

Official Rules CASSIDY SAYNOW RAP BATTLE CONTEST

1. Eligibility: NO PURCHASE NECESSARY. The " CASSIDY SAYNOW RAP BATTLE CONTEST " (the "Contest") is open to legal permanent residents of the United States who are eighteen (18) years of age or older. The Contest is void in Puerto Rico, U.S. territories and possessions, outside of the U.S., and where otherwise prohibited by federal, state, provincial, municipal or local law. All federal, state, local, and municipal laws and regulations apply. Employees of Sony BMG Music Entertainment and Sony Music Mobile, their respective parents, affiliates, subsidiaries, divisions and advertising and promotion agencies, or of any entity involved in the development, production, implementation and distribution of the Contest, including any advertising or promotion agency, supplier of prizes for the Contest, parent company, service provider, subsidiary or affiliate of any such entity or any other entity directly associated with the Contest (hereinafter the "Contest Entities") or any member of the immediate family of and/or person living in the same household as such persons, are not eligible.

2. How to Enter: This Contest begins at 11:59 p.m. EST, 8.6.07 and ends at 9.6.07, 11:59 p.m. EST ("End Date.") Entries must be received by Sponsor no later than the End Date. Entries that do not comply with these Official Rules in all respects are ineligible and void.

Entrants may enter the Contest in the following way: Calling Cassidy's SayNow line (215.701.0998) and leaving a message with their best 16 bars. The top 3 finalists selected for each of the 3 rounds must submit the required personal information upon request during each round as well as sign all required waivers and grant forms. Failure to provide information or sign required waivers and grant forms will result in disqualification.

Each Entrant may enter the Contest no more than one (1) time. If more than one (1) entry is received from the same entrant, only the first entry submitted by that entrant will qualify for entry in the Contest; subsequent entries submitted by that entrant shall be disqualified.

Information requested during the entry process (as described above) consists of user's age, name, entry phone number, address, valid email address.

3. Prizes:

A phone call from Cassidy; additionally the winning 16 bars will be featured on Cassidy's MySpace page for two(2) weeks after the winner is announced Sponsor reserves the right to not award prize for any reason.

No prize substitution or assignment or transfer of prizes is permitted, except by Sponsor, in which case a prize of equal or greater value will be awarded. In no event will more than the stated number of prizes be awarded. All other costs not specifically stated herein are the responsibility of the winner.

4. Drawing and Notification: Round 1, 2, 3 finalists (3 for each round) will be chosen by Cassidy. Winners will be notified by contacting through their entry phone number, and contact information will then be collected. If a potential winner cannot be reached at the phone number used to enter the Contest on the Friday at the end of the round on the Sponsor's first attempt to contact him/her, or if he/she is found to be ineligible, or if he/she cannot or does not otherwise comply with these Official Rules, an alternate winner will be selected. All entries become Sponsor's property and will not be returned. Changes to Entrant's phone number between 8.6.07 and 10.2.07 may serve as a basis for disqualification of the Entrant concerned.

5. General Conditions: All Federal, state and local laws and regulations are applicable. All taxes (including, but not limited to, income taxes) are the sole responsibility of winners. All other costs not specifically stated herein are the responsibility of the winner. Prize winners will be required to execute (and have notarized) an Affidavit of Eligibility, a Liability Release, and/or a Publicity Release (the "Affidavit/Release") each of which must be returned to and received by Sponsor within one (1) day from winner's receipt of the Affidavit/Release concerned. Winners will also be required to send a copy of their passport, driver's license or birth certificate as proof of age and residency. Non-compliance with any of these requirements may result in disqualification, in which case an alternate winner may be chosen. Return of any prize, prize notification, or Affidavit/Release as undeliverable will result in disqualification and an alternate winner may be selected. Entry and/or acceptance of any prize(s) constitutes permission for the Sponsor and its affiliates to use the winner's name, address (city and state) and/or likeness for advertising and trade purposes without further compensation, worldwide and in perpetuity, in any and all forms of media, now known and hereafter devised, including without limitation on-line, unless prohibited by law. All entrants agree to comply fully with each provision in these Official Rules. Any person attempting to defraud or in any way tamper with this Contest and any person who does not comply with these Official Rules will be ineligible for prizes and may be prosecuted to the full extent of the law. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE CONTEST AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE CONTEST. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THOSE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS. If, for reasons beyond the Sponsor's control (including, but not limited to, tampering or computer virus infection), the Contest is not capable of running as originally planned, the Sponsor, at its sole discretion, reserves the right to cancel or modify the Contest, without liability.

The Contest is void where restricted or prohibited by law.

6. Disclaimers: Entrants agree that the Contest Entities shall not be liable for losses or injuries of any kind resulting from: (i) acceptance/possession and/or use/misuse of prize(s), (ii) participation in the Contest, (iii) individual, joint or collective technical malfunctions of the telephone network and/or transmission line, computer on-line system, computer dating mechanism, computer equipment, hardware and/or software, or (iv) any delay or distortion of an entry resulting from data transmissions that are garbled, incomplete, misdirected, lost, mutilated, delayed, corrupted, mechanically duplicated, illegible or otherwise not in compliance with these Official Rules.

Rules/Winners List: For an additional copy of these Official Rules or a list of winners, send a self-addressed, stamped envelope, specifying which you are requesting, to: "" Cassidy Rap Battle Contest, 550 Madison Avenue, 10th floor Street, New York, NY 10022. Sponsor: J Records, a Division of SONY BMG Music Entertainment, 745 Fifth Avenue, 6th floor, New York, NY 10151