

BACKSTAGE WITH THE BOYS SWEEPSTAKES OFFICIAL RULES

NO PURCHASE IS NECESSARY. NO PURCHASE IS NECESSARY TO ENTER OR WIN AND WILL NOT INCREASE YOUR CHANCES OF WINNING. SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES AND CANADA (OTHER THAN RESIDENTS OF QUEBEC, RHODE ISLAND AND PUERTO RICO) AT LEAST 21 YEARS OF AGE. THIS SWEEPSTAKES IS VOID IN QUEBEC, RHODE ISLAND, PUERTO RICO, AND WHERE PROHIBITED BY LAW. ENTRY IN THE SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES.

1. No Purchase Necessary/Eligibility. **NO PURCHASE NECESSARY TO WIN.** Void in Quebec, Rhode Island, Puerto Rico, and where prohibited. The “**Backstage with the Boys Sweepstakes**” (“Sweepstakes”) is open only to legal residents of the United States (other than residents of Quebec, Rhode Island and Puerto Rico) age 21 or older at time of entry. Employees, officers and directors of **Premier Christian Cruises, Inc.** (“Sponsor”) and the participating radio stations (individually and collectively a “Station”) and their respective parent companies, subsidiaries, corporate affiliates, distributors, advertising and promotion agencies, prize suppliers, and entities engaged in the design and implementation of the Sweepstakes (collectively, “Sweepstakes Entities”) and the immediate family members, IRS dependents, and members of the same household of such individuals are not eligible. "Immediate family" means parents, children, sisters, brothers and spouse and their respective spouses, regardless of where they reside.

2. How To Enter. The Sweepstakes may be entered in one of two ways: **(i)** An eligible participant may click on the Sweepstakes Banner at the website of a Station and then complete the entry form and register to receive one (1) entry; or **(ii)** An eligible participant may (A) call-in to a Station in the time and manner specified by that Station and sing (with no accompaniment) one song which has been recorded by any artist who is scheduled to appear on The Music Boat 2011 and (B) also give all Sweepstakes registration information to the Station who will then register the caller for the Sweepstakes to receive one (1) entry. Participation in entry method (ii) will be on a first come, first served basis. Sponsor does not guarantee the ability to enter via this method. Any form of entry other than that described herein is void. The Sweepstakes begins on August 15, 2011 at 12:00 AM Eastern Standard Time (“EST”) and ends on August 21, 2011 at 11:59 PM EST. To be eligible, an entry must be completed and submitted for receipt no later than 11:59 PM EST on Sunday, August 21, 2011. Limit of one (1) entry per person, regardless of method of entry. Any attempt by any participant to obtain more than one entry by using multiple/different addresses, identities or similar methods will void all that participant’s entries and that participant will be disqualified.

3. ODDS. The odds of winning will depend upon the total number of eligible entries received.

4. Drawing. A random drawing will be conducted by Sponsor and/or its representatives at its offices on August 22, 2011 from among all eligible entries received.

5. Grand Prize (1)/Approximate Retail Values. One (1) Grand Prize Winner (“Winner”) will be drawn. The Prize is a five (5) day four (4) night cruise for Winner and one (1) guest (“Guest”) on Sponsor’s Music Boat 2011 taking place on November 7, 2011 through November 11, 2011 (“Cruise”). The ship for the Cruise will embark from Miami Beach, Florida and sail to Cozumel, Mexico and Key West. The Winner will be provided one (1) room (double occupancy) of Sponsor’s choice, aboard the ship for the Winner and one (1) travel guest, plus port fees and pre-paid gratuities to the ship’s onboard personnel. The Prize also includes one (1) room at the Grand Beach Hotel, Miami Beach, Florida (“Hotel”) on Sunday, November 6, 2011; Transportation for two from the Miami International Airport or Ft. Lauderdale Hollywood International Airport (collectively the “Airport”); Transportation from the Hotel to the Port; Transportation from the Port back to the Airport; so-called “Port Fees”; and pre-paid gratuities for onboard ship’s personnel. Further the Winner and Guest will be special guests of the Newsboys during a private lunch onboard the cruise ship (tentatively scheduled for Tuesday November 8th) and will each receive a backstage pass Monday afternoon to watch the Newsboys do their sound-check and prepare for their show. The Prize includes food upon the ship only. All expenses not specifically included in the Prize as described in these Official Rules are hereby excluded, such as all travel expenses to and from Miami Beach, Florida, federal, state, local, and provincial taxes and any additional food, alcoholic and additional non-alcoholic beverages, additional transportation not specified above as being provided, excursions, sightseeing and currency conversion charges, if any, unless specifically described in these Official Rules.

The Guest must be at least 18 years of age or the Winner must be a legal guardian of the Guest and must sign release documents on the minor guest’s behalf. The Winner and Guest are solely responsible for required travel documents such as government-issued photo identification and a valid passport. If the Winner does not have a Guest accompany him/her on the Cruise, the Winner will be awarded in amounts appropriate for (1) traveler and the Winner will not receive any compensation in conjunction therewith.

Approximate retail value of the prize is One Thousand Six Hundred Ninety-Five Dollars (\$1,695) per person for an aggregate approximate retail value of Three Thousand Three Hundred Ninety Dollars (\$3,390).

6. Notification. The potential Winner will be notified by email and/or telephone within fourteen (14) days following the drawing. If the potential Winner is an eligible Canadian resident, he/she will be required to correctly answer, without assistance of any kind, whether mechanical or otherwise, a time-limited mathematical skill-testing question administered by telephone at a pre-arranged, mutually convenient time. If selected Canadian potential Winner cannot be reached within a reasonable time period, he/she may be disqualified, and, at Sponsor’s sole discretion the prize may be awarded to an alternate Winner. Potential Winner will be required to complete, sign and have notarized, an Affidavit of Eligibility (or if an eligible Canadian resident, a Declaration), a

Liability Release and where legally permitted, a Publicity Release and return these documents along with any other forms requested by Sponsor within five (5) days of receipt of request for same. Failure by the Winner to return the completed documents by the time specified by the Sponsor for any reason or the return of a prize notification as undeliverable may, in Sponsor's sole discretion, cause the prize to be forfeited or if a potential winner is found to be ineligible, does not comply with the Official Rules or cannot or will not accept the prize, his or her entry will be deemed ineligible, and Sponsor may elect, in its sole discretion, to randomly draw another winner without consideration of the disqualified or forfeited entry. Upon prize forfeiture, no compensation will be given. Neither Sponsor nor the Station is responsible for any delay in prize delivery.

7. Prize Limitations. There shall be no cash or other prize substitution, in whole or in part, except by Sponsor, in its sole discretion, for any reason and only then for a prize of comparable or greater value. The prize may not be sold, transferred or exchanged. **ALL APPLICABLE TAXES ON THE PRIZE AND ANY EXPENSES RELATED TO THE ACCEPTANCE AND USE OF THE PRIZE AND NOT SPECIFIED IN THESE OFFICIAL RULES ARE THE SOLE RESPONSIBILITY OF THE WINNER.** The valuation of the prize stated above is based on reasonably available information provided to the Sponsor. The value of the prize awarded to the Winner may be reported for tax purposes as required by law. The Winner is solely responsible for reporting and paying any and all applicable taxes (including income and withholding taxes).

8. Prize Restrictions. No change or substitution of trip dates/times is permitted except at Sponsor's sole discretion. Neither Sponsor nor the Station is responsible for cancellation or change of the cruise. The Prize is subject to holiday/blackout dates and all other prize and travel restrictions imposed by the cruise line and/or any authority, including but not limited to the following:

1. Infants who are at least 6 months old on the day of departure may sail.

2. Women who will be less than 24 weeks into their pregnancy on the day of departure and for the duration of the cruise may sail. This policy is due to the risk of premature labor. Pregnant women must have a letter from their doctor stating how far along (in weeks) their pregnancy will be at the beginning of the cruise, that mother and baby are in good health and fit to travel, and that the pregnancy is not high-risk.

3. Adults aged 21 or older may sail. The cruise line shall refuse boarding to any guest under the age of 21 unless the guest is:

a. traveling in the same stateroom with an individual at least 25 years old or older;

b. traveling in the same stateroom with their spouse (Proof of age and/or proof of marriage are required); or

c. traveling with a parent or guardian in an accompanying stateroom.

4. Anyone not conforming to these policies will be denied boarding and no refund of fare or any other expenses will be issued.

9. Winner and Guest Release Forms. Winner and the Winner's Guest must execute, notarize and return within five (5) days of receipt by Winner a liability release, a publicity release (where legal), and any other documentation that Sponsor requires. Except where prohibited by law, the Winner's and Guest's acceptance of Prize is permission for Sponsor and the Station to use the Winner's and the Guest's name, entry, photo, likeness, biographical information, statements, voice, and address (city and state only) for advertising/publicity purposes worldwide and in all media, without further compensation. Subject to any other travel restrictions, including those set forth above, if a guest is under 19 in AL or NE or under 21 in CO, MS, PA or WV, or under 18 in any other state or province, his or her legal guardian must also sign the applicable releases and documentation.

10. General Conditions. Except where prohibited by law, by participating, entrants agree: (a) to be bound by these Official Rules and the decisions of the Sponsor shall be final and binding in all respects in matters relating to the Sweepstakes; (b) to release, discharge and hold harmless each of the Sweepstakes Entities (including without limitation, Sponsor and Co-Sponsor) from and against any and all liability, injuries, losses, damages, rights, claims and actions of any kind, including without limitation, personal injury and/or death or property damage, sustained in connection with his/her participation in this Sweepstakes, or from his/her receipt, possession, acceptance and/or use or misuse of the prize (including any travel/activity related thereto), or for any typographical or other error in the printing, offering, administration or announcement of the prize; (c) that the foregoing Sweepstakes Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guaranty, expressed or implied, in fact or in law, relating to the prize; and (d) except where prohibited by law, entry constitutes permission for Sponsor and the Station and/or any party authorized by either of them to use the Winner's name, hometown, likeness, photograph and statements regarding this Sweepstakes in all media without review for editorial, public relations, promotional and advertising purposes along with granting the prize as stipulated herein, all without compensation (except where prohibited by law) and, upon request, to provide such consent in writing. Sweepstakes Entities are not responsible for multiple entries entered by other than human means or other mechanical means, or for entries that are destroyed or are incomplete.

11. Disqualification. Without limitation, an entry may be disqualified, at Sponsor's sole discretion, in addition as otherwise provided for in these Official Rules, if the entrant fails to meet the entry requirements or violates or fails to comply with the terms of these Official Rules.

12. Liability Limitations.

(a) Any information collected from an entrant in connection with the Sweepstakes will be delivered to Sponsor and the Station and may be used in accordance with these Official Rules. Sponsor and the Station may use personal and aggregated information they collect in connection with the Sweepstakes for multiple purposes, which may include without limitation, to notify entrants about promotional offers or opportunities along with supplying the information to their affiliates for both advertising and promotional purposes and may divulge information if Sponsor or the Station is subpoenaed and/or if Sponsor and/or the Station believes it is necessary, in either of their sole discretion, to prohibit unlawful acts or acts that may endanger the health and safety of another. **IF YOU DO NOT AGREE TO THESE TERMS, DO NOT ENTER THE SWEEPSTAKES, NOR PROVIDE ANY PERSONAL INFORMATION.**

(b) Neither Sponsor nor Co-Sponsor nor the Sweepstakes Entities are responsible for and shall not be liable for: (i) printing, typographical or any other errors in any Sweepstakes-related materials and if there is any inconsistency between Sweepstakes-related materials and these Official Rules, these Official Rules shall govern and control, (ii) electronic, hardware or software program, network, Internet or computer malfunctions, failures, or difficulties of any kind, including without limitation, server malfunction or by any human error that may occur in the processing of entries; (c) failed, incomplete, garbled or delayed computer transmissions; (iv) lost, late, misdirected, mutilated, stolen, incomplete, incorrect, ineligible, illegible entries, returned entries or mail or postage due mail; or (v) any condition that may cause the Sweepstakes to be disrupted or corrupted. Sponsor and/or Co-Sponsor each reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Sweepstakes or any portion thereof should there be any causes that may corrupt the administration, security, integrity or proper play of the Sweepstakes. Sponsor reserves the right to void any entries determined by them, in their sole discretion, that have been submitted fraudulently in contravention of the Official Rules. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR AND CO-SPONSOR RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** The Sweepstakes is subject to these Official Rules and all applicable federal, state and local laws. The Sweepstakes shall be governed by laws of the State of North Carolina without regard to choice of law or conflict of law principles; and any dispute arising out of or connected in any way with the Sweepstakes shall be brought only in a federal or state court in Guilford County in said state and entrants waive all objections to such jurisdiction and venue.

(c) The prize is awarded "as is" and without any warranty or any kind, express or Implied, including without limitation, any implied warranty of merchantability or fitness for a particular purpose, and all such warranties are hereby disclaimed.

13. Winner's Name/Official Rules. For the name of the Winner, mail a self-addressed first class stamped envelope after September 5, 2011 but before October 5, 2011 for receipt by such date to Sponsor at Sponsor's address listed below. For a copy of the Official Rules mail a self-addressed first class stamped to the Sponsor's address listed below for receipt by August 22, 2011. Vermont residents may omit return postage for Official Rules only.

Sponsor: Premier Christian Cruises, Inc.: 709 Westchester Drive, Suite 202, High Point, North Carolina 27262.