

SPECIFIC RULES FOR THE PINK CHALLENGE!

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: WRNB-FM and WPPZ-FM owned and operated by: Urban One, Inc.,
d/b/a Radio One Philadelphia
- Promotion: The Think Pink Challenge!
- Promotion Period: The Promotion begins on Monday, October 6, 2025, and ends on Friday, October 24, 2025.
- Eligibility: This Promotion is only open to listeners of the Station who are legal residents of the United States residing within the Philadelphia, Pennsylvania metropolitan area, and eighteen (18) years of age or older as of the commencement of the Promotion Period.
- Entry Methods: There is one (1) Entry Method: Participants may enter this Promotion via Online Registration through the Station's websites at www.rnbphilly.com OR www.classixphilly.com.
Participants may only register through one (1) Station's website throughout the Promotion Period.
- Number of Entries: Participants may submit no more than one (1) Entry.
- Entry Information: In addition to following the instructions for Online Registration as described in the General Rules, Participants will also be asked to submit a photo of themselves wearing the color pink (the "Submission") for their Entry to be considered complete.
- Entry Period: All Submissions must be received by the Station by 11:59PM ET on Sunday, October 26, 2025, or they shall be void.
- Number of Winners: There will be one (1) winner for this Promotion.
- Winner Selection & Notification: On Monday, October 27, 2025, the Station in its sole discretion, shall judge all eligible Entries received electronically, and select one (1) winner (the "Winner") based on the following criteria:
- Visual Impact: The Submission is creative and visually captivating
 - Technical/Picture Quality: The Submission is sharp and focused; the Submission is NOT blurry
- The Station shall contact the Winner **via EMAIL** by no later than 5:00PM ET on Monday, October 27, 2025, and the Winner must respond to the Station's email by no later than 5:00PM ET on Thursday, October 30, 2025.

Prize (ARV): This Promotion has one (1) prize package, which has a total approximate retail value ("ARV") of Four Hundred Fifty Dollars, and consists of the following elements:

- One pair of (1) Beats Solo 4 On-Ear Wireless Headphones (ARV \$150); and
- One (1) Apple Watch Series 9 [GPS 41mm] Smartwatch with Pink Aluminum Case and Light Pink Sport Band (ARV \$300)

Total ARV \$450

Prize Claim: Unless otherwise stated herein, the Winner will be instructed to come to the offices of the Station, located at 555 E. City Avenue, Suite 330, Bala Cynwyd, PA 19004, to claim the Prize via curbside pick-up. The Station shall coordinate a Prize pick-up time with the Winner.

Prize Provider: The Alchemy Group, LLC
c/o Death Row Records/ Gamma
ATTN: Azim Rashid, Chief Strategist
5680 Highway 6, Suite 338
Missouri City, TX 77459

The Winner agrees to look solely to the applicable Prize Provider with respect to any claims, losses, or disputes in connection with the element of the Prize provided by such party. The Station is not responsible for any failure of any Prize Provider to deliver the Prize or any elements of the Prize.

ADDITIONAL PRIZE TERMS & CONDITIONS:

All Submissions uploaded in this Promotion are considered to be User Generated Content ("UGC") as that term is described in the General Rules. All Submissions must follow the UGC Requirements. By participating in this Promotion, Participants represent and warrant that they are either the sole owner of any and all photos uploaded for this Promotion, or that they have express permission from any necessary third parties to use the photos. The Station, nor any of its employees, subsidiaries, affiliates, general sponsors, advertisers, competitors, promotional partners, and members of the immediate families or those living in the same household (whether related or not) of any of the above, shall be held liable or responsible for copyright infringement and/or intellectual property claims arising from any Participants unauthorized submission of such photos.