

**"A NEW WAY TO ROLL" SWEEPSTAKES  
OFFICIAL RULES**

**NO PURCHASE OR TEXT MESSAGING IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE OR TEXT MESSAGING WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

The "A NEW WAY TO ROLL" SWEEPSTAKES ("Sweepstakes") starts at 12:01 a.m. Eastern Daylight Time ("EDT") on 6/25/09 and ends at 11:59 p.m. (EDT) on 9/15/09 ("Entry Period"). The sponsors of this Sweepstakes are Kia Motors America, Inc., 111 Peters Canyon Road, Irvine, CA 92606 and FUSE NETWORKS, LLC, a New York Limited Liability Corporation, 11 Penn Plaza, 17th Floor, New York, NY 10001 (collectively the "Sponsors"). The Sweepstakes shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

**ELIGIBILITY:** SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, WHO ARE EIGHTEEN (18) YEARS OF AGE OR OLDER AS OF THE ENTRY DATE AND WHO POSSESS A VALID AUTOMOBILE MOTOR VEHICLE OPERATOR'S LICENSE IN GOOD STANDING AT THE TIME OF ENTRY AND PRIZE AWARD (AS DETERMINED BY SPONSORS IN THEIR SOLE DISCRETION). THIS SWEEPSTAKES IS VOID IN PUERTO RICO, ALL U.S. TERRITORIES AND POSSESSIONS, OVERSEAS MILITARY INSTALLATIONS AND WHERE PROHIBITED BY LAW. Employees and their immediate family members (spouses, parents, siblings and children) of Sponsors, West Coast Marketing, a division of The Susquehanna Hat Company ("West Coast Marketing"), their respective affiliates, subsidiaries, parent companies and agencies (collectively, the "Promotion Parties") and those living in the household of same whether related or not are not eligible to enter or win. A prize won by a minor in the legal jurisdiction in which they reside will be awarded in the name of said minor's parent or legal guardian. By entering this Sweepstakes, entrants agree to abide by all terms of these Official Rules.

**HOW TO ENTER:** There are two (2) methods of entering the Sweepstakes; via text messaging entry and online entry.

**HOW TO ENTER THE SWEEPSTAKES VIA TEXT MESSAGING:** To enter via text messaging, you may enter by text messaging the phrase "soul4u" to short code 839863 during the Entry Period. Once you have text messaged as specified above, you will receive a response confirming your entry into the Sweepstakes ("Text Message Entry"). ALL TEXT MESSAGE ENTRIES MUST BE RECEIVED BY 11:59 PM (EDT) ON 9/15/09 TO BE ELIGIBLE.

**IMPORTANT:** For text messaging, a service contract with a wireless Internet or airtime provider may be required. Check with your service provider for availability and coverage. Wireless access point required. Cellular telephone service and/or text messaging services may require separately purchased contracts with a cellular telephone service provider or text-messaging provider with coverage in your service area. Cellular telephone company and/or wireless Internet company determined text-messaging fees may apply for all text messaging to Sponsors or their designee and for receipt of text messages from Sponsors or their designee. In this Sweepstakes you will be sending and receiving messages and you may be charged in accordance with your mobile services contract. Contact your text-messaging provider or refer to your service contract for complete details on these and any other applicable charges. Sponsors respect your privacy and will never sell or share your cell phone number.

**HOW TO ENTER THE SWEEPSTAKES FOR FREE ONLINE WITHOUT TEXT MESSAGING:** To enter the Sweepstakes online without text messaging, log on to the web site at [www.fuse.tv/kia-soul](http://www.fuse.tv/kia-soul) ("Entry Site") during the Entry Period. Follow the directions for entry in the Sweepstakes; providing your first and last name, street address (no p.o. boxes accepted), city, state, zip code, daytime phone number, date of birth and e-mail address ("Online Entry"). Once you have completed the online entry process, click the "Submit" button to submit your completed entry. ALL ONLINE ENTRIES MUST BE RECEIVED BY 11:59 PM (EDT) ON 9/15/09 TO BE ELIGIBLE.

Text Message Entries and Online Entries may be referred to herein individually as an Entry and collectively as Entries.

**ONLY ONE (1) ENTRY PER PERSON, HOUSEHOLD ADDRESS, E-MAIL ADDRESS AND/OR CELLULAR TELEPHONE NUMBER PER 24-HOUR DAY WILL BE ACCEPTED.**

**THE ENTRY SITE CLOCK SHALL BE THE OFFICIAL TIMEKEEPER FOR THIS SWEEPSTAKES.**

The Promotion Parties, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, and any and all Internet server(s) and Internet and cellular telephone access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, "Releasees") are not responsible for any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Sweepstakes; inability to send a text message or access a cellular telephone line or access the Entry Site or any web pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site (including the Entry Site) or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof. Proof of submitting a Text Message Entry or entering information at the Entry Site is not considered proof of delivery or receipt. Illegible, incomplete, mechanically reproduced and entries in excess of the number stated above from any one (1) valid e-mail address, household address and/or person will be disqualified. All Entries become the property of Sponsors and will not be acknowledged or returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. By entering the Sweepstakes, entrants affirm that they have read and accepted these Official Rules. The Sweepstakes shall be governed by and construed in accordance with the laws of the United States. By entering the Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of the United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum. The information obtained via the Entry will be used by Sponsors and their respective affiliates for marketing purposes. Sponsors and their respective affiliates would like to use this information to contact you either by mail or email with updates about special promotions or offers. If you prefer not to receive updates please indicate such preference in your Entry. Any information collected by registering to enter the Sweepstakes shall be used only in a manner consistent with these Official Sweepstakes Rules and with the Fuse TV Privacy Policy, which can be found at the Entry Site.

**WINNER SELECTION:** Winners will be selected in a random drawing on/about 9/21/09 by West Coast Marketing, an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Grand Prize winner will be notified by e-mail, mail and or telephone by 9/28/09 and the Grand Prize winner (or Grand Prize winner's parent or legal guardian if Grand Prize winner is a minor in the legal jurisdiction in which he or she resides) will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form and a completed IRS W-9 form within ten (10) days of date of issuance. Failure to return all required forms in this ten (10) day time period may result in the Grand Prize winner being disqualified and an alternate winner selected. First Prize winners will be notified within sixty (60) days of the drawing date, with delivery of their prize by mail or other delivery service selected at the sole discretion of the Sponsors in addition to notification by email, mail and or telephone. If any prize notification or prize is returned as undeliverable for any reason, it will be awarded to an alternate.

All Federal, state and local tax liabilities, if any, are the responsibility of the prize winners. Acceptance of a prize constitutes permission (except where prohibited) to use the winner's name, likeness, picture, voice, biographical information and statements for publicity, advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without additional compensation or limitation of any kind.

Prizes are non-transferable, assignable and have no cash value. No prize substitution or cash redemption allowed by a winner. Sponsors reserve the right to substitute a prize of comparable value if advertised prize becomes unavailable. Prizes may not be sold, bartered or exchanged by winners. Prizes are provided "as is" and without any warranty of any kind. By accepting a, the winner acknowledges compliance with these Official Rules.

**PRIZES: GRAND PRIZE (1):** The Grand Prize consists of a SOUL Sport (manufacturer's suggested retail price is \$19,295).

**GRAND PRIZE DELIVERY:** Grand Prize winner shall be required to pick up his or her Grand Prize (also referred to herein as a "Vehicle") at a location designated by the Sponsors or their designee. The Vehicle shall only be delivered to a location designated by the Sponsors or their designee within the area of eligibility as defined above. All travel and transportation costs associated with collecting the Vehicle will be the sole responsibility of the Grand Prize winner; provided, however, that Sponsors shall pay transportation costs associated with delivering said Vehicle to a designated location reasonably close to the Grand Prize winner's city of residence. The Grand Prize winner shall be required personally to accept delivery of his or her Vehicle and present adequate personal identification. Releasees are not responsible for delays in delivery of the Vehicle. Sponsors and their designee, however, shall use all reasonable efforts, subject to availability, to deliver the Vehicle within one hundred twenty (120) days after confirmation of the Grand Prize winner as provided herein. The Grand Prize winner shall bear all risk of loss or damage to his or her Vehicle after it has been delivered to the specified delivery site, and if the Vehicle is not picked up within thirty (30) days after the date the Vehicle is delivered to the specified designated dealer, the Vehicle shall be automatically forfeited by the Grand Prize winner.

The Grand Prize winner will be required to provide proof of possessing a valid automobile driver's license in good standing as well as appropriate (for the Vehicle) automobile motor vehicle insurance prior to Grand Prize Vehicle being awarded. If the Grand Prize winner fails to provide such proof of possessing a valid automobile driver's license and appropriate automobile motor vehicle insurance within sixty (60) days of Grand Prize winner notification, the Grand Prize will be forfeited. Exact model, color, options and specific Vehicle to be awarded as the Grand Prize are at the sole discretion of the Sponsors and/or their designee and subject to availability.

**FIRST PRIZE (4):** Each First Prize consists of a Kia designed skate deck. The approximate retail value of each First Prize is \$200). Except as stated in the manufacturer's limited warranty for the prize, the Releasees make no warranties, express or implied, in fact or in law, relative to the use or enjoyment of the prize, including, without limitation, its quality, merchantability or fitness for a particular purpose.

The odds of winning a prize are determined by the total number of eligible entries received for the Sweepstakes. The total ARV of all prizes to be awarded in this Sweepstakes is \$20,095.

**LIMITATIONS ON LIABILITY:** Releasees shall not be liable to winner or any other person for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, network or computer problems, internet problems, hacking, computer viruses, unauthorized computer access, tampering, or any other cause beyond Sponsors' sole control.

**GENERAL:** Entrants release and waive any claims they may have against Releasees for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney's fees) resulting from acceptance, use, or misuse of any prize or element thereof, or from participation in this Sweepstakes.

If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site, cellular telephone number or service associated therewith (or any portion(s) thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, the Sponsors will conduct a random drawing to award the prizes from among all eligible, non-suspect Entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE, CELLULAR TELEPHONE NUMBER OR SERVICE ASSOCIATED THEREWITH OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSORS RESERVE THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. If a dispute arises about who submitted an entry via text messaging, the entry will be deemed submitted by the authorized account holder of the cellular telephone number entered at the time of text messaging entry. The authorized account holder is deemed the natural person who is assigned to a cellular telephone number by a cellular telephone service provider. A potential winner may be requested to provide Sponsors with proof that the potential winner is the authorized account holder of the cellular telephone number associated with the winning entry and that all eligibility requirements are met.

If a dispute arises about who submitted an entry on the Entry Site, the entry will be deemed submitted by the authorized account holder of the e-mail account entered. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsors with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met.

**NOTE:** Internet entry must be made by the entrant only at the Entry Site. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, but not limited to, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device or software to automate the entry process is prohibited.

**WINNERS LIST:** For an Official Winners List (available after 10/10/09), or a copy of these Official Rules, send a self-addressed, stamped envelope to: "A NEW WAY TO ROLL" SWEEPSTAKES (please specify Official Winners' List or Official Rules), PO Box 56436, Sherman Oaks, CA, 91413. Residents of Vermont may omit the return postage on their request. Official Rules are also available during the Entry Period at the Entry Site.