

“DANCING WITH MARIO” CONTEST OFFICIAL RULES

1. Eligibility.

NO PURCHASE NECESSARY. Only legal U.S. residents (excluding residents of Alaska and Hawaii) at least 13 years of age who reside in and who are physically located in the U.S. (excluding its territories and possessions) are eligible to enter the “Dancing With Mario” Contest (the “Contest”). Contestants aged 13-21 may be required to have their parent or legal guardian's permission to enter as described below. Employees, agents or officers of SONY BMG MUSIC ENTERTAINMENT (“SBME”) 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 or any member of the immediate family of and/or person living in the same household as such persons, are ineligible to enter the Contest.

2. How to Enter.

(a) The Contest will begin on March 18, 2008 at 12:01 am EST and will end at 11:59 pm EST on the 7th calendar day following Mario’s elimination from (or ultimate win of) the 6th season of ABC television’s “Dancing With the Stars”(the “Contest Conclusion Date”). To enter the Contest, entrants must complete an entry form consisting of entrant’s name, street address, email address, telephone number and YouTube user name (if submitting a video entry) and either:

1. Call 818-836-8041 and leave a message explaining why entrant deserves a chance to dance with Mario;
2. Send a written explanation why entrant deserves a chance to dance with Mario to: RCA Music Group, 550 Madison Avenue, Suite 1187, New York, NY 10022 Attention: Dancing With Mario. All written entries must be postmarked by the Contest Conclusion Date and must be received within 2 days after the Contest Conclusion Date; or
3. Create and submit a video to www.youtube.com/groups/dancingwithmario explaining why entrant deserves a chance to dance with Mario. In order to enter this Contest by submitting a video, entrant is required to register with YouTube. The public will have the opportunity to view your video via YouTube.

(b) Only one entry per person per method of entry. If multiple entries for the same method of entry are received for the same entrant, only the first entry submitted by that entrant for that method of entry will qualify for entry in the Contest and subsequent entries submitted by that entrant for the same method of entry shall be disqualified. Each entry must, however, have at least one (1) valid email account in order to qualify. By entering, entrants agree to be bound by the decisions of the judges and these Official Rules and to comply with all federal, state, and local laws and regulations. SBME and

those working for SBME or on behalf of SBME, will not be responsible for lost, late, misdirected, damaged, or postage due mail or e-mail, or for Internet, computer hardware and software, phone, and/or any other technical errors, malfunctions, and delays. Entries which are mutilated, incomplete, illegible, inaccurate, forged, irregular in any way, or otherwise not in compliance with these Official Rules are also void. In the event of a dispute concerning who submitted an e-mail entry, the entry will be deemed to have been submitted by the authorized holder of the e-mail account from which the entry is made. The "authorized account holder" is the natural person to whom an email address is assigned by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) responsible for assigning email addresses for the domain associated with the submitted email address.

(c) For purposes of these Official Rules, the materials submitted by entrant, regardless of method of entry, shall be referred to herein as the "Submission Materials". The Submission Materials may not contain references which are obscene, crude, vulgar, which contain gang identification, or references to commercial products, license plate numbers, phone numbers, personal addresses (physical or email), Web site URLs, derogatory characterizations of any ethnic, racial, sexual or religious groups, references to illegal or inappropriate activity, behavior or conduct, or any other references that could be considered inappropriate, unsuitable or offensive, as determined by SBME, in its sole discretion.

3. Our Right to Use Your Work and Information About You.

(a) Submission Materials become the property of SBME and will not be acknowledged or returned.

(b) By entering this Contest, you represent and warrant that: (i) all contents of Submission Materials are wholly original, have been created entirely by entrant, have not been taken in whole or in part from any source other than entrant and do not incorporate or include anything that is owned by any third party or would require the consent of any third party; (ii) you own and/or control 100% of all right, title and interest in and to the Submission Materials, as well as all elements contained therein; (iii) the Submission Materials do not and shall not violate any law or the copyright, trademark, publicity right, privacy right, or any other right of any third party; (iv) the Submission Materials, or any part thereof, have not been commercially released; and (v) you have the written consent, release and/or permission of each and every participant in the Submission Material to participate in the Submission Materials as contemplated by these Official Rules; and

(c) By entering this Contest, you agree that the Submission Materials shall be a "work made for hire," with all rights therein, including, without limitation, the exclusive copyright, being the property of SBME. In the event the Submission Materials are considered not to be a "work made for hire," you irrevocably assign to SBME all right, title, and interest in your entry (including, without limitation, the copyright) in any and all media whether now known or hereafter devised, in perpetuity, anywhere in the world,

with the right to make any and all uses thereof, including, without limitation, for purposes of advertising or trade.

(d) You hereby hold SBME harmless from and against any third party claim arising from use of the Submission Materials. You waive any right to privacy. You waive any right to inspect or approve uses of the Submission Materials or to be compensated for any such uses. You hereby represent and warrant that you are at least 13 years of age and that you have read these Official Rules and are fully familiar with its contents.

(e) By providing Submission Materials in connection with this Contest, you grant to SBME and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, address (city and state), e-mail address, voice, biographical information, Submission Materials, entry form information and written and oral statements, as well as any recording or representation of you participating in the prize described below, for advertising and promotional purposes in promoting or publicizing the Submission Materials, SBME and its products and services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), e-mail address, biographical information, entry, or recording or representation of you participating in the prize. The rights granted under this paragraph shall extend to SBME and its affiliated companies with respect to all entrants in the Contest, including the entrant who is selected as the Winner and those entrants who are not selected as the Winner. SBME is under no obligation to use the Submission Materials for any purpose.

4. Selection of Winner / Prizes.

(a) All entries will be judged by Mario and RCA Music Group personnel who will judge the entries on the basis of the following criteria: originality (25%), creativity (25%), concept (25%), and presentation (25%). The winner shall be the person whose entry receives the highest overall score (“Winner”). In the event of a tie, the Winner shall be the person whose entry receives the highest score on originality. There will be one (1) Winner of the Contest. Winner will be selected on or about 5 days from the Contest Conclusion Date. The decision of the judges shall be final and binding in all regards.

(b) The Winner will be notified by telephone or email, and Winner (and parent or legal guardian if Winner is under 21) will be required to sign, have notarized and return an Affidavit of Eligibility and Publicity/Liability Release (and any other documents required by SBME), within five (5) calendar days of notification. Winner will also be required to send a copy of his/her passport, drivers license or birth certificate as proof of age and residency. If the Winner cannot be contacted within five (5) calendar days of first notification attempt, if the prize notification is returned as undeliverable, if the Winner rejects the prize, in the event of noncompliance with these Rules, or if the Affidavit of Eligibility and Publicity/Liability Release is not executed, the prize will be forfeited and an alternative winner may be selected from all remaining eligible entries. Upon prize

forfeiture, no compensation will be given. The Affidavit of Eligibility and Publicity/Liability Release must be complete and must include the Winner's social security or resident alien identification number. The information in Winner's Affidavit of Eligibility must be correct and must be identical to the information provided in Winner's Entry or the Winner will be disqualified.

(c) The Winner will receive the opportunity to meet and dance with Mario. This meeting will take place at a location to be determined by SBME (although SBME will use commercially reasonable efforts to cause the location to be within 100 miles of winner's primary residence) and at a date to be determined by SBME (although SBME will use commercially reasonable efforts to cause the date to be before November 1, 2008). The estimated retail value of the prize is One Thousand Dollars (\$1,000).

Winner is are responsible for transportation to and from the meeting/dance, as well as any other expenses, including, but not limited to lodging, meals, incidentals, souvenirs, telephone charges, insurance, federal, state and local sales or other taxes and surcharges which are the responsibility of the winner. The meeting and dance may be recorded by or on behalf of SBME, although there is no guarantee that the Submission Materials and/or the recording of the meeting and dance will be used by SBME or otherwise. Prizes are non-transferable. No substitutions or cash redemptions.

(c) By accepting the prize, winner releases and discharges SBME, its affiliated companies and their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all their respective employees, officers, directors, representatives and agents from any liability or damage due in whole or in part to the award, acceptance, possession, use or misuse of any prize or from participation in this Contest. SBME reserves the right to substitute a comparable prize of like or greater value for any prize, or to pay winner a cash equivalent (the value of which shall be determined by SBME in its sole discretion), for any reason.

(d) If, for reasons beyond SBME's control (including, but not limited to, tampering or computer virus infection), the Contest is not capable of running as originally planned, SBME, at its sole discretion, reserves the right to cancel or modify the Contest, without liability. All taxes (including, but not limited to, income taxes) are the sole responsibility of winner. 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 any prize and may be prosecuted to the full extent of the law.

5. Issues of Law.

All federal, state and local laws and regulations are applicable. 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 EXCLUSIVELY 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. The Contest is void where restricted or prohibited by law.

6. Your Release of SBME From Any and All Liability.

Entrants agree that SBME shall not be liable for losses or injuries of any kind resulting from: (i) acceptance/possession and/or participation in prize, (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. Entrants also agree that SBME is not responsible or liable for any injury or damage to an entrant's or third person's computer related to or resulting from the Contest and/or its prizes. SBME is not liable for damage to a user's computer system (including, without limitation, any server failure or lost, delayed or corrupted data or other malfunction) due, either directly or indirectly, to an entrant's participation in the Contest or downloading of information in connection with the Contest. SBME reserves the right to modify or cancel the Contest in the event that any portion of any website used to administer any aspect of the Contest becomes technically corrupted.

7. How to Get More Information

(a) To obtain the identity of the Winner, send a self-addressed, stamped envelope to: "Dancing With Mario Contest" RCA Music Group, 550 Madison Avenue, Suite 1187, New York, NY 10022 before October 31, 2008.

The sponsor of this Contest is SONY BMG MUSIC ENTERTAINMENT, 550 Madison Ave, New York, NY 10022. Questions regarding the Contest can be directed by mail to RCA Music Group, 550 Madison Avenue, Suite 1187, New York, NY 10022.

(b) Copies of these Official Rules may be obtained by sending a self-addressed, stamped envelope to "Dancing With Mario Contest" Official Rules, RCA Music Group, 550 Madison Avenue, Suite 1187, New York, NY 10022 (WA and VT residents may omit return postage.) Requests for Official Rules must be received by October 31, 2008. All times and dates in these Official Rules are Eastern Standard Time.