

COCA-COLA®/WQMG-FM ESSENCE OF
MUSIC FESTIVAL SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY

1. THERE ARE TWO WAYS TO ENTER:

A. Beginning **5/15/2008** through **6/06/2008** listen weekdays between 10am and 10pm to WQMG-FM for the “Coca-Cola Essence Music Festival” announcement. One of the WQMG announcers will announce on-air that we are soliciting entries for this contest. The 9th caller to (336) 680-9710 after the announcement is aired will win a Prize Pack (subject to eligibility). Each Prize Pack winner will then be automatically entered into the Grand Prize drawing. Odds of being a designated caller depend upon the number of calls made, the order in which they are received and the time of day the call is made. Only calls received at the preceding phone number are eligible to participate in this contest. Not responsible for faulty or mistranscribed telephone communication, dropped calls or incorrect announcements of any kind. Contest announcements will be made no less than once per day and no more than twice per day on each contesting weekday. If the WQMG does not receive at least 9 calls within 30 minutes after a contest announcement has been made, that play of the contest will not be repeated and no prize will be awarded. **WARNING: Online listeners to streamed broadcasts may experience a lag in transmissions due to buffering limitations. Contest Participants should not rely on streamed broadcasts.**

B. Or, beginning 12:01 p.m. ET on **5/15/2008** through 11:59 p.m. ET on **6/06/2008**, log on to www.wqmg.com, click on the Coca-Cola/Essence link on the home page and complete and submit the on-line entry form with your name, address, phone number and email address. All entries must be received by 11:59 p.m. ET on **6/06/2008** for an entry into the Grand Prize random drawing only. Limit one entry per email address, per day.

2. GRAND PRIZE RANDOM DRAWING: One (1) Grand Prize winner will be selected in a random drawing on or about **6/06/2008** from among all Prize Pack winners selected via Rule #1A and all eligible entries received via Rule #1B. Potential winner will be notified by phone/mail. Decisions of judges are final. Odds of being selected as a Grand Prize winner depend upon the number of Prize Pack winners selected via Rule #1A and the number of entries received via Rule #1B.

3. PRIZES & APPROXIMATE RETAIL VALUES: **(1) Grand Prize** – A 4-day/3-night trip for two (2) to the 2008 Essence Music Festival in New Orleans, LA from July 4, 2008 through July 6, 2008. Trip includes: round-trip coach air transportation for two (2) people from the major airport nearest winner’s home to New Orleans, LA; three (3) nights Sponsor-specified hotel accommodations (standard room, double occupancy); transportation to/from airport/hotel; two (2) three-day All-Access Passes to the Coke VIP Event at the Essence Music Festival; and \$250.00

spending money. ARV: \$3,000.00. Winner must depart on 7/3/2008 and return on 7/6/2008. Winner and guest must travel together on the same itinerary. All travel-related expenses not set forth herein, including meals, gratuities and incidental hotel expenses are the sole responsibility of Grand Prize winner. Winner must attend event on the dates specified by Sponsor, which are subject to change, or forfeit prize. If any event is delayed, postponed or cancelled for any reason, winner will not receive tickets as part of prize, but tickets may be subject to standard rain-check policies and procedures established by issuer. Up to **(15) Prize Packs** – One (1) Community Connection T-shirt (size XL), one (1) Coca-Cola Sports Bag, and one (1) 12-pack of Coca-Cola classic®. ARV: \$29.00 each. Prizes consist of only the items specifically listed as part of the prize.

4. **GENERAL RULES:** Open only to legal residents of the state of NC, who are 18 years of age or older as of 4/21/2008. The Sponsor of this Sweepstakes is Entercom Greensboro, LLC d/b/a WQMG (“WQMG-FM”) and The Coca-Cola Company (collectively, “Sponsor” or “Sponsors”). Employees of WQMG-FM and its “Promotional Participants” (i.e. The Coca-Cola Company, Coca-Cola Bottlers, participating retailers and each of their respective affiliates, subsidiaries, advertising and promotion agencies, and suppliers involved in this Sweepstakes), Archway Marketing Services and each of their immediate family members (mother, father, sister, brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household are not eligible. Prizes consist of only those items specifically listed as part of the prize. Void where prohibited by law. Not responsible for interrupted or unavailable network, server or other connections, mis-communications, failed telephone, computer hardware, software and other technical failures of any kind, including injury or damage to any person’s computer relating to or resulting from participating in or experiencing any materials in connection with the promotion, unauthorized human intervention, garbled, jumbled or delayed computer transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation, the incorrect or inaccurate capture of entry information online regardless of cause that may limit a user’s ability to participate in the Sweepstakes. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these official rules. **INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW.** Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user’s Internet service provider and/or e-mail client or for insufficient space in user’s e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the online portion of Sweepstakes if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes; or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes as determined by Sponsor/judging agency/administrator, in their sole discretion. In the event of termination of the online portion, a notice will be posted online and the drawing will be conducted from among all eligible entries received prior to termination. For

purposes of determining eligibility and awarding of prizes, entry will be declared made by the "authorized e-mail account holder". Any damage made to the website will also be the responsibility of the authorized e-mail account holder. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Participant may be requested to provide Sponsor with proof that the participant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. No substitution, cash redemption or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. All materials submitted become the sole property of Sponsor and will not be returned.

Potential Grand Prize winner must sign and return a Release of Liability/Publicity Release Form within seven (7) days of notification.

Noncompliance within this time period may result in disqualification and an alternate may be selected, time permitting. Return of any prize/prize notification as undeliverable may result in disqualification and an alternate may be selected, time permitting. If a minor (as determined by his/her state of residence) is selected as a guest, winner must be his/her parent/legal guardian and must sign all required affidavits and releases on minor's behalf. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor, its Promotional Participants and their agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner agrees to release and hold harmless Sponsor, its Promotional Participants, and each of their respective directors, officers, employees and assigns, against any and all claims, damages, losses, expenses and liability arising out of use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or the acceptance or use of any prize. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges, which are final. Sponsor and its Promotional Participants are not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the Sweepstakes.

5. For names of winners, available after 6/19/2008, send a separate, self-addressed, stamped (#10) envelope to: Coca-Cola/WQMG-FM Essence Music Festival Sweepstakes Winners, Dept N, P.O. Box 72925, Rockford, MN 55572, to be received by 5/23/2008.
6. SPONSOR: Entercom Greensboro, LLC d/b/a WQMG, 7819 National Service Rd., Suite 401, Greensboro NC 27409 and the Coca Cola Company, c/o Archway Marketing Services, 7600 69th Ave., Greenfield, MN 55373.