

Fresh Breath Moments OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE A PARTICIPANT'S CHANCES OF WINNING.

CONTEST DESCRIPTION:

The Fresh Breath Moments contest ("Contest") will begin on November 2, 2009 and end on February 15, 2010 ("Contest Period"). This Contest will be conducted exclusively online. One (1) grand prize winner from among all eligible contestants from each of the three participating radio programs will be awarded a trip for two (2) on board the 2010 One Love Gospel Cruise to Georgetown, Grand Cayman and Ocho Rios, Jamaica. There will also be a total of eighteen (18) weekly prizes of Crest® Fresh Breath gift baskets awarded. Two (2) prizes will be awarded during each of the first three (3) weeks of the Contest Period (the weeks of November 2nd, November 9th and November 16th). During the remaining weeks of the Contest Period, one (1) prize will be awarded each week.

HOW TO ENTER:

Legal residents of the U.S. who are 21 years of age or older will be able to take part in this Contest. To participate in the Contest, participants must do the following:

1. Contestants must enter a statement, of one hundred (100) words or less, describing a moment when fresh breath mattered the most to them.
2. Contestants must submit their entries via a link on one of the following websites: www.theyolandaadamsmorningshow.com; www.therickeysmileymorningshow.com; or www.rparr.com
3. Upon entering the Contest website, participants are to follow the on-screen instructions, including entering their name, date of birth, address, phone number, email address, and any optional or additional contact information, as requested, to register for a chance to win.
4. All Internet entries must be received by 5 PM EST on February 11, 2010, or they will be void. Statements submitted by contest entrants will not be judged and will have no bearing on determining the grand prize winner, except that entries that do not contain the statement will be disqualified.
5. One entry per person (or loyal listener club member) per day per email address during the Contest Period.
6. The grand prize drawing will take place on Monday, February 15, 2010.
7. In the event of a dispute regarding the identity of a participant's online entry, the entry will be deemed to have been made by the authorized holder of the e-mail account at the time the entry was made.

ELIGIBILITY RESTRICTIONS:

1. The Contest is open only to legal residents of the United States who are 21 years of age or older at the time of Contest registration.
2. Employees of the Russ Parr Morning Show, the Rickey Smiley Morning Show, the Yolanda Adams Morning Snow, Crest®. The Proctor and Gamble Company, Radio One, Inc. ("Radio One") and their respective officers, directors, subsidiaries, affiliates, general sponsors, promotional partners, their respective subsidiaries, affiliates, parent companies, members of the immediate families (defined as spouse, child, sibling, parent, or grandparent), and members of the households (whether related or not) of any of the above are NOT eligible to participate or win in this Contest.
3. Travel guest of grand prize winner must also be twenty-one (21) years of age or older and a legal resident of the U.S. Winner and guest will each be required to possess required travel documents (e.g. valid photo I.D and valid passport.) prior to departure and must travel on the same itinerary. Travel guest will be required to sign and submit all requested release forms along with the grand prize winner.
4. Persons who have won a prize in another contest or promotion of any kind from the Russ Parr Morning Show, The Yolanda Adams Morning Show or the Rickey Smiley Morning Show within the thirty-day (30) period immediately preceding the start date of this Contest are not eligible to participate.
5. Contestants agree to abide with any applicable federal, state, local laws and regulations.

PRIZES:

1. If a winner is unable to accept the prize, the prize will be forfeited in its entirety.
2. Grand Prize package will include the following:
 - a. One (1) cabin for two (2) on board the 2010 One Love Gospel Cruise (6 days, 5 nights), round trip coach airfare for two (2) to Miami, Florida from a metropolitan airport nearest the winner's residence within the continental U.S, and ground transportation between the airport and and the cruise ship in Miami.
 - b. The deadline for accepting the One Love Gospel Cruise Grand is March 7, 2010
 - The winner and his or her guest must each have a valid passport prior to cruise departure.
 - The cruise departs from Miami Florida on April 12, 2010 and will return on April 17, 2009. Winner will be provided with itinerary details. Information regarding ports of call may be found on the 2010 One Love Cruise website at <http://www.onelovecruise.com/>.
 - Meals on board the ship are included. Additional ground transportation, meals away from the ship, alcoholic beverages, gratuities, off-ship excursions, souvenirs, incidentals, and all other expenses not specified

herein are the responsibility of the winner and his or her guest.

3. Weekly prizes – One winner will be selected at random each week (total 18) for a Crest® Fresh Breath Gift Basket. Weekly prizes will be comprised of Crest® products which may include the following: electric toothbrush, toothpastes, floss, and travel kit. Value will not exceed \$100.
4. No substitution of prize is offered, no transfer of prize to a third party is permitted and non-cash prizes may not be redeemed for cash value, except as determined by Radio One management and/or the sponsor in its sole discretion
5. Not responsible for travel delays beyond Radio One's control. Radio One shall not be responsible for providing any substitute trips or travel arrangements in the event of winner's own failure to arrive in a timely manner for departure on the cruise or other travel itineraries.
6. All Contest winners must sign and date official Radio One, Inc. release and waiver forms as requested. Failure to do so will result in the winner's forfeiture of the prize.
7. All cash prizes won will be awarded in the form of a check.
8. Prizes will be awarded only upon winner verification and final approval by Radio One, Inc. Each winner or selected entrant will be notified by email, mail and/or phone within seven (7) after being selected (e.g., date of drawing). Each winner or selected entrant will then have fourteen (14) days to respond with their information. If the winner or selected entrant is unable to be contacted within fourteen (14) days after being selected (e.g. drawing date), is ineligible, fails to claim a prize or fails to return completed and executed release forms and affidavits, if applicable and as required by Radio One, or if the prize notification or prize is returned undeliverable, that prize will be forfeited and if time permits, at the discretion of the contest sponsor / and or contest administrator, an alternate entrant will be selected as the winner by random drawing from among the remaining entries.
9. Grand Prize winner will be instructed to come to the offices of the Station located closest to their residence. Winner must provide valid identification (i.e. via driver's license, passport or other photo I.D) to claim their prize. Weekly Crest® Gift Baskets will be mailed to winners.

EXECUTION:

1. During the Contest Period, eligible participants will be encouraged to take part in the Contest by registering online through websites of the Russ Parr Morning Show, the Rickey Smiley Morning Show, or the Yolanda Adams Morning Snow. After completing the registration process, qualified entrants will be eligible for a chance to win the grand prize.
2. One entry per person per day per email address during the Contest Period.
3. Weekly drawings for the Crest® gift basket will take place each Friday, November 6, 2009 through February 12, 2010. Weekly winners will be selected at random from among all eligible entries received electronically.
4. Two (2) prizes will be awarded during each of the first three (3) weeks of the Contest

Period (the weeks of November 2nd, November 9th and November 16th). During the remaining weeks of the Contest Period, one (1) prize will be awarded each week.

5. Weekly winners will be notified by phone and email.
6. The grand prize drawing will take place on Monday February 15, 2010. The winner will be selected by random drawing from among all eligible contestants (from each of the three participating radio programs) that became weekly winners during the Contest Period.
7. The grand prize winner will be notified by phone, and email.
8. The grand prize winner's name will be posted on the Contest websites. The names of the weekly gift basket winners will not be posted on the websites. The grand prize winner will be instructed to go to offices of the Radio One affiliate nearest to their residence to secure the grand prize. Weekly Crest® Fresh gift baskets will be mailed to winners.
9. All decisions made by Radio One management or any Contest Sponsor regarding any aspect of this Contest are final.

GENERAL CONDITIONS:

1. Winners are responsible for all applicable taxes associated with the receipt of the prize (prizes are not transferable and may not be exchanged).
2. Any person winning over \$600.00 in prizes will receive an IRS form 1099 at the end of the calendar year for tax purposes and a copy of such form will be filed with the IRS as required by law.
3. No purchase necessary. Contest is void where prohibited. Contest is subject to all applicable federal, state, local laws and regulations.
4. Odds of winning depend upon the number of eligible contestants participating during the Contest Period.
5. By participating in the Contest, the winner or winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this Contest, in any media now known or hereafter devised for advertising or promotional purposes without additional compensation, and must sign a publicity release prior to acceptance of the prize. By entering this Contest, each participant agrees to comply with these Official Contest Rules and the decisions of Radio One and or Contest sponsor which shall be final and binding in all aspects relating to the Contest.
6. Radio One will retain the right to disqualify any contestant if all Contest rules are not followed.
7. All Contest winners will be required to sign a liability release prior to acceptance of any prize. Pursuant to the liability release, the winner or winners will agree to hold the Russ Parr Morning Show, the Rickey Smiley Morning Show, the Yolanda Adams Morning Snow, Radio One, sponsor, any other Contest parties and each of their respective affiliates, subsidiaries, agencies, officers, shareholders, directors,

employees, agents and representatives of each of the foregoing, harmless against any and all claims or liability, directly or indirectly related to or arising from or in connection with Contest participation or the acceptance, possession or use / misuse of any awarded prize or any portion thereof, or participation in prize-related activities, including but not limited to any related travel.

8. By accepting the prize, the winner acknowledges that the Russ Parr Morning Show, the Rickey Smiley Morning Show, the Yolanda Adams Morning Snow, and Radio One have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize or to any portion thereof, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
9. Dates and times of concerts and trips promoted by Contest sponsors are subject to change and those changes are deemed to be beyond the control of Radio One. Changes of venue, cancellation of engagements by performing artists, and/or their management may be permanent in nature. Radio One. is not obligated to make any effort to find an alternative prize under these circumstances.
10. During the prize trip, winner and travel guest will be responsible for their own actions and all related circumstances and occurrences.
11. The Russ Parr Morning Show, the Rickey Smiley Morning Show, the Yolanda Adams Morning Snow, Radio One, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for the inability of any contestant to complete or continue an internet registration due to equipment malfunction, busy lines, inadvertent disconnections, unavailable network, server, Internet Service Provider (ISP) or other connections, communication failures or human error that may occur in the transmission, receipt or processing of entries, including any injury or damage to any computer arising from or relating to participation in this Promotion. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. In addition, the Russ Parr Morning Show, the Rickey Smiley Morning Show, the Yolanda Adams Morning Snow Radio One, participating sponsors and their respective parent companies, subsidiaries, affiliates or their representatives, agents and employees are not responsible for late, lost, misdirected, mutilated, illegible or incomplete contest entries. No mechanically reproduced or automated entries permitted. Entry materials/data that have been tampered with or altered are void. Once submitted, entries become the property of Radio One and will not be returned.
12. If for any reason, the Contest is not capable of running as planned, including without limitation, any suspected evidence of tampering or technological corruption or if any portion of the Contest is compromised by virus, bugs, worms or unauthorized human intervention, fraud, acts of God, strikes, terrorists acts, criminal acts of third parties, an insufficient number of qualified Contest entries, or any other causes beyond Radio One's control which, in Radio One's sole opinion, corrupts, threatens or impairs the administration, security, fairness, integrity, or proper conduct of the Contest, Radio One reserves the right to cancel, terminate, modify or suspend the Contest at its sole discretion.
13. Any attempt by an entrant to deliberately undermine the legitimate operation of the Contest may be in violation of criminal and civil laws and should such an attempt be made, Radio One reserves the right to seek remedies and damages (including

attorney's fees) from any such entrant to the fullest extent of the law, including criminal prosecution.