

**SWRV™ ARCHIE'S GIRLFRIEND SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN.**

**A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND THE DISTRICT OF COLUMBIA ("U.S.") WHO ARE OVER THE AGE OF 14 AND HAVE A TWITTER ACCOUNT AS OF THE DAY BEFORE THE SWRV ARCHIE'S GIRLFRIEND SWEEPSTAKES BEGINS.**

**INTERNET ACCESS AND A TWITTER ACCOUNT REQUIRED. SPONSORED BY MUSIC CHOICE. TWITTER IS NOT A SPONSOR OF, AND DOES NOT ENDORSE, THIS PROMOTION.**

**1. ELIGIBILITY:** The SWRV Archie's Girlfriend Sweepstakes ("Sweepstakes" or "Promotion") is open only to legal U.S. residents who (1) are over the age of fourteen (14) at the Start Date (defined below), and (2) have, as of the Start Date, a Twitter account and Internet access. Employees, officers and directors of Music Choice ("Sponsor"), Filter Music Media Marketing, LLC ("Promotion Administrator"), their parent companies, partners, subsidiaries, affiliates, advertising agencies, promotional suppliers (collectively, "Sweepstakes Entities") and the immediate family members (spouses and parents, children and siblings and their spouses, regardless of where they live) or members of the same households (whether related or not) of such individuals are not eligible. Void where prohibited.

**2. TERM:** The Sweepstakes begins at 12:01 AM Eastern Time ("ET") on January 24, 2011 ("Start Date") and ends at 11:59 PM ET on January 26, 2011 ("Sweepstakes Period"). For the purposes of these rules, a "Day" begins at 12:01 AM ET and ends at 11:59 PM ET on the same calendar date.

**3. TO ENTER:** To participate in the Sweepstakes, eligible persons must become followers of @SWRV\_TV on Twitter.

To become a follower of @SWRV\_TV, go to <http://twitter.com> and log on using your Twitter user name and password, then become a follower of @SWRV\_TV by searching for "SWRV\_TV", clicking on the SWRV icon or going directly to the @SWRV\_TV official site at [http://twitter.com/SWRV\\_TV](http://twitter.com/SWRV_TV) (the "Website") and clicking the "Follow" button.

Once you become a follower of @SWRV\_TV, you may receive one (1) Sweepstakes entry per Day during the Sweepstakes Period by doing the following:

- (1) Visiting [http://twitter.com/SWRV\\_TV](http://twitter.com/SWRV_TV); and
- (2) Tweeting a statement of one hundred and forty (140) characters or less including the hash tag #DavidArchueta @SWRV\_TV(a "Twitter Entry").

**Note that your Twitter Entry will not be valid unless (1) it includes #DavidArchuleta @SWRV\_TV, (2) you are a follower of @SWRV\_TV at the time the “Tweet” is posted and (3) it meets the Tweet Requirements described below.**

**LIMIT: You may only receive one (1) Twitter Entry per person/Twitter account per Day for a total of three (3) Twitter Entries during the Sweepstakes Period. Multiple entrants are not permitted to share the same Twitter account.**

**4. TWEET REQUIREMENTS.** Twitter Entries will be void and ineligible for prize consideration if they are, in whole or in part, unlawful, obscene, derogatory, defamatory, threatening, harassing, abusive, slanderous, hateful, or embarrassing to any other person or entity as determined by Sponsor in its sole discretion. Further, Sponsor may refuse any Twitter Entries that contain sexual content, or racial slurs, or any other statements or content that is not within the spirit of the Promotion.

**5. RANDOM DRAWING – PRIZE – ODDS OF WINNING:** After the close of the Sweepstakes Period, Promotion Administrator will conduct a random drawing from among all eligible entries received to select one (1) potential grand prize winner of a SWRV Prize Pack, which includes one (1) Flip cam signed by David Archuleta, one (1) SWRV t-shirt, one (1) SWRV Branded Dry Erase Board, one (1) SWRV Notebook, one (1) SWRV Pen and one (1) SWRV Door Hanger. (Total Approximate Retail Value of Prize: \$200). Odds of winning will be determined by the number of eligible entries received.

**6. WINNER NOTIFICATION:** In order to win a prize, the potential winner must be a follower of @SWRV\_TV at the time of the random drawing and when the potential winner is notified. The Promotion Administrator will notify the potential winner via Direct Message through Twitter. If a potential winner cannot be reached by Direct Message within five (5) days of the first notification attempt, an alternate potential winner will be selected from the remaining eligible entries. If the @SWRV\_TV account is blocked from contacting the user via Direct Message, or if a potential winner is found to be ineligible, cannot or does not comply with these Official Rules, or if prize or prize notification is returned as undeliverable, the potential winner will be disqualified and an alternate potential winner will be selected. Promotion Administrator, in its sole discretion, will attempt to contact up to three (3) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed.

Once a potential winner has responded to the Direct Message notification, the potential winner will be sent verification paperwork via email, postal mail and/or express mail at Sponsor’s sole discretion. The potential winner may be required to complete an affidavit of eligibility, a liability release and (where legal) a publicity release, which must be returned within the time period specified in the notification letter. If documents are not returned timely, or if any notification or prize is returned as non-deliverable, or if a potential winner of any prize is found to be ineligible or not in compliance with these Official Rules, such prize may be forfeited and awarded to an alternate winner.

No prize transfer or cash redemption. No prize substitution, in whole or in part, except by Sponsor due to prize unavailability, in which case a prize of comparable or greater value will be awarded. If winner cannot accept the prize as stated, prize will be forfeited in its entirety and awarded to an alternate winner.

**7. PRIVACY:** By entering this Promotion, you agree to the terms of Music Choice's privacy policy, located at <http://www.musicchoice.com/PrivacyPolicy.htm>.

**8. GENERAL:** Taxes on prize and all expenses related to acceptance and use of prize are the sole responsibility of the winner. By participating, entrants agree [a] to these rules and decisions of Sponsor, which shall be final in all respects relating to this Sweepstakes; [b] to release, discharge, indemnify, and hold harmless Sweepstakes Entities from any and all injuries, liability, losses and damages (whether due to negligence or otherwise) of any kind resulting from their participation in the Sweepstakes, or any Sweepstakes activity, or their acceptance, use or misuse of prize including, without limitation, personal injury, death and property damage; and if a winner, [c] to permit Sweepstakes Entities to use his or her name, photograph, likeness, statements, biographical information, voice, voice likeness and city and state address for advertising, publicity and promotional purposes in all media, now known or hereafter discovered or devised, worldwide, and on the World Wide Web including but not limited to on air and within [www.swrv.tv](http://www.swrv.tv) and [www.musicchoice.com](http://www.musicchoice.com), in perpetuity, without compensation (unless prohibited by law), and without notice, review, or approval; and agree to execute specific consent to such use upon request.

**9. LIABILITY LIMITATIONS:** Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, agents and representatives, Promotion Administrator, and the officers, directors and employees of each are not responsible for and shall not be liable for [a] any telecast, cable or telephone malfunctions, human error, satellite transmission failures, or delayed telecasts or preemption of or the failure of a cable affiliate to televise SWRV throughout the world; [b] electronic, hardware or software program or programming, network, Twitter, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error which may occur in the processing of entries; [c] failed, incomplete, garbled, delayed or misdirected transmissions; [d] late, lost, misdirected or incomplete entries or postage-due mail; [e] failure to capture or loss of any information; [f] any enforcement by Twitter of its Terms of Service, or operation if its website; [g] any incorrect or inaccurate information, whether caused by Website users, tampering, hacking or by any of the equipment or programming associated with or utilized in the Promotion and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or technical error or programming error or unauthorized access to the Website, or [h] any condition caused by events beyond the control of the Sponsor that may cause the Promotion to be disrupted or corrupted. Sponsor reserves the right to cancel or suspend the Sweepstakes or any portion thereof should virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the Promotion, in which case prizes will be

awarded via a random drawing from among all eligible entries received prior to cancellation. Any use of robotic, automatic, macro, programmed, third party or like entry methods, will disqualify all entries using such methods and any participant using such methods may be disqualified. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or Website; to be acting in violation of the Official Rules; to be acting in violation of the terms of the Website, or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Entry information becomes property of Sponsor. In the event of a dispute as to any entry, the authorized account holder of the email address used to set up the Twitter account will be deemed to be the entrant. Potential winner may be required to show proof of being the authorized account holder of the email address/Twitter account associated with the entry. Any user who, in Sponsor's sole opinion and at Sponsor's sole discretion, posts profanity, pornography, abusive, or other objectionable content on Twitter may be removed by Sponsor from being a @SWRV\_TV follower and from participating in the Sweepstakes. Sponsor reserves the right in its sole discretion to disqualify any entry at any time in the event it is determined that the entrant has not complied with these Official Rules.

**CAUTION:** Any attempt to deliberately damage any web site, or undermine the legitimate operations of the Sweepstakes, is a violation of the criminal and civil laws. Should such an attempt be made, the Sponsor reserves the right to seek damages from any such participant to the fullest extent permitted by law and to disqualify such participant from the Sweepstakes. This Sweepstakes is governed by the internal laws of the State of New York, with jurisdiction and venue in New York, NY, and all claims must be resolved in the courts of New York, NY.

**10. WINNER LIST:** To obtain a list of winners, send a self-addressed, stamped envelope for receipt by March 31, 2011 to: Music Choice, 110 Gibraltar Road, Suite 200, Horsham, PA 19044, Attention: SWRV Archie's Girlfriend Sweepstakes Winners' Names.

**Sponsor:** Music Choice, 110 Gibraltar Road, Suite 200, Horsham, PA 19044.

**Promotion Administrator:** Filter Music Media Marketing, LLC, 350 East 30th Street, #6A, New York, NY 10016.

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