

WRAL Wireless State Fair Sweepstakes

Text FAIR to 46988 to be entered in drawing for an iPod shuffle

Official Rules

WRAL Wireless: State Fair SWEEPSTAKES

NO PURCHASE OR USE OF WIRELESS SERVICE NECESSARY TO ENTER OR WIN. A PURCHASE OR USE OF WIRELESS SERVICE WILL NOT INCREASE YOUR ODDS OF WINNING. SWEEPSTAKES OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA AT LEAST AGE 18 OR AGE OF MAJORITY ON DATE OF ENTRY. VOID WHERE PROHIBITED.

Sponsor & Prize Provider: CBC New Media Group, 711 Hillsborough Street, Raleigh, NC 27603

Sweepstakes Entities: CBC New Media Group, 711 Hillsborough Street, Raleigh, NC 27603

Administrator: CBC New Media Group, 711 Hillsborough Street, Raleigh, NC 27603

Each text message sent to or received by a service subscriber of any participating wireless carrier will incur a standard messaging charge, in accordance with that carrier's Terms and Conditions applicable to such customer's particular voice/data rate plan and a premium text messaging charge. Contact your wireless carrier for text messaging plan details.

1. Acceptance of Official Rules. By entering this Sweepstakes by text message, you hereby accept and agree to these official rules (the "Official Rules") of this Sweepstakes, and the decisions of the Administrator in connection with this Sweepstakes, whose decisions are final on matters relating to the operation of this Sweepstakes.

2. Eligibility. This Sweepstakes is offered and open to persons who are legal residents of the fifty (50) United States or Washington DC at least eighteen 18 years of age or age of majority at the date of entry in this Sweepstakes. Employees, officers, directors (including immediate family members and members of the same household) of the Sweepstakes Entities or Capitol Broadcasting Company, affiliated and subsidiary companies, advertising and promotion agencies, legal and financial advisors and any and all other companies associated with this Sweepstakes are not eligible to participate in this Sweepstakes. For purpose of the foregoing "immediate family" means parents, spouses, children, siblings or any members of the same households of such employees and directors. This Sweepstakes is void in Puerto Rico, all US territories and possessions and where prohibited by law.

3. Promotion Period: This Promotion begins on Friday, October 12, 2007 at 8:00 AM Eastern Time (ET) and ends at 12:00 AM ET on Tuesday, October 22, 2007 (the "Promotion Period"). End date is subject to scheduling changes.

4. Sweepstakes Description: Entrants will text message on their text messaging capable cell phone to be entered into drawing to win prize.

5. How to Enter:

1) Via Cell Phone Text Messaging: If you are a wireless service subscriber and have a text messaging capable device, to enter the drawing text "FAIR", a text message, to the short code "46988". You will be charged standard text and data rates for each text message sent or received from your handset according to the Terms and Conditions of your Service Agreement

with your wireless carrier plus a premium text messaging charge of \$.99 will apply to all text messages sent and received in connection with this Sweepstakes. Each wireless carrier's rate plan may vary, and entrants should contact their wireless carrier for information on messaging rate plans and charges relating to your participation in this Sweepstakes. Any text message form of entry into this Sweepstakes will be deemed made by the named account holder whose mobile phone number is assigned at the time of entry to the text messaging device so used.

For every response with name and phone number during Entry Period via text messaging, entrant will be entered into random drawing. Sponsor retains sole discretion for verification of correct guesses. There is a maximum limit of ten (10) entries per person per Weekly Entry Period. Any attempt by any person to enter excess of the disclosed entry limit will void entry and any prize consideration in connection with this Sweepstakes.

6. Prizes: Grand prize consists of Apple® - iPod® shuffle 1GB* MP3 Player.

7. Prize Drawings/Winner Notification/Odds: One (1) Grand Prize winner will be randomly selected from all eligible entries received during Entry Period. Drawing will take place on Monday, October 22 following each Entry Period. We will attempt to contact the Potential Winner personally via the cell phone number between 10:00 AM ET and 6:00 PM ET on day of drawing. If unable to reach any Potential Winner after one call attempt the agent of Sponsor retains sole discretion to disqualify the entrant and will attempt to contact an alternate entrant until such time that direct contact is made with an entrant. Odds of winning a Grand Prize depends on the number of eligible entries received for the applicable Entry Period.

8. Publicity Release Terms. Except where prohibited by law, Winner's acceptance of a Grand Prize constitutes permission for the Entities to use Winner's name, photograph, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, in perpetuity, without further compensation.

9. Improper Conduct. Administrator, in its sole discretion, may disqualify any entrant from participation in the use of any or all portions of this Sweepstakes, and refuse to award any prize, if entrant engages in any conduct Administrator deems to be improper, unfair or otherwise adverse to the operation of the Sweepstakes or detrimental to other entrants of the Sweepstakes. Such improper conduct, includes, without limitation, falsifying personal information required during entrant registration or prize claim, violating any term or condition stated herein, accumulating entries through methods such as automated computer scripts or any other programming techniques, allowing others to use entrant's personal information for the purpose of accumulating entries, or intentionally trying to defraud, reverse engineer, disassemble or otherwise tamper with the computer programs in connection with this Sweepstakes. Entrants agree that Administrator may void any part of a prize that entrant may have won and/or require the return of any part of a prize that entrant may have won as a result of such improper conduct. Entrant further acknowledges that any forfeiture of a prize and/or return of a prize shall in no way prevent Administrator from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct. **WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SWEEPSTAKES ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR SUCH ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

10. Integrity of Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned by reason of infection by computer virus, worms, bugs, tampering, unauthorized intervention, fraud, technical failures, network overload (Internet/phone/cellular) or any other causes which Administrator, in the sole opinion of Administrator, deems could corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Administrator reserves the right at its sole discretion to cancel, terminate, modify or suspend this Sweepstakes and select a Potential Winner for the affected Weekly Entry Period from entries received prior to the action taken or in such other manner as Administrator may deem

fair and appropriate.

11. Lost, Delayed or Corrupted Entries. The Sweepstakes Entities, and their parents, affiliated and subsidiary companies and advertising and promotion agencies and mobile messaging vendors (i.e.), assume no liability and are not responsible for, and entrant hereby forever waives any rights to any claim in connection with, lost, late, incomplete, corrupted, stolen, misdirected, delayed entries; or for any computer, telephone, wireless phone, cable, network, satellite, electronic or Internet hardware or software malfunctions, unauthorized human intervention, or the incorrect or inaccurate capture of entry or other information, or the failure to capture any such information. The Sweepstakes Entities, and their parents, affiliated and subsidiary companies, and mobile messaging vendors (i.e., Air2Web), are not responsible for any incorrect or inaccurate information, whether caused by end users tampering, hacking, or by any of the equipment or programming associated with or utilized in this Sweepstakes and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to the Sweepstakes.

12. Damaged Property. Sweepstakes Entities, and their parents, affiliated and subsidiary companies and mobile messaging vendors (i.e., Air2Web), assume no liability and are not responsible for, and you hereby forever waive any rights to any claim in connection with, injury or damage to entrant's or to any other person's computer or property related to or resulting from participating in this Sweepstakes or downloading materials from this Sweepstakes.

13. Sweepstakes Errors. The Sweepstakes Entities, and their parents, affiliated and subsidiary companies and mobile messaging vendors (i.e., Air2Web), assume no liability and are not responsible for, and you hereby forever waive any rights to any claim in connection with, errors and/or ambiguity: (a) in the Sweepstakes; (b) in any related advertising or promotions of this Sweepstakes; and/or (c) in these Official Rules. In the event of any ambiguity(s) or error(s) in these Official Rules, Administrator reserves the right to modify these Official Rules for clarification purposes or to correct any such error(s) without materially affecting the terms and conditions of the Sweepstakes.

14. Prize Winners and Prizes. The Sweepstakes Entities, and their parents, affiliated and subsidiary companies and mobile messaging vendors (i.e., Air2Web), assume no liability and are not responsible for, and you hereby forever waive any rights to any claim in connection with, the selection and announcement of a prize winner, or the distribution of a prize, the acceptance/possession and/or use/misuse of any part any prize and/or any injury or damage to entrant's or third person's property related to or resulting from any part of a prize or any part of this Sweepstakes.

15. Release and Indemnity. Each entrant in this Sweepstakes, including, hereby releases and agrees to hold harmless the Sweepstakes Entities and their parents, affiliates, subsidiaries, and mobile messaging vendors (i.e., Air2Web) and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, loss or damage of any kind to person, including death, and property, arising in whole or in part, directly or indirectly, from acceptance, possession, use or misuse of any prize, participation in this Sweepstakes and participation in any activity related to this Sweepstakes.

16. Limitation of Liability. IN NO EVENT WILL THE SWEEPSTAKES ENTITIES, THEIR PARENTS, AFFILIATES, SUBSIDIARIES AND RELATED COMPANIES, OR MOBILE MESSAGING VENDORS (i.e., AIR2WEB) OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE SWEEPSTAKES OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE SWEEPSTAKES. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING

THESE LIMITATIONS OR EXCLUSIONS.

17. Disclaimer of Warranties. THE SWEEPSTAKES AND WEEKLY GRAND PRIZES ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT.

18. Identity Disputes. In the event of a dispute as to the identity of a Winner based on a cellular phone number, the winning entry will be declared made by the Authorized Account Holder of the cellular phone number submitted at time of entry. For purposes of these Official Rules "Authorized Account Holder" is defined as the natural person who is assigned to a cellular phone number by a wireless phone service carrier (or as shown on the carrier's billing records) or other organization (e.g., business, educational, institution, etc.) that is responsible for the cellular phone number associated with the wireless phone service provider.

19. Arbitration. The parties waive all rights to trial in any action or proceeding instituted in connection with these Official Rules and/or this Sweepstakes. Any controversy or claim arising out of or relating to these Official Rules and/or this Sweepstakes shall be settled by binding arbitration in accordance with the commercial arbitration rules of the American Arbitration Association. Any such controversy or claim shall be arbitrated on an individual basis, and shall not be consolidated in any arbitration with any claim or controversy of any other party. The arbitration shall be conducted in the State of North Carolina, in the City of New York, County of New York, and judgment on the arbitration award may be entered into any court having jurisdiction thereof.

20. Governing Law and Jurisdiction. This Sweepstakes is governed by United States law and is subject to all applicable federal, state and local laws and regulations. Void where prohibited. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Administrator in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of North Carolina, U.S.A., without giving effect to the conflict of laws rules thereof and shall take place in the State of North Carolina, in the City of Raleigh, or in Wake County of North Carolina.

21. Winners List/Official Rules: For names of Winners send a U.S. Postal Service postcard with your name and return address clearly written to: CBC NMG, c/o News Over Wireless, 711 Hillsborough Street, Raleigh, NC 27603. The names of Winners may also be posted on WRAL.COM.

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EACH TEXT MESSAGE SENT TO OR RECEIVED BY A SERVICE SUBSCRIBER OF ANY PARTICIPATING WIRELESS CARRIER WILL INCUR A STANDARD MESSAGING CHARGE, IN ACCORDANCE WITH THAT CARRIER'S TERMS AND CONDITIONS APPLICABLE TO SUCH CUSTOMER'S PARTICULAR VOICE/DATA RATE PLAN AND A PREMIUM TEXT MESSAGING CHARGE. CONTACT YOUR WIRELESS CARRIER FOR TEXT MESSAGING PLAN DETAILS.