

**“KEYS TO THE RIDE” SWEEPSTAKES
OFFICIAL RULES**

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

The “KEYS TO THE RIDE” SWEEPSTAKES (“Sweepstakes”) starts at 12:01 a.m. Eastern Daylight Time (“EDT”) on 6/20/08 and ends at 11:59 p.m. (EDT) on 9/30/08 (“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 48 CONTIGUOUS 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 OUTSIDE THE AREA SPECIFIED ABOVE 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: During the Entry Period you may enter via the Internet by logging onto www.fuse.tv/keystotheride (the “Entry Site”) and following the Sweepstakes entry directions, providing your first and last name, street address (no P.O. boxes), city, state, zip code, daytime telephone number, date of birth and e-mail address (“Online Entry”).

For convenience, on select dates during the Entry Period, online kiosks will be set up at participating WARPED TOUR events. For a list of the participating WARPED TOUR events, visit the web site at www.warpedtour.com. ALL ONLINE ENTRIES MUST BE RECEIVED BY 11:59 P.M. (EDT) ON 9/30/08.

ONLY ONE (1) ONLINE ENTRY PER PERSON, HOUSEHOLD ADDRESS AND/OR E-MAIL ADDRESS PER DAY WILL BE ACCEPTED.

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 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 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 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 Online Entry will be used by Sponsors and its 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: One (1) Grand Prize winner will be selected in a random drawing on/about 10/6/08 by West Coast Marketing, an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Prize will be awarded. Grand Prize winner will be notified by e-mail, certified mail and or telephone by 10/13/08 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. 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 Grand Prize winner. Acceptance of the Grand Prize constitutes permission (except where prohibited) to use the Grand Prize 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.

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

GRAND PRIZE (1): The Grand Prize consists of Grand Prize winner's choice of either a 2008 Kia Spectra SX with CD changer (manufacturer's suggested retail price ("MSRP") is \$16,920)

<OR>

a 2008 Kia Sportage EX 4 X 2 Luxury Package (MSRP is \$23,320)

The odds of winning the Grand Prize are determined by the total number of eligible entries received.

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 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. Except as stated in the manufacturer's limited warranty for the Vehicle, the Releasees make no warranties, express or implied, in fact or in law, relative to the use or enjoyment of the Grand Prize, including, without limitation, its quality, merchantability or fitness for a particular purpose.

LIMITATIONS ON LIABILITY: Releasees shall not be liable to winner or any other person for failure to supply the Grand 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 associated therewith (or any portion 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 Sponsors' sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsors reserve 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 prize from among all eligible, non-suspect Online 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 (INCLUDING THE ENTRY SITE) 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 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 the 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: Online 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 computer software to automate the entry process is prohibited.

WINNERS LIST: For an Official Winners List (available after 11/10/08), or a copy of these Official Rules, send a self-addressed, stamped envelope to: “KEYS TO THE RIDE” 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.