



Weekend in New York for Two

NO PURCHASE NECESSARY. Void where prohibited by law.

By entering, you agree to these Official Rules and the decisions of the Television Bureau of Advertising (TVB) which shall be final and binding in all respects.

- 1. Who Can Enter:** Any Local Broadcast Television Station or National Representative Firm Sales Person, age 21 or older at the time of entry, from any U.S. Local Broadcast Television Station or National Representative Firm that is a TVB ePort subscribing entity. Employees of TVB, or its affiliates, subsidiaries, agents and Board of Directors and members of their immediate families or households are not eligible to participate.
- 2. How to Enter:** All ePort-registered Sales Persons from any U.S. Local Broadcast Television Station or National Representative Firm that is a TVB ePort subscribing entity are automatically entered into the giveaway.
- 3. Award Date:** The awarding of the Prize will be on January 14, 2010 at or about 2:00 pm. TVB reserves the right to terminate the program at any time.
- 4. Prize:** The total retail value of the sweepstakes prize to be awarded is approximately \$3,500. One prize winner will receive a four-day trip for two to New York City, or to a U.S. destination of choice at comparable value. The prize includes: economy roundtrip airfare from major airport nearest to winner's DMA, hotel room for three nights and a \$1,000 American Express gift card. The trip must be completed by December 31, 2010. No cash redemption, assignment, transfer or substitution of prize is permitted except at the sole discretion of TVB. Certain other restrictions may apply. All federal, state and/or local taxes are the sole responsibility of the winner.
- 5. Prize Drawing:** The eligible Sales Person who registers the most new clients that send at least one order via ePort for a station from June 1 – December 31, 2009 shall be the recipient of the prize. In the event of a tie, only one winner will be selected at random by TVB. The prize drawing for the sweepstakes will be held on or around January 14, 2010 at or about 2:00 pm at TVB's office in New York. Entrants need not be present to win. All decisions are final and binding.
- 6. Odds of Winning:** Each participant's odds of winning are dependent upon the number of new eligible client registrations received.
- 7. Winner Notification:** Winner will be notified via e-mail and/or telephone within 24 hours of the prize drawing. If no response is obtained within one week of notification, other attempts will be made to reach the winner by mail. The winner will have one week from notification to

acknowledge receipt of the prize. TVB is not responsible for and shall not be liable for late, lost, misdirected or unsuccessful efforts to notify the winner. If a selected winner cannot be contacted by January 31, 2010, is ineligible, fails to claim the prize by February 5, 2010, violates contest rules, or fails to timely return the completed and executed declaration and releases as required, the prize will be forfeited and an alternate winner will be selected by TVB. TVB's decisions about winners are final.

8. Winner Responsibilities. All federal, state and/or local taxes are the sole responsibility of the winner. Winner will be required to sign and return an affidavit of eligibility and compliance with the Official Rules within one week of acknowledgement of notification detailed in paragraph 7 above. Winner may be required to furnish picture proof of identification which may include a driver's license, passport, voting card, or similar government issued identification. The name of the identification must match the winner's registration form. By accepting a prize, the winner agrees to the use of his/her name, voice, and/or likeness for advertising and promotional purposes without further compensation, unless prohibited by law.

9. General Conditions. TVB reserves the right, at its sole discretion, to disqualify any individual it finds to be submitting multiple entries, providing any false or misleading or incomplete information, tampering with the entry process or the operation of the promotion; to be acting in violation of the Official Rules; to be acting in an inappropriate or disruptive manner, or with the intent to annoy, abuse, disparage, harass, harm or threaten any other person or group.

10. Limits of liability. TVB assumes no liability for lost or misdirected registrations or entries received whether due to technical or computer malfunctions or otherwise. TVB assumes no liability for technical or computer malfunctions of any kind. TVB is not responsible for any incorrect information, whether caused by website users, tampering, hacking or by any of the programming associated with or utilized in the promotion and assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or tampering with, the website or database. TVB reserves the right to cancel, terminate, modify, suspend, or extend the promotion at any time.

IN NO EVENT WILL TVB OR THEIR AFFILIATES, SUBSIDIARIES, AND RELATED COMPANIES, THEIR MARKETING AGENCIES OR THEIR OFFICERS, DIRECTORS, EMPLOYEES OR AGENTS, BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF WINNER'S ACCEPTANCE, POSSESSION, USE, OR MISUSE OF A PRIZE. WITHOUT LIMITING THE FOREGOING, EVERY PRIZE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.

11. **Disputes/Choice of Law.** As a condition of participating in this promotion, you agree that any and all disputes which cannot be resolved between the parties, and causes of action arising out of or connected with this promotion, shall be resolved individually, without resort to any form of class action, exclusively, before a court of law located in New York City having competent jurisdiction, which court shall apply the laws of the State of New York without regard to the conflict of laws provisions thereof.

12. **Official Rules:** For a copy of official promotion rules, send a self-addressed stamped envelope to TVB ePort Weekend in New York Rules, 3 East 54th Street, 10th Floor, New York, NY 10022.

13. **Winners' List:** For a notification of the prize winner, send a self-addressed stamped envelope to TVB ePort Weekend in New York Winner, 3 East 54th Street, 10th Floor, New York, NY 10022.

14. **Sponsor:** This sweepstakes is sponsored by:

Television Bureau of Advertising
3 East 54th Street, 10th Floor
New York, NY 10022

All questions and concerns may be directed to TVB at the address above.