

**2008 The Steve Harvey Morning Show
Hoodie Awards Contest
OFFICIAL RULES**

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

1. **PROMOTION PERIOD:** Hoodie Awards Contest (the “Contest”) begins at 6:00:01am Eastern Time on July 16, 2008 and concludes at 11:59:59pm Eastern Time on July 31, 2008 (excluding the dates of July 19, 20, 26, and 27, 2008) (the “Promotion Period”). All nominations must be received during the Promotion Period.
2. **ELIGIBILITY:** Participants, as well as Finalists and Winners (each as defined below) must be legal residents of the continental United States and District of Columbia (excluding Alaska and Hawaii). Participants must be at least 13 years or older as of the date of nomination. Finalists and Winners must be at least 18 years or older as of the date of nomination. Subject to all laws and regulations and void in Alaska, Hawaii, and where prohibited or restricted by law. Individuals who have won a prize from the Administrator or Radio Show (each as defined below) within one hundred eighty (180) days prior to the start date of this Contest are not eligible. Employees of Nu-Opp Inc. (the “Sponsor”), Premiere Radio Networks, Inc. (the “Administrator”), and The Steve Harvey Morning Show (the “Radio Show”) (collectively, the “Contest Entities”), Eastman Kodak Company, 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 NOMINATE:** Each weekday during the Promotion Period, one (1) of twelve (12) different categories (the “Daily Category” or “Daily Categories”) will be announced by the Radio Show between 6:00:01am Eastern Time and 9:59:59am Eastern Time. To nominate a person or locally owned neighborhood business, or church, or high school, visit <http://www.steveharvey.com> between 6:00:01am Eastern Time and 11:59:59pm Eastern Time during the Promotion Period (the “Daily Online Nomination Period”). Follow all instructions by completing the online nomination form, including entering the Daily Category nominee’s name, city, state, phone number (including area code), your email address, and your local radio station that broadcasts the Radio Show. A brief description about the reason you’re nominating the person or locally owned neighborhood business, or church, or high school is not required for entry, but may assist in the judging section of the Contest. If a nomination description is provided, it must be an original composition written by the participant. Entries that contain vulgar or defamatory language will be disqualified. Franchise owned businesses (for example, McDonald’s, Bojangles, Fantastic Sams, Nails Now, etc.) are not eligible for nominations and, if nominated, will be disqualified. Nominations limited to one (1) nomination per person and email address per Daily Online Nomination Period. Subsequent nominations from a person and email address per Daily Online Nomination Period will be disqualified. In the event of a dispute about the identity of an online participant, the online entry will be attributed to the authorized account holder of the email addresses for the domain associated with the submitted email address. Nominations will be subject to a verification process, to include name, address, home phone number, business status, business address, work/cell phone number, and social security number. Contest Finalists will be drawn from online nominations only. One (1) prize per household. The Contest Entities will not verify receipt of nominations. By nominating, participants acknowledge compliance with the Official Rules, including eligibility requirements. Responsibility for receipt of nomination rests solely with the participant. The Contest Entities disclaim all liability for the inability of a participant to complete an online nomination due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond their control, or otherwise. The Contest 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 Contest 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 nominations, 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 Contest, 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 Contest. No mechanically reproduced nominations or facsimiles will be accepted. The use of automated software or computer programs to register, enter the Contest, or vote on Finalists is prohibited, and any individual who uses or

attempts to use such methods to register, enter, or vote will be disqualified and their vote(s) will be nullified. Nominations void if incomplete, defective, altered, forged, illegible, or received outside authorized channels. All nominations and information become property of the Sponsor and will not be returned.

4. **PRIZE(S):** Forty-eight (48) eligible Finalist winners will each win a three (3) day/two (2) night trip to Las Vegas, Nevada. The trip includes round-trip coach airfare for one (1) person from the major airport nearest the Finalist's home (as determined by the Sponsor) to the major airport nearest Las Vegas, NV, two (2) nights hotel accommodations at The Orleans Hotel & Casino, two (2) tickets to the Outback Steakhouse Nominee Luncheon on September 19, 2008, two (2) tickets to the Freedom Friday party on September 19, 2008, two (2) tickets to the Hoodie Awards on September 20, 2008, and two (2) tickets to the VIP After-Party on September 20, 2008 (collectively, the "Event(s)"), and airport transfers for one (1) person (Approximate Retail Value: \$1,000.00 each). One (1) Grand Prize winner from each of the twelve (12) Daily Categories will win a KODAK EASYSHARE M1033 Digital Camera and an award plaque for their specific category (Approximate Retail Value: \$500.00 each). The Total Approximate Retail Value of all prizes is \$54,000.00. Travel will take place between September 19, 2008 and September 21, 2008 and is based on schedule and availability. Minors must be accompanied by a parent or legal guardian. Certain travel restrictions and blackout dates may apply. Sponsor, in its sole discretion, reserves the right to provide ground transportation in lieu of air transportation if a Finalist resides less than one hundred (100) miles from the prize destination. Guest airfare and airport transfers, meals, alcoholic beverages, merchandise, souvenirs, incidentals, gratuities, phone calls, and all other expenses not specifically mentioned herein are the sole responsibility of each Finalist. If, for any reason, any of the Event are postponed or canceled, the Sponsor shall have no further responsibility for that portion of the prize and the prize will be awarded without the Event tickets on the same itinerary. Sponsor reserves the right to substitute any portion of these prize packages, including destination and travel dates, for a prize of equal or greater value. No transfer, assignment, sale, date re-schedule, change of the prize, or cash substitution is permitted. If a Finalist cannot be contacted or is disqualified, the Sponsor reserves the right to determine an alternate Finalist in its sole discretion. Unclaimed prizes will not be awarded. Other restrictions may apply. All federal, state, and local taxes on the prize are the sole responsibility of each Finalist and Winner.
5. **JUDGING/WINNER SELECTION DETAILS:** Each weekday between August 11, 2008 and August 26, 2008 (excluding the dates of August 16, 17, 23, and 24, 2008) from 6:00:01am Eastern Time to 11:59:59pm Eastern Time (the "Daily Online Voting Period"), the top four (4) nominees from each of the twelve (12) Daily Categories (the "Finalists") will be posted at <http://www.steveharvey.com> for people to vote on during the Daily Online Voting Period. A total of forty-eight (48) Finalists will be selected based on the number of eligible nominations per nominee received. Voting is limited to one (1) vote per person and email address per Daily Online Voting Period. Subsequent votes from a person and email address per Daily Online Voting Period will be disqualified. Each of the twelve (12) Winners will be selected from the highest number of votes received during each Daily Online Voting Period (the "Winner(s)"). In the event of a tie during either the nomination phase or online voting phase, the Sponsor shall determine the Winner(s) from such tied nominations or online voting based on any brief descriptions provided by participants during the nomination phase. Judges' decisions on all matters relating to this Contest shall be final and binding. Odds of winning depend upon the number of eligible nominations and votes received. Participants, Finalists, and Winners agree to be bound by these Official Rules and the decisions of the Contest Entities, whose decisions are final on all matters relating to this Contest. Each Winner will be announced during the Hoodie Awards on September 20, 2008. If a nominee cannot be contacted from the information provided on an online nomination form within seventy-two (72) hours after initial contact, the Contest Entities reserve the right to select another nominee at its sole discretion. Finalists will be notified by telephone and/or mail on or about August 11, 2008. Finalists (or a Finalist's parent/legal guardian if a Finalist is deemed a minor in his/her state of residence) will be required to sign, have notarized, and return an Affidavit of Eligibility and Liability Release (including, where permitted, a Publicity Release) within fourteen (14) days of notification. A parent or legal guardian of any participant who is a minor must sign a release on behalf of the minor for the minor to be eligible to receive a prize. A prize won by a minor may be awarded to the minor's parent or legal guardian in the Administrator's sole discretion. Failure to return the executed Affidavit within that time may result in forfeiture of prize and selection of alternate Finalist from remaining eligible nominations. Finalists will be subject to a verification process, to include Finalist's name, address, home phone number, business address, work/cell phone number, and social security number. The Contest Entities are not liable if prize notification letter is lost in the mail.
6. **VOTING CONTESTS:** By participating in the voting portion of any contest, each voting participant agrees to be bound by the official contest rules. Voting is limited to one vote per person and email address. If a nominee receives

multiple and/or irregular votes or multiple votes from the same user or users, including but not limited to, votes generated by a robotic, programmed, script, macro, other automated means or other source, the Contest Entities reserve the right to disqualify the nominee in its sole discretion. If the contest includes the use of an internet tool and the internet voting process fails to operate properly or appears to be tampered with or tainted with errors, fraud or unfair practices, the Contest Entities reserve the right to use another means to determine the winner(s), i.e. random selection or appointing a panel of judges. All decisions of the judges are final.

7. **PUBLICITY; USE OF PERSONAL INFORMATION:** By participating, where allowed by law, Finalists and all participants grant the Contest Entities exclusive permission to use their names, characters, photographs, voices, biographical information, and/or likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating in the Contest, where allowed by law, participants agree that the Contest Entities may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.
8. **TAXES:** Any valuation of the prize stated above is based on available information provided to the Sponsor, and the value of any prize awarded to a Finalist will be reported for tax purposes as required by law. Each Finalist 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. Finalists must provide the Administrator 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 Administrator and/or Radio Show 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.
9. **CONDUCT AND DECISIONS:** By participating in the Contest, participants agree to be bound by the decisions of the Contest Entities' personnel and judges. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain Finalist status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Contest Entities will interpret these rules and resolve any disputes, conflicting claims, or ambiguities concerning the rules or the Contest, and the Contest Entities' decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference, or any event beyond the control of the Contest Entities, the Contest Entities reserve the right to terminate this Contest, or make such other decisions regarding the outcome as the Contest Entities deems appropriate. All decisions made by the Contest Entities are final. The Contest Entities reserve the right to cancel or suspend the Contest should virus, bugs or other causes beyond the control of the Contest Entities corrupt the administration, security or proper play of the Contest, in which case prize will be awarded via a judging from among all eligible nominations received prior to cancellation. All decisions will be made by the Contest Entities and are final. **ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITES, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**
10. **CONDITIONS:** Participants release Nu-Opp Inc., Premiere Radio Networks, Inc., The Steve Harvey Morning Show, Eastman Kodak Company, 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 Contest, from and against any and all liability with respect to or in any way arising from this Contest and the awarding and use of the prize, including without limitation liability for death, personal injury, loss, and/or disability.
11. **MISCELLANEOUS:** Each Finalist must submit proof of eligibility and sign the Administrator's release form to claim the prize. The Contest Entities may substitute prizes, as well as extend, modify, or discontinue the Contest at any time without prior notice. The Contest Entities disclaim any responsibility to notify participants of any aspect related to the conduct of the Contest. The Contest Entities are not responsible for any typographical error in the printing of these Official Rules, administration of the Contest or in the announcement of the Contest prizes. For a copy of the rules, or where required by law, a winners list, mail a written request with a stamped, self-addressed return envelope to Steve Harvey Hoodie Awards Contest, P.O. Box 632, Los Angeles, CA, 90078. Vermont residents only may omit return postage. Winner's list will be available for six (6) months beginning September 22, 2008. All

nominations become the property of the Sponsor and will not be returned.

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