

Official Rules
“Rock Band Video Game Awards Trip Giveaway”
Sponsored by
MTV Networks, a division of Viacom International Inc.

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. **Entry Period:** “Rock Band Video Game Awards Trip Giveaway” (the “Sweepstakes”) commences at 12:00:01 AM (ET) on July 1, 2008 and ends at 11:59:59 PM (ET) on October 31, 2008 (the “Sweepstakes Period”). All entries must be received by 11:59:59 PM (ET) on October 31, 2008.

3. **Eligibility:** This Sweepstakes is open to legal residents of the 50 United States and District of Columbia. Entrants must be at least 18 years of age or older at time of entry. If 18 is not the age of majority in the jurisdiction in which entrant resides, entrant will need to obtain permission from their parent/legal guardian in order to enter be declared the Grand Prize Winner. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of MTV Networks, a division of Viacom International Inc. (“MTVN”) and its parent company, affiliated companies, subsidiaries, sponsors, advertising agencies and third party fulfillment agencies and their respective agents, employees, officers, directors, successors and assigns (collectively, “Released Parties”) are not eligible to enter Sweepstakes. By participating in this Sweepstakes, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by MTVN, and by the decisions of MTVN, which are final and binding in all matters relating to the Sweepstakes; (b) release and hold harmless Released Parties against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of the Grand Prize (as hereinafter defined); and (c) acknowledge compliance with these Official Rules.

4. **To Enter:**

NO PURCHASE OR TEXT MESSAGE NECESSARY TO ENTER.

- (a) **First Method of Entry:** Visit www.rockband.com/events (the “Website”), a web site owned and controlled by MTVN. Follow instructions to opt-in to Sweepstakes and complete all required fields on the online entry form. Entrants must also electronically acknowledge and agree to the terms of the Website’s Privacy Policy and Terms of Use and submit the online entry form as instructed. All entries submitted under this paragraph 4(a) in accordance with these Official Rules shall be hereinafter referred to as the “Online Entry” or “Online Entries”. In the event of a dispute over who submitted a winning Online Entry, the authorized subscriber of the e-mail account used to participate in the Sweepstakes at the actual time of entry will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
- (b) **Second Method of Entry:** Using your mobile phone, follow the instructions to send a text message with the keyword “VGA” and your email address to the short code number 71938. You must have a mobile phone capable of sending text messages from a participating carrier in order to enter. Entrants must also agree to the terms of MTVN’s the Website’s Terms of use and Privacy Policy located www.rockband.com. Standard text messaging rates apply to each text message sent and received which will appear on entrant’s mobile phone bill or deducted from entrant’s prepaid phone balance. Please contact your service provider for pricing plans and service availability. MTVN is not responsible for charges entrants may incur as a result of wireless phone transmissions. Cell phone or text message service may not be available in all areas. To enter using text messaging, you must use one of the following participating wireless carriers: Alltel, AT&T, Boost, Nextel, Sprint, and T-Mobile. Sponsor may change wireless carriers at any time and from time to time. Sponsor reserves the right to add or delete the short code set forth at the Truck at any time and from time to time. Entrants are solely responsible for all fees and taxes incurred through their wireless phone service, for text messages or otherwise, associated with participation in this Promotion. All entries submitted under this

paragraph 4(b) in accordance with these Official Rules shall be hereinafter referred to as "Text Message Entries".

The Online Entries and Text Message Entries shall be collectively referred to hereinafter as the "Eligible Entries". **All Eligible Entries must be received by 11:59:59 AM (ET) on October 31, 2008.** Limit one entry per person. All entries become the property of MTVN. The odds of winning the Sweepstakes depend on the number of Eligible Entries received.

5. **Grand Prize Winner Selection/Notification:** There will be one (1) grand prize winner ("Grand Prize Winner") randomly selected from among all of the Eligible Entries on or about November 7, 2008. MTVN will make up to two (2) attempts over the 48 hour period following Grand Prize Winner selection to contact the potential Grand Prize Winner via the telephone number(s) provided on his/her entry form. If the potential Grand Prize Winner cannot be reached during the 48 hour period in which he/she is called (no messages will be left on answering machines or voicemail systems) the potential Grand Prize Winner will be disqualified. Due to the time restraints as to when the Grand Prize trip must be taken, only if time permits will an alternate Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received.

6. **Grand Prize Winner Verification:** The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as the potential Grand Prize Winner. In the event of non-compliance by the potential Grand Prize Winner such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as the Grand Prize Winner shall be terminated and an alternative potential Grand Prize Winner may be chosen from among all of the remaining applicable Eligible Entries received in MTVN's sole discretion. The Grand Prize Winner and Guest (as hereinafter defined) must sign (and each of his/her parent/legal guardian(s) must sign if 18 is not the age of majority in the jurisdiction in which Grand Prize Winner or Guest resides) within three (3) days of receipt of such documents from MTVN: (a) an affidavit of eligibility and release of Released Parties from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any Grand Prize (as hereinafter defined) or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Released Parties the right to use their name and likeness for advertising and publicity purposes without additional compensation. Entry into this Sweepstakes constitutes agreement to sign such releases. Grand Prize Winner and Guest also must acknowledge that MTVN has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that Grand Prize Winner and Guest (and each of his/her parent/legal guardian(s) must sign if 18 is not the age of majority in the jurisdiction in which Grand Prize Winner or Guest resides) will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. Grand Prize Winner and Guest must also complete any additional legal documents provided by MTVN (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the time frame specified by MTVN or Grand Prize Winner may forfeit Grand Prize at MTVN's sole discretion. All decisions of MTVN relating to the Sweepstakes are final and binding. MTVN expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason MTVN deems necessary.

7. **Grand Prize:** The one (1) Grand Prize Winner will receive a trip for two (2) for the Grand Prize Winner and one (1) guest (the "Guest") to Los Angeles, CA to attend the Spike Video Game Awards currently scheduled for on or around December 6, 2008 (the "Event"). Event dates subject to change in MTVN's sole discretion. If Grand Prize Winner cannot travel on dates specified by MTVN, Grand Prize Winner will forfeit all rights to the prize. MTVN is not responsible if potential Grand Prize Winner is unable or unavailable to accept prize. The trip will include (i) roundtrip coach class air transportation for Grand Prize Winner and Guest which shall originate from an airport of MTVN's choice nearest Grand Prize Winner's residence (as determined by MTVN) to Los Angeles, CA. MTVN reserves the right to substitute ground transportation for air transportation if the Grand Prize Winner resides within 150 miles of Los Angeles, California; (ii) round trip ground transportation for Grand Prize Winner and Guest (to be taken together) between airport and hotel in Los Angeles, California, and between hotel and Event; (iii) one (1) nights hotel accommodations in Los Angeles, California for Grand Prize Winner and Guest which shall be one (1) room based on double occupancy (meals, telephone calls, tips and other incidentals and costs are not included); and (iv) two (2) tickets to the Event (collectively, the "Grand Prize").

The approximate retail value (“ARV”) of the Grand Prize is \$2,500.00. The ARV is subject to change based on current market conditions at time of Grand Prize fulfillment and the time of travel and the distance between departure and destination. Any difference between the ARV and the actual value, if any, will not be rewarded. Any difference between the ARV and the actual value, if any, will not be awarded. If, for any reason, MTVN is unable to provide tickets to the Event, MTVN’s only obligation is to award trip portion of the Grand Prize or a prize of equal or greater value (which may include a cash prize equal to the ARV of the trip portion of the Grand Prize), in Sponsor’s sole discretion. No other substitution, transfer or cash equivalent permitted. MTVN reserves the right not to award the Grand Prize if it determines, in its sole discretion, that an insufficient number of Eligible Entries were received during the Sweepstakes Period.

If a Grand Prize Winner is not available to travel on the dates specified by MTVN in its sole discretion, Grand Prize Winner privileges and Grand Prize will be terminated and an alternative Grand Prize Winner will be selected from the remaining Eligible Entries if time permits. Grand Prize Winner and Guest must travel on the same itinerary. Guest traveling with Grand Prize Winner must be at time of Grand Prize fulfillment the age of majority in the jurisdiction in which he/she resides. If 18 is not the age of majority in the jurisdiction in which Grand Prize Winner resides, he/she must be accompanied by his/her parent/legal guardian, and such person must pay his/her own expenses unless deemed to be the allotted Guest. MTVN will determine the airline and hotel in its sole discretion. Travel restrictions, conditions and limitations may apply. Grand Prize Winner and Guest must possess valid travel documents in order to travel. Travel arrangements are subject to availability and must be roundtrip. MTVN shall not be responsible for any cancellations, delays, diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. MTVN shall not be liable for any loss or damage to baggage. All travel dates are subject to change in MTVN’s sole discretion. If for any reason any Grand Prize related event is delayed, cancelled or postponed, MTVN reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Grand Prize as set forth in these Official Rules. The dates for fulfillment of the Grand Prize will be on or around December 5, 2008 to December 7, 2008, subject to programming requirements and such date is subject to change in MTVN’s sole discretion.

8. General Prize Terms: Arrangements for fulfillment of the Grand Prize, including all travel arrangements will be made by MTVN. All costs and expenses not specifically listed above, including, without limitation, meals, snacks, beverages, mini-bar, entertainment, tips, souvenirs, personal expenses, damages to hotel rooms and any equipment to be used in connection with the Grand Prize are solely Grand Prize Winner’s responsibility. The value of the Grand Prize will be taxable to Grand Prize Winner as income. Grand Prize Winner must supply MTVN with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of Grand Prize Winner for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Grand Prize Winner (as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Grand Prize Winner’s responsibility. MTVN shall have no responsibility or obligation to a Grand Prize Winner or potential Grand Prize Winner who is unable or unavailable to accept or utilize Grand Prize as described herein.

No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by MTVN, in which case a prize of equal or greater value may be awarded.

9. General Terms: Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE GRAND PRIZE WINNER OR ANY BEHAVIOR BY THE GRAND PRIZE WINNER THAT WILL BRING SUCH GRAND PRIZE WINNER OR MTVN INTO DISREPUTE (IN MTVN’S SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER’S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THE WIN A TRIP TO HOLLYWOOD AND ATTEND THE SPIKE VIDEO GAME AWARDS SWEEPSTAKES AND ALL PRIVILEGES AS THE GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

Released Parties assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. Released Parties are not responsible for any problems or technical

malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. Released Parties are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Grand Prize and Grand Prize Winner. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, changes in MTVN's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, MTVN reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on www.rockband.com/events and the Grand Prize may be awarded to a winner to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by MTVN. All interpretations of these Official Rules and decisions by MTVN are final and binding. No software-generated, robotic, programmed, script, macro or other automated online or text message entries are permitted. MTVN reserves the right in its sole discretion to disqualify any individual it suspects or finds: (i) to have used a software-generated, robotic, programmed, script, macro or other automated online or text message entry; (ii) to have tampered with the entry process or the operation of this Sweepstakes; (iii) to be acting in violation of these Official Rules; (iv) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (v) to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MTVN RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless Released Parties from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against Released Parties, and hereby acknowledge that Released Parties has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Grand Prize.

10. Request for Name of Grand Prize Winner and Official Rules: For the name of the Grand Prize Winner and/or Official Rules, send a self-addressed stamped envelope to:

MTV Networks
Attention: Rock Band Video Game Awards Trip Giveaway
1515 Broadway
29th Floor
New York, NY 10036

All requests for a copy of the Official Rules and for the name of the Grand Prize Winner must be made by October 31, 2008. Please note on the front left- hand corner of your outer envelope whether you are requesting "Official Rules" or the name of the "Grand Prize Winner". Vermont residents may omit return postage if requesting a set of Official Rules.

11. Sponsors: This Sweepstakes is sponsored by MTV Networks, a division of Viacom International Inc., 1515 Broadway, New York, NY 10036.