

## **OFFICIAL CONTEST RULES FOR THE**

### **W & Y SMS CHALLENGE**

1- Effective from May 6, 2008 until May 22, 2008 at 11:59pm.

2- **ELIGIBILITY:** This contest is open to the general public with legal residence in Puerto Rico or legal residence in California (USA), with 18 years of age or older, with a legal ID as passport or driver license. Employees and-or contractors of Claro, Centennial, SunCom, AT&T, Verizon, Sprint/Nextel/Boost, T-Mobile USA, Cellular One (Dobson), Virgin Mobile, Alltel, Boost, My Mobile Applications Corp. (MyMo), and Employees of radio station LATINO 96.3 KXOL-FM, REGGAETON 94.1 WNOD-FM (“Stations”), Spanish Broadcasting System, Inc., its affiliates and their public relations agencies, participating sponsors and “family” members (“family” is defined as spouse, parents, children, sibling, aunts, uncles, cousins and grandparents) are ineligible.

3- **PARTICIPATION:** To participate, dial the code “61975” through your cellular phone and send the activation word specified by each promotional channel as a text message (text “LATINO” to 61975 in CA, or text “GANA” to 61975 in PR). To be eligible, entries must be completed and received on or by the closing date of the draw. Automatically, you will receive a challenge that you need to answer to participate. You will receive a word or phrase with empty spaces to fill, depending on the game level you will have to send a letter or various letters to complete the word or phrase. You must send only one letter at a time. Every correct answer equals one point. The person with more points wins. Chances of winning depend on the number of correct answers. Every text message cost \$0.99 (ninety nine cents). You will need a cellular from the participating companies with an activated text message plan. If you win, the prize will be for the person whose name appears at the cellular bill. The sponsor is not responsible for any misdirected or delayed entries, equipment malfunction, and busy lines or otherwise. You must have your mobile account active and without pending balance other than the current month to be eligible as winner on selection date.

4- **WINNERS SELECTION:** The winner will be selected on May 23, 2008 at My Mobile Applications Corp. offices, in San Juan, Puerto Rico. The winner will be the participant with the most points earned. If two or more participants match in points, the winner will be the first to earn the most points during the contest. There will be a total of two (2) winners: one winner in each promotion (One California Winner and One Puerto Rico Winner). The same day, two (2) alternate participants per city promotion with the next higher scores will be selected as alternate winners. If the original winner does not claim the prize or is disqualified, the first alternate winner could become the winner, if the first alternate winner does not claim the prize or is disqualified, prizes will be given to the second alternate winner. If the winner’s mobile account is disconnected or with a billing debt greater than thirty (30) days old, this could be a reason for disqualification. A disqualification is possible if the winner does not claim the prize on time or as

upon request. The winner has two (2) days to claim the prize. If the winner does not claim the prize, it will become property of My Mobile Applications.

#### 5- PRIZES:

This contest has the following prizes: Two (2) Winners: one per each promotion (One California Winner and One Puerto Rico Winner). For each promotion (Verified by the keyword assigned to the campaign) the winner will receive prize package consisting of:

- VIP ACCESS for 2 persons (winner plus a guest) to Wisin & Yandel's concert in Los Angeles at the Staples Center on May 30, 2008.
- 2 coach air tickets from the destination point (check specific keyword Example: Puerto Rico Campaign will get a round trip ticket from Puerto Rico to Los Angeles)
- Trip includes coach air fare for 2 persons.
- Lodging in Los Angeles for 2 nights.
- Transportation Airport/Hotel/ Airport.
- Meet & Greet, and a photo with Wisin & Yandel.
- Limousine transportation to the concert.
- 2 Autographed copies of the "Extraterrestres" CD.
- \$150 per/diem per person

Prizes are not transferable and can not be redeem in cash. (For Los Angeles origination point, the airfare is replaced by \$500 cash.)

**Approximate Retail Value (ARV)** of all prizes: \$7,000.00 (\$3,500.00 Per Prize package)

6- NOTIFICATION: The winners will be notified by phone call (up to three times within a three hour period of time) and a text message in a three hour period. To claim the prize, the winner must provide the sponsor a legal, valid and complete photo identification, as passport or driver license, and the cellular bill with the same detail name as is on the ID. The sponsors, advertising and promotional agencies and their respective affiliates and associates reserve the right to verify the eligibility of a participant. My Mobile Applications reserves the right to validate the confirmation of identity case a prepaid phone is the winner.

7- RELEASE: By claiming the prize, the winner acknowledges that My Mobile Applications Corp. or any other sponsor, advertising and promotional agencies, their respective affiliates and associates have no any other responsibility or obligation for any loss, damages or injury associated with accepting or using this prize(s). The winner must sign a release form in favor of My Mobile Applications Corp. and Spanish Broadcasting System, Inc., and/or any other sponsor, advertising and promotional agencies, their respective affiliates, associates and employees acknowledging their acceptance and understanding of the complete contest rules. By participating in the challenge, each participant waives any and all claims of liability against the My Mobile Applications Corp., Spanish Broadcasting System, Inc., its subsidiaries, affiliates and participating sponsors and their respective employees, directors, shareholders and agents, from any and all claims, liabilities and damages arising directly or indirectly out of the award of the

prize or that may be sustained directly or indirectly in connection with this contest, for any personal injury or loss which may occur from the conduct of, or participation in, the contest, or from the use of any prize or for any claims, liabilities, losses, repairs, damage or injuries arising out of or in conjunction with the services, merchandise or other benefits obtained by the winner or this contest. In order to receive a prize, participants must sign an official waiver form provided by My Mobile Applications Corp.

8- QUESTIONS AND CLAIMS: Please, address to My Mobile Applications Corp. PMB 220, Ashford Avenue #1357, San Juan, P.R. 00907 or by fax a 787-200-7004.

9- WINNERS LIST: To obtain a winners list, send a pre-addressed envelope, with stamp, to My Mobile Applications Corp. PMB 220, #1357 Ashford Avenue, San Juan, Puerto Rico. 00907. Please include the promo and keyword you are referring to. After the contest, the winners will appear at the following address: <http://wymocorp.com/reto>

10- CONTEST RULES COPY: The full contest rules can be obtained upon request sending a pre-addressed envelope, with stamp, to: CHALLENGE RULES , **W&Y SMS Challenge**, PMB 220, Ashford Avenue #1357, San Juan, Puerto Rico. 00907. In addition to, you can access the challenge rules at: <http://wymocorp.com/reto>, <http://latino963.lamusica.com/contest.html>, or <http://www.reggaeton947.com/contest.html> and/or by picking up a copy at the LATINO 96.3 KXOL-FM 10281 West Pico blvd Los Angeles CA 90064; REGGAETON 94.1 WNOD-FM Frances St. Lot 42 Amelia Industrial Park Guaynabo PR 00968 during normal business hours.

11- RESTRICTIONS: My Mobile Applications Corp. and the mobile service companies participating reserve the right to disqualify any incomplete, illegal or fraudulent participation or reject it if it doesn't fulfill the requirements of the contest. This contest is subject to all federal and municipal laws. The sponsors reserve the right to amend or cancel these rules, dates, publicity or contest as and when they deem necessary without prior notice according to the law. The prize doesn't include any fee or tax; if it would be necessary, they are the winner responsibility.

12- CONTEST CANCELATION: My Mobile Applications Corp. and the mobile service companies participating reserve the right to cancel, postpone or change this contest at any time and reserves the right to change the aforementioned contest date(s) without notice if they deem necessary, according to all federal and municipal laws.