

POWERADE®/WALMART ATHLETE OF THE MONTH PROMOTION
(the "Sweepstakes")

OFFICIAL RULES

NO PURCHASE NECESSARY

1. TO ENTER/NOMINATE: Beginning August 16, 2010 on the Official Nomination Entry Form, available until November 30, 2010 or while supplies last at participating Walmart stores in the following metropolitan areas: Little Rock, Arkansas; Monroe, Louisiana; New Orleans, Louisiana; Shreveport, Louisiana, Jackson, Mississippi and Memphis, Tennessee, or on a plain piece of 3" x 5" paper, hand print your complete name, date of birth (mm/dd/yyyy) plus daytime and evening telephone numbers. (If you do not have a telephone, indicate "No Phone." Failure to comply with this or any other Official Rule will result in disqualification.) Plus, hand print the complete name of the student that you would like to be selected as "Athlete of the Month", their date of birth, street address and phone number. Mail your entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed to one (1) of the following addresses, indicating the metropolitan area closest to the student athlete you would like to enter into the random drawing:

Powerade/Walmart Jackson Athlete of the Month Entries

WJMI-FM

731 South Pear Orchard Suite 27

Ridgeland, MS 39157

Entries must be received by each mail-in entry deadline indicated in the chart in Rule #2. Entries received will not be carried over to subsequent drawings. Limit one entry per stamped envelope. Illegible and/or incomplete entries are void. No mechanically reproduced entries permitted.

2. MONTHLY RANDOM DRAWINGS: One Grand Prize Winner will be selected each month per metropolitan area in random drawings on or about each of the random drawing dates indicated in the chart below from among all eligible entries received per metropolitan area and by the entry deadline date indicated for that random drawing. Winners will be notified by telephone/mail. Entries received will not be carried over to subsequent drawings. Decisions of judges are final. Limit one Grand Prize winner per family/household. Odds of winning in each random drawing will depend

upon the number of eligible entries received by the entry deadline date indicated for that drawing per metropolitan area.

			RANDOM DRAWING DATE	
August Athlete of the Month	8/21/10	8/26/2010	8/27/2010	(1) Grand Prize per metropolitan area
September Athlete of the Month	9/18/2010	9/23/2010	9/24/2010	(1) Grand Prize per metropolitan area
October Athlete of the Month	10/23/2010	10/28/2010	10/29/2010	(1) Grand Prize per metropolitan area
November Athlete of the Month	11/19/2010	11/24/2010	11/26/2010	(1) Grand Prize per metropolitan area

3. **PRIZES & APPROXIMATE RETAIL VALUE: Thirty (30) Grand Prizes (One Grand Prize winner selected per month, per metropolitan area)**
 – Athlete of the Month Prize Pack. Prize pack includes: a \$100 Walmart Gift Card and an Athlete of the Month certificate. ARV: \$100 each. Gift Card is subject to the terms, conditions and restrictions as listed on card. Prizes consist of only those items specifically listed as part of prize.

4. **GENERAL RULES:** Open only to residents of the states of AR, LA, MS and TN, nominated student athletes of the month must be 13-18 years of age as of July 1, 2010. The Sponsor of this Sweepstakes is The Coca-Cola Company. Employees of The Coca-Cola Company and their “Promotional Participants” (i.e., Wal-Mart Stores, Inc., Coca-Cola Bottlers, Citadel Broadcasting, WJMI-FM, KRVV-FM, KRUF-FM, Clear Channel Broadcasting, Inc., its subsidiaries and affiliated companies (together, the “Company”), and each of their respective affiliates, subsidiaries, advertising and promotion agencies and suppliers involved in this promotion) and the immediate family members (mother, father, sister,

brother, husband, wife, daughter, son, step-father, step-mother, step-daughter, step-son, step-brother, step-sister, half-brother, half-sister) and/or those living in the same household of each are not eligible. Void outside AK, LA, MS, TN and where prohibited by law. Not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated postage due, or misdirected entries or entries not received by the entry deadline. The Company may conduct the Sweepstakes concurrently and simultaneously on several participating radio stations owned and not owned by the Company, and in various States, and the Company may add or remove participating stations or change call letters of any participating station at any time during the Sweepstakes as announced on the affected station. No substitution, cash redemption or transfer of prize by winners permitted. All federal, state and local taxes are the sole responsibility of winners. All federal, state and local laws and regulations apply. All materials submitted become the property of Sponsor and will not be returned. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected, time permitting. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor and its Promotional Participants to use winners' names and/or likenesses for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winners agree to release and hold harmless the Sponsor, the Promotional Participants, and each of their respective directors, officers, employees and assigns against any and all claims, damages, losses, expenses and liability arising out of the participation in this promotion or the acceptance or use of prize. Entrants assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Sweepstakes or the acceptance or use of any prize. By participating in this Sweepstakes, entrants agree to be bound by the Official Rules and the decisions of the judges. Sponsor and the Promotional Participants are not responsible for any typographical or other error in the printing of the offer, the announcement of any prize or in the administration of the Sweepstakes.

5. **Compliance with Law:** The conduct of the Sweepstakes is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Station(s) shall follow the applicable laws for conducting promotions, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific on-air disclaimers, providing specific written information about the Sweepstakes, etc. as required by local and state law.
6. For the names of the winners, available after December 26, 2010, send a separate, self-addressed, stamped (#10) envelope to:
Powerade/Walmart Athlete of the Month Winners

Dept. I
P.O. Box 72803
Rockford, MN 55572, to be received by November 24, 2010

7. SPONSOR: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.
8. Participating Station(s): WJMI-FM

ABBREVIATED RULES: No Purchase Necessary. Open only to residents of the states of AR, LA, MS and TN, nominated student athletes must be 13 to 18 years old as of 7/1/10. Void where prohibited by law. Sweepstakes begins on 7/1/10 and entries must be received by on 11/24/10. Sponsored by: The Coca-Cola Company. For details, see rules at participating Wal-Mart stores and at www.wjmi.com,

POWERADE®/WALMART ATHLETE OF THE MONTH PROMOTION

OFFICIAL NOMINATION ENTRY FORM

NO PURCHASE NECESSARY

Please Hand Print:

NOMINATOR'S NAME: _____
(First) (MI) (Last)

DATE OF BIRTH: _____
(mm/dd/yyyy)

PHONE:(____)_____

(If you do not have a telephone, indicate "No Phone". Failure to comply with this or any other Official Rule will result in disqualification.)

NAME OF THE STUDENT THAT YOU WOULD LIKE TO BE SELECTED AS THE "ATHLETE OF THE MONTH" (*IMPORTANT: STUDENT MUST BE 13-18 YEARS OF AGE AS OF 7/1/2010*): _____

STUDENTS'S DATE OF BIRTH: _____
(mm/dd/yyyy)

STUDENT'S STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

STUDEN'TS PHONE:(____)_____

(If you do not have a telephone, indicate "No Phone". Failure to comply with this or any other Official Rule will result in disqualification.)

Mail your entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed to one (1) of the following P.O. Boxes, indicating the metropolitan area closest to the student athlete you would like to enter into the random drawing:

**Powerade/Walmart Jackson
Athlete of the Month Entries**
WJMI-FM
731 S. Pear Orchard, Ste. #27
Ridgeland, MS 39157

Entries must be received by 11/24/10 to be included in the final Monthly Random Drawing. No Purchase Necessary. Open only to residents of the states of AR, LA, MS and TN, nominated student athletes must be 13 to 18 years old as of 7/1/10. Void

where prohibited by law. Sweepstakes begins on 6/1/10 and ends on 11/18/10. For details, see rules at participating Walmart stores.