

Rock Falls Tavern- Rock Star Karaoke
January 14- April 8, 2010

OFFICIAL PROMOTION RULES

NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

1. Promotion Description. Rock Falls Tavern- Rock Star Karaoke (the "Promotion") is sponsored by Rock Falls Tavern, 2813 Hathaway Rd, Richmond VA 23225, Haley Pontiac GMC, 9811 Midlothian Turnpike, Richmond, VA 23236, True Tattoo, 6112 Jahnke Road Richmond, VA 23225, Cockade City Grill, 305 North Sycamore Street, Petersburg, VA 23803, and Cox Radio, Inc., 812 Moorefield Park Drive, Suite 300, Richmond, VA 23236, (together, the "**Sponsors**").
2. The promotion begins at 12:00 a.m. (ET) on Monday, January 4, 2009 and ends at 2:00 a.m. (ET) on Friday, April 9, 2009 (the "Promotion Period"). By entering, each entrant accepts and agrees to be bound by these Official Rules.
3. Eligibility. This Promotion is open only to legal Virginia residents who are 21 years of age or older at the time of entry. Employees of Rock Falls Tavern, Cockade City Grill, Haley Pontiac GMC, True Tattoo and Cox Radio, Inc. or WKHK-FM, WKLR-FM, WDYL-FM, WMXB-FM, or of any of their respective parent companies, affiliates, subsidiaries, agents, and advertising and production agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to participate in this Promotion. The term "immediate family members" includes spouses, parents, grandparents, siblings, children, and grandchildren.

4. How to Enter the Preliminary Rounds

Individuals can enter the promotion at Rock Falls Tavern on competition nights: every Thursday between January 14 20-10- March 18, 2010 from 9:45 PM- 1:30 AM.

Between 9:45 PM- 1:30 AM individuals may sign up to sing karaoke with a live band. Competitors will be chosen randomly for their turn singing one (1) a song from choices the band provides. He or she will be judged in four categories: Knowledge of Song, Stage presence, crowd participation/ enthusiasm and vocal ability. Each of three (3) judges will judge each category with a score between 1-10. At the end of the evening, three (3) contestants with the highest three (3) scores will win a prize and move on to the semi-finals round.

5. Semi-Finals

The thirty (30) individuals who scored a top-three score on a preliminary competition night will compete in the semi-finals on March 25, 2010 or April 1, 2010. The first fifteen (15) will compete on March 25, 2010 and the last fifteen (15) will compete on April 1, 2010. Each semi-final will take place from 9:45 PM- 1:30 AM.

Competitors will be chosen randomly for their turn singing one (1) a song from choices the band provides. He or she will be judged in four categories: Knowledge of Song, Stage presence, crowd participation/ enthusiasm and vocal ability. Each of three (3) judges will judge each category with a score between 1-10. At the end of each semi-final evening, five (5) contestants with the highest five (5) scores will win a prize and move on to the final round.

6. Finals/ How the Grand Prize Winner Will Be Selected.

The finals will be held on April 8, 2010 between 9:45 PM- 1:30 AM at Rock Falls Tavern. Ten (10) finalists and one (1) last chance winner will compete.

Competitors will be chosen randomly for their turn singing two (2) songs from choices the band provides. He or she will be judged in four categories: Knowledge of Song, Stage presence, crowd participation/ enthusiasm and vocal ability. Each of three (3) judges will judge each category with a score between 1-10. At the end of the evening, the contestant with the highest score will win the grand prize.

Last chance winner:

There will also be a chance on April 8, 2009 for one individual to qualify to be entered in the final night of competition. From 7 PM- 9:30 PM, individuals may register to have their name drawn at 9:30 PM to be the eleventh (11th) singer in the karaoke contest. Winning entry does not improve his or her chances of winning the grand prize. Only one (1) entry per individual submitted the day of the Event will be accepted, and multiple entries will be disqualified.

7. Round breakdowns:

Ten (10) preliminary competition nights with the top three (3) scores each night moving to the semi-finals, with a total of thirty (30) semi-finalists will be selected

Two (2) semi-final competition nights with the top five (5) scores moving to the finals, with a total of ten (10) total finalists selected

One (1) finals competition night with the ten (10) finalists and one (1) last chance winner competing, with a total of one grand-prize winner

All entries become the property of Sponsors, and Sponsors reserve the right to use any information submitted by entrants. Entries must be filled out completely and legibly in order to qualify, and will be void if they are, in whole or in part, incomplete, illegible, damaged, irregular, counterfeit, altered, or obtained through theft or fraud. No mechanically reproduced, software-generated or other automated multiple entries are permitted. Sponsors are not responsible for lost, late, illegible, misdirected or mutilated entries, including due to transmission, technical, and/or network failures of any kind, including, without limitation, malfunctioning of any hardware or software (whether originating with sender or Sponsors), human error, or any other error or malfunction. For online entries, the authorized account holder of the e-mail address submitted at time of entry will be considered the entrant. An "authorized account holder" shall mean the natural person assigned to such e-mail account by the Internet access provider, online service provider, or other organization responsible for assigning e-mail addresses for the domain associated with such e-mail account. A potential winner may be requested to provide proof that he or she is the authorized account holder of the e-mail address associated with a winning entry. Entrants agree not to upload, post or transmit any materials which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful component or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information. Any attempt to deliberately damage any web site or undermine the operation of the Promotion is a violation of criminal and civil laws, and Sponsors reserve the right to seek damages from any

person who makes such attempt(s). Entry materials that have been tampered with or altered are void. Any questions regarding the number of entries submitted by an individual or the authorized account holder of an e-mail address shall be determined by Sponsors in their sole discretion, and Sponsors reserve the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Promotion.

8. Prize Description. There will be only one Grand Prize Winner selected in this Promotion, as described in Paragraph 5, below. The Grand Prize Winner will receive a Grand Prize consisting of \$1,000 provided by Rock Falls Tavern. All federal, state and local taxes are the sole responsibility of the winner.
9. Odds of Winning. The odds of a particular entrant being selected as a Qualifier depend on the number of eligible contestants at Event; and the odds of a particular Finalist winning the Grand Prize are 1 in 11.
10. Conditions of Acceptance of Prize. The Grand Prize Winner agrees to assume the responsibilities described in Paragraph 4, above. In addition, the Grand Prize Winner must provide the Sponsors with a driver's license or other appropriate picture identification, and must comply with the terms of this Paragraph 7, as a condition of claiming the prize. The winner must take possession of his or her prize by April 8, 2010 or the prize will be forfeited. Winner may waive his/her right to receive a prize. The prize is non-assignable and nontransferable. No substitutions or cash equivalents permitted, except that prizes and individual components of prize packages are subject to availability and the Sponsors reserve the right to substitute prizes of equal or greater value. The Grand Prize Winner must complete an affidavit of eligibility and a liability and publicity release (except where prohibited by law), which must be returned to the Sponsors within one day of being declared the winner, or within such other timeframe as is specified by the Sponsors. Failure to timely sign and return the affidavit and release, or to comply with any other term or condition of these Official Rules, may, in the Sponsors' discretion, result in a winner's disqualification and the forfeiture of his or her interest in the prize. Any prize not won and claimed by an eligible winner in accordance with these Official Rules will not be awarded and will remain the property of the Sponsors. The winner will be solely responsible for reporting and payment of any and all local, state, and federal taxes applicable to the prize, as well as license and registration fees, transportation costs, and other incidental costs incurred by participating in the Promotion. Cox Radio, Inc. will report any individual winnings over \$600 (in cash or fair market value of goods or services) in a one year period to the Internal Revenue Service. The winner will receive a Form 1099 from Cox Radio, Inc.
11. Publicity Consent. By participating in the Event, each Qualifier consents to the publication of his or her name, likeness, image, photograph, voice and/or biographical information by the Sponsors in any media, for any commercial or promotional purpose, without limitation or further compensation.
12. Limitation on Liability. By entering this Promotion, each entrant forever discharges and releases each of the Sponsors, their respective parent companies, subsidiaries, and affiliates, and the directors, officers, employees, and agents of each of the foregoing, from any and all liability whatsoever for any claims, causes of action, suits, demands, costs, injuries, losses or damages of any kind arising from or in connection with the Promotion or with the acceptance, possession or use of any prize, or travel to or from any Promotion event (including, without limitation, claims, costs, injuries, losses, or damages related to: personal injury; damage to, or loss or destruction of property; rights of publicity or privacy; and defamation or portrayal in a false light).
13. Sponsor's Reservation of Rights. By participating in this Promotion, entrants agree to be bound by these Official Rules and decisions of the Sponsors and the Promotion and Event supervisors and administrators designated by the Sponsors. In the event of a dispute, all decisions made by the Sponsors are final and binding. Sponsors reserve the right, in its/their sole discretion, to disqualify any person who tampers with the entry process or the operation of Entry Websites or who

otherwise acts in violation of these Official Rules. Sponsors further reserve the right, in their sole discretion, to cancel, terminate, or modify this Promotion if, for any reason, the Promotion is not capable of completion as planned (including, but not limited to, for the following reasons: infection by computer virus, technical corruption, force majeure, or non-authorized human intervention that compromises or affects the administration, fairness, integrity, security, or proper conduct of the Promotion). The Sponsors will not be responsible for typographical, printing, or other inadvertent errors in these Official Rules or in any announcements or other materials relating to the Promotion.

14. Construction. The invalidity or enforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision were not contained therein.
15. List of Winners / Copy of Official Rules. For the name of the winner (available after April 8, 2010), send a self-addressed stamped envelope to Rock Falls Tavern, **ADDRESS**, ATTN: Rock Falls Tavern- Rock Star Karaoke Winner List Request. For a copy of these Official Rules, visit www.rockfallstavern.com.