

REGGAE'S GOLDEN KRUST CARIBBEAN STAR SEARCH OFFICIAL CONTEST RULES

1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The "Reggae's Golden Krust Caribbean Star Search" INSTANT WIN GAME (the "Game") begins on February 1st, 2009. The Sponsor of this Game is Golden Krust, 3958 Park Avenue, Bronx, NY 10457 (collectively the "Sponsor").

2. ELIGIBILITY: This Game is open only to legal residents of the fifty (50) United States and D.C., who are 18 years of age or older at the time of entry. Void in Puerto Rico, all U.S. territories and possessions and overseas military installations and where prohibited by law. Directors, officers and employees of Sponsor, and each of their respective affiliates, subsidiaries, parent and related companies, distributors and advertising and promotional agencies (collectively, the "Promotion Parties") and the immediate family and household members of such directors, officers and employees are not eligible to win.

3. HOW TO PLAY: USERS MUST HAVE A VALID YOUTUBE ACCOUNT. To play the Game, participants must upload a pre-recorded performance video (1:00 min minimum) to the designated contest playlist on the VP Records Youtube channel (www.youtube.com/vprecords , www.youtube.com/vprecords). All videos must be received no later than 12:00am, March 27th, 2009 to be valid. Limit one video entry per person. Winners will be selected by the highest number of positive user comments. The video with the most positive comments will be eligible for the grand prize.

4. PRIZES: The one (1) GRAND PRIZE consists of: - To have their song recorded by one of Jamaica's Premier Reggae Producers and have the song featured on VP Record's Reggae Gold 2009 Compilation!

The total approximate retail value of all prizes is \$5,000.00

5. REDEMPTION: TO CLAIM THE PRIZE: Winners will be announced on VP Records Youtube channel on April 1st, 2009. Prizes will be sent via mail or best suitable option.

6. GENERAL CONDITIONS: No substitution of prize is offered, no transfer of prize to a third party is permitted and prize may not be redeemed for cash value, except by Sponsors, who reserve the right in their sole discretion to substitute prize for prize of comparable or greater value. Releases assume no liability or responsibility in connection with the safety or performance of the prize awarded hereunder nor in connection with any warranty or representation therewith. Void wherever prohibited or restricted by law. All Federal, state and local taxes are the sole responsibility of the prize recipient. No groups, clubs or organizations may participate in this offer or reproduce or distribute any portion of these rules or entry forms to its members. The submission of a potential winning game piece is the sole responsibility of the participant who assumes all risk of loss, damage, destruction, delay and misdirection of the game piece. All persons, by participating in this Game and/or by entering the Second Chance Sweepstakes and/or by submitting a prize claim, agree to be bound by these Official Rules and the decisions of the Sponsors and judges which shall be final and binding.

7. TERMINATION: Promotion ends on April 1st , 2009.

8. WINNERS LIST OR OFFICIAL RULES: For the name of the prize winner (available after March 27th, 2009) or a copy of these official rules, send a self-addressed, stamped envelope to: "Reggae's Golden Krust Caribbean Star Search" WINNERS LIST <OR> OFFICIAL RULES REQUEST (PLEASE SPECIFY WHICH), 3958 Park Avenue, Bronx, NY 10457 address to be received by March 27th, 2009. Official Rules are also available until March 27th, 2009 on the VP Records Youtube channel.

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