Station website, then that Participant will only be eligible to win the Grand Prize.**

Qualifying Prize Details & Description (ARV):  
 During the Promotion Period on a rolling basis each weekday, all online Entries received to date via The Morning Hustle’s website and all text message Entries received to date shall be combined to create a “Qualifying Prize Drawing Pool”. Each weekday during the Promotion Period, one (1) Qualifying Winner shall be selected from the Qualifying Prize Drawing Pool. After being selected, the Company shall contact the Qualifying Winner **via EMAIL by no later than 5:00PM ET, 4:00 PM CT on the following business day.**

In this email, the Qualifying Winner will be invited to participate in The Morning Hustle's on-air game, Thousand Dollar Cash Grab (the "Game"). This email will also ask the Qualifying Winner to provide his/her phone number in order to play the Game.

All entrants must respond to this email **by no later than 12:00 PM ET, 11:00 AM CT on the following business day**. Should a Qualifying Winner fail to respond to this email by the deadline noted above, his/her Entry will be forfeited, and the Company, in its sole discretion, may select another Qualifying Winner instead.

After responding to this email and properly consenting to play the Game, the Company will call each Qualifying Winner when it is his/her turn to play the Game. **All Qualifying Winners will only be called once. If the Qualifying Winner does not answer his/her phone, the chance to play the Game will be forfeited and no additional opportunities or substitute prizes shall be awarded.** Qualifying Winners who win the Game by correctly answer ten (10) questions within sixty (60) seconds will be awarded the maximum Qualifying Prize, which is One Thousand Dollars (\$1,000.00) cash. If a Qualifying Winner incorrectly answers, skips, or otherwise or misses any of the questions within the allotted sixty (60) seconds, he/she will be awarded Ten Dollars (\$10) for every question that he/she answers correctly, instead of the maximum Qualifying Prize.

**\*NOTE: By submitting an Entry for this Promotion, all Participants understand and agree that they become a Qualifying Winner, their participation in the Game will be recorded, broadcast, and posted to social media platforms and on websites. All Qualifying Winners hereby give consent to the Company to record their participation in the Game and to use their name, likeness, and voice in broadcasts for the Stations, as well as on social media platforms and websites for the Stations and the Morning Hustle Show.**

Qualifying Prizes have ARV of between \$10.00 and \$1,000.00.00, depending on how many questions are answered correctly during the Game. All Qualifying Prizes will be awarded in the form of a personal check and shall be mailed to the Qualifying Winners after completion of a winner release form from the Company.

Grand Prize (ARV):

One (1) Grand Prize Winner shall be awarded the following:

- One (1) 2023 Tesla Model Y Long Range Dual Motor All-Wheel Drive vehicle, which comes with Deep Blue Metallic Paint (Paint Code: PPSB), is equipped with 19" Gemini Wheels, All Black Premium Interior, Five Seat Interior, Autopilot, and Time-bound Supercharging, and has an approximate retail value ("ARV") of Fifty Thousand One Hundred Thirty Dollars (ARV \$50,130) (the "Vehicle").

In addition to the Vehicle, the Grand Prize Winner shall receive from the Prize Provider the following prize assistance (collectively, the "Prize Assistance"):

- Any and all applicable state taxes concerning the Vehicle, which shall apply to the gross price of the Vehicle before discounts, trade-in allowances, rebates, and/or other incentives, and shall be based upon the location where the Vehicle will be registered (the "Sales Tax");
- Any and all fees concerning the Vehicle's registration and/or license plates (the "Registration Fee");

- Any and all fees concerning the Vehicle's shipment to the Winner (the "Shipment Fee"); and
- Five Thousand Dollars (\$5,000.00) of monetary assistance towards any potential federal and/or state income tax owed by the Winner as a result of his/her claim to the Vehicle (the "Tax Contribution").

Collectively, the Vehicle and the Prize Assistance shall be referred to as the "Grand Prize" for the purposes of the Official Rules. The Grand Prize has a total ARV of \$55,130.00, plus the value of the Sales Tax, Registration Fees, and the Shipment Fee which will vary based on the state of residence of the Grand Prize Winner and could significantly increase the ARV of the Grand Prize.

Grand Prize Winner Selection: At the close of the Entry Period, all eligible Entries received, including all entries received from the Station websites, the Morning Hustle Show website, and text message entries, will be combined to create the "Grand Prize Drawing Pool". On or before Thursday, March 28, 2024, the Station shall randomly select one (1) Grand Prize Winner from the Grand Prize Drawing Pool.

**\*NOTE: The Grand Prize Winner will not be chosen from amongst the Qualifying Winners. The Grand Prize Winner will be chosen randomly from amongst all eligible Entries received.**

The Company shall notify the Grand Prize Winner via email by no later than 5:00 PM local time on Thursday, March 28, 2024. The Grand Prize Winner must respond to this email **by no later than 5:00 PM local time on Sunday, March 31, 2024**, in order to claim the Grand Prize. If the Grand Prize Winner does not respond to this email **by 5:00 PM local time on Sunday, March 31, 2024**, his/her Entry will be forfeited, and the Company, in its sole discretion, may select another Grand Prize Winner instead. No substitute prizes will be awarded to anyone who does not respond to this email in the timeframe noted above.

Grand Prize Claim: The Prize Provider shall retain the Vehicle in its possession, and not relinquish any element of the Prize Package until (i) the Vehicle's title has been successfully transferred to the Grand Prize Winner and (ii) the Grand Prize Winner has properly registered the Vehicle in accordance with his/her state laws and regulations. The Prize Provider may impose additional requirements ("Additional Requirements") before releasing the Grand Prize to the Grand Prize Winner.

Grand Prize Provider: Paper Route Empire, LLC  
 Attn: Jeremel Moore  
 1865 Ferber Avenue  
 Memphis, TN 38114

Participants agree to look solely to the Grand Prize Provider with respect to any claims, losses, or disputes in connection with any elements of the Grand Prize, or in connection with any Additional Requirements. The Company and the Stations are not responsible for the any failure of the Grand Prize Provider to deliver the Grand Prize, or any elements of the Grand Prize, or any Additional Requirements.

**ADDITIONAL PRIZE TERMS & CONDITIONS:**

This Promotion is only open to eligible listeners who are (i) legal residents of the United States (ii) residing in the metropolitan areas of one of the above-listed Stations and (iii) eighteen (18) years of age or older as of the commencement of the Promotion Period. By participating in the Promotion, Participants understand and acknowledge that all awarded Prizes may be considered as taxable income according to the Internal Revenue Service ("IRS").

The Grand Prize Winner may be expected to pay both federal and state taxes, the amount of which will depend on the Grand Prize's federal and/or state tax bracket according to the IRS and the Grand Prize Winner's state of residence. The Company, Station, nor any of their respective parents, officers, directors, subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners shall be held responsible for any Winner's inability or failure to pay any assessed state and/or federal taxes in connection with either the Qualifying Prize or the Grand Prize.