

Deal Or No Deal - Win a Trip to The Super Bowl Sweepstakes
Official Rules
November 10, 2008 – November 23, 2008

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. Void in Alaska, Hawaii, Puerto Rico, Guam and where prohibited or restricted by law. The Deal Or No Deal - Win a Trip to The Super Bowl Sweepstakes (“Sweepstakes”), which will take place in conjunction with the syndicated television show *Deal Or No Deal* (“Show”), will begin on November 10, 2008 at 12:00:01 a.m. Eastern Time (“ET”) and end on November 23, 2008, at 11:59:59 p.m. ET (“Sweepstakes Period”). The NBC Network version of the television show *Deal Or No Deal* is not involved with the Sweepstakes. All times in these Official Rules refer to Eastern Time.

ELIGIBILITY: Open only to permanent legal residents of the forty-eight (48) contiguous states of the United States and the District of Columbia who are physically located and residing therein, and who are twenty-one (21) years of age or older as of November 10, 2008. Residents of the states of Alaska and Hawaii, and residents of Guam, Puerto Rico, and all other U.S. territories and possessions are not eligible to enter this Sweepstakes. Entrants must have a valid Social Security Number or a valid U.S. personal tax identification number to participate. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and their respective spouses, regardless of where they reside), and/or persons living in the same households as such persons (whether or not related) are not eligible to enter or win the Sweepstakes. “Sweepstakes Entities”, as referenced herein, shall include Sponsors (as defined below), the NFL Entities (as defined below), NFL Players Association, NFL Players, Inc., and their respective parents, subsidiaries, and affiliate companies and their administrative, advertising and promotion agencies, participating stations, stations airing the Show, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes. The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC, NFL Players Association, NFL Players, Inc., and each of their respective subsidiaries, affiliates, shareholders, officers, directors, agents, representatives, and employees (collectively, the “NFL Entities”) will have no liability or responsibility for any claim arising in connection with participation in the Sweepstakes or any prizes awarded. The NFL Entities have not offered or sponsored this Sweepstakes in any way. The NFL PLAYERS trademark is a trademark of NFL Players, Incorporated. Sweepstakes is subject to all applicable federal, state and local laws.

TO ENTER: On each weekday during the Sweepstakes Period, Sponsors will broadcast either one (1) or two (2) episodes of the Show (collectively, “Broadcasts”). The number of Broadcasts that air each day will depend on how often the Show airs in your local viewing area (check your local listings for Show times and stations). Within approximately the last five (5) minutes of each Broadcast of the Show, the final amount of money won by that episode’s Contestant (“Winning Amount”) will be identified on-screen (“Identification”). For Broadcasts that are scheduled to air Monday through Thursday during the Sweepstakes Period, viewers will have from the time of the Identification until 11:59:59 p.m. E.T. the same day to enter the Sweepstakes by visiting www.dealornodealtv.com (“Web Site”) and submitting the Winning Amount. For example, for the Broadcasts that air on Monday November 10, 2008, viewers will have until 11:59:59 p.m. ET on Monday November 10, 2008 to enter the Sweepstakes. For Broadcasts that are scheduled to air on Fridays during the Sweepstakes Period, there will be three (3) separate entry windows. Viewers will have from the time of the Identification on Friday until 11:59:59 p.m. E.T. the same day to enter the Sweepstakes by visiting the Web Site and submitting the Winning Amount from Friday’s Broadcasts. Viewers can also enter the Sweepstakes between 12:00:01 a.m. and 11:59:59 p.m. on Saturday, and between 12:00:01 a.m. and 11:59:59 p.m. on Sunday. To enter the Sweepstakes, access the Web Site and click on the Sweepstakes icon. Then complete and thereafter submit the entry form

("Entry Form"). Information required on the Entry Form consists of your first and last name, complete address (including Zip code), telephone number (including area code), date of birth, and email address. You must also submit the correct Winning Amount displayed in the Identification on the Broadcast that most recently precedes the time of entry. Your Entry Form and the correct Winning Amount will together constitute your entry into the Sweepstakes ("Entry"). All Entries become the property of NBC Universal Television Distribution, 10 Universal City Plaza, Universal City, CA 91608; NBC Universal, Inc., 3000 West Alameda Avenue, Burbank, CA 91505; (collectively, "Sponsors"), and will not be acknowledged or returned. Entries must be received before November 23, 2008, at 11:59:59 p.m. to be eligible for the Sweepstakes. You may enter up to ten (10) times per day during the Sweepstakes Period, for a total of one hundred forty (140) Entries during the entire Sweepstakes Period. To be eligible to receive a prize in the Sweepstakes, Entries must contain a correct Winning Amount ("Qualified Entry"). Sweepstakes Entities (as defined below) are not responsible for any cancellation, preemption, non-broadcast, or out-of-normal-timeslot broadcast, in whole or in part, of any previously scheduled programming containing a Sweepstakes element, including, but not limited to, any Broadcast containing a Winning Amount. All required Entry Information must be completed in full. Entries generated by a script, macro, or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. If there is a dispute as to the identity of an online entrant who made a potentially winning Entry, Sponsors will deem that the Entry was made by the authorized account holder of the email address. The "authorized account holder" is defined as the natural person to whom the email address is assigned by an internet service provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Any personal information supplied by entrants to Sponsors will be subject to Sponsors' respective Privacy Policies posted at <http://www.nbc.com/Footer/Privacy/>; and <http://www.dealornodealtv.com/privacy.php>. Except where prohibited by law or Sponsors' Privacy Policies, Entry constitutes permission to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known throughout the world in perpetuity without additional compensation, notification, permission, or approval. Entrants will have the opportunity to receive information from Sponsors and selected partners by checking the appropriate box. If, at any time, you no longer wish to receive materials from Sponsors and selected partners, please go to their respective Privacy Policies (as listed above) and follow the procedures indicated.

WINNER SELECTION AND NOTIFICATION: One (1) Potential winner will be selected in a random drawing by Sponsors' representatives from all eligible Qualified Entries on or about December 1, 2008. Sponsors will make two (2) attempts within a twenty-four (24) hour period to notify potential winner at the phone number submitted at the time of entry. Potential winner will be required to execute and return (via shipping service pre-paid by Sponsors) an Affidavit of Eligibility, Liability Release, Publicity Release (where legal), copy of his/her government-issued photo identification, and any other documentation that Sweepstakes Entities may require (collectively, "Sweepstakes Documents") within five (5) days after notification or potential winner may be disqualified and an alternate potential winner may be selected from the remaining eligible entries. By returning the completed Sweepstakes Documents, potential winner attests to the authenticity of his/her Entry. Potential winner may also be required to fax the completed Sweepstakes Documents to Sponsors' representatives within forty-eight (48) hours of receipt of these documents by potential winner. Faxed Sweepstakes Documents will have the same force and effect as the originals. If potential winner cannot be reached, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, and/or if his/her prize notification is returned as undeliverable, potential winner will be disqualified and an alternate potential winner may be selected from the remaining eligible entries. Prize notification will be shipped to an address in the forty-eight (48) contiguous state of the United States only.

PRIZE: There will be one (1) prize (“Prize”) awarded, consisting of the following: A trip (“Trip”) for winner (“Winner”) and one (1) guest (“Guest”) to Orlando, Florida for Super Bowl XLIII weekend. Trip includes: round-trip, coach-class air transportation from the major commercial airport nearest Winner’s home (as determined by Sponsors in their sole discretion), to Orlando, FL; standard hotel accommodations (single room/double occupancy) for Winner and Guest for three (3) nights at a hotel contracted by Sponsor (“Hotel”); two (2) tickets to Super Bowl XLIII scheduled to be held on February 1, 2009 in Tampa Bay, FL (the “Game”); two (2) tickets to a welcome reception (“Reception”) scheduled to be held on January 30, 2009 (exact time/duration of Reception to be determined by Sponsors in their sole discretion); two (2) tickets to NBC’s Saturday Night Extravaganza (“Party”) scheduled to be held on January 31, 2009 (exact time/duration of Party to be determined by Sponsors in their sole discretion); two (2) tickets to a pre-game tailgate party at the Game location (“Tailgate”) scheduled to be held on February 1, 2009 (exact time/duration of Tailgate to be determined by Sponsors in their sole discretion); and two (2) tickets to a post-game reception (“Post-game Party”, and together with Game, Reception, Party and Tailgate, “Events”) scheduled to be held on February 1, 2009 (exact time/duration of Post-game Party to be determined by Sponsors in their sole discretion); breakfast and lunch at the Hotel on Saturday, January 31, 2009 and breakfast at the Hotel on February 1, 2009 (cost of meals to be determined by Sponsors in their sole discretion); two (2) custom NBC Sport Super Bowl gift bags (actual contents of gift bags to be determined by Sponsors and subject to change at Sponsors’ sole discretion) round trip ground transportation between the hotel and airport; round trip ground transportation between the hotel and Game; and Winner (only) will receive two thousand five hundred dollars (\$2,500), paid by check, which may be used by the Winner to help pay any applicable taxes associated with accepting the Prize. The Approximate Retail Value (“ARV”) of Prize is twelve thousand five hundred dollars (\$12,500). Winner and Guest must comply with all applicable Game, Reception, Party, Tailgate and Post-game Party and venue rules (including applicable age requirements) and failure to do so may result in forfeiture of Prize. If a Prize element, including, but not limited to the Game, Reception, Party, Tailgate and Post-game Party is not available for any reason, as determined by Sponsors in their sole discretion, the remaining elements of Prize shall be awarded and shall constitute full satisfaction of Sponsors’ Prize obligation to Winner and no additional compensation will be awarded. Additional restrictions may apply. **WINNER AND GUEST MUST BE ABLE TO DEPART ON OR ABOUT JANUARY 30, 2009, AND RETURN ON OR ABOUT FEBRUARY 2, 2009, OR ON OTHER DATES AND TIMES AS DETERMINED BY SPONSORS IN THEIR SOLE DISCRETION, OR WINNER WILL BE DISQUALIFIED AND AN ALTERNATE WINNER MAY BE SELECTED FROM THE REMAINING ELIGIBLE ENTRIES.** ARV of Prize varies depending on the point of departure, point of arrival, and fare fluctuation for the trip. Any differences between stated ARV and actual ARV will not be awarded. Winner will receive an IRS Form 1099 from Sponsors for the total ARV of Prize for the calendar year in which Prize was won. Prize details will be determined by Sponsors in their sole discretion. Sponsors reserve the right to substitute a Prize (or Prize element) of equal or greater value for any reason at their sole discretion. All taxes and other unspecified expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. Certain blackout periods and travel restrictions may apply. Travel and hotel arrangements will be determined by Sponsors in their sole discretion. Once determined, no change, extension or substitution of trip dates is permitted, except by Sponsors in their sole discretion. Guest must be the age of majority in his or her state of residency as of the first date of travel or Winner must be Guest’s parent or legal guardian and must complete and return the Sweepstakes Documents on behalf of minor. Winner and Guest must travel together on the same itinerary. Prize consists only of the elements set forth above. No other travel elements (including, without limitation, travel to and from the airport nearest to the Winner’s residence, insurance, gasoline, meals, gratuities, souvenirs, etc.) are included in Prize. Airline and hotel reservations are subject to availability. All taxes and fees assessed at the time of ticketing are the responsibility of Winner. Tickets are non-refundable and are not valid for business-related or group travel. Tickets are valid only for travel on airline chosen by Sponsors in their sole discretion. Air transportation provided only if Winner resides more than

two hundred (200) miles from Orlando, FL. Sponsors reserve the right, in their sole discretion, to provide ground transportation in lieu of air transportation. Tickets will be issued only to Winner and Guest. Game tickets and airline tickets are void if sold for cash or other consideration. Winner is responsible for any tax liability, including applicable departure taxes or fees, inspection charges, and security charges. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Sponsors are not liable for any expenses incurred as a consequence of flight cancellation/delay. Winner and Guest must have valid travel documents (e.g., valid government-issued photo identification and/or passport) prior to departure. Travel arrangements must be made through Sponsors. Sponsors shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize due to reasons beyond Sponsors' control, and are not responsible or liable for any expenses incurred as a consequence thereof. All travel will be at the risk of Winner and Guest. All elements of Prize must be redeemed at the same time. Dates and/or times of Events are subject to change and/or cancellation. If Winner chooses to take the Trip and/or attend any of the Events without a Guest, the remaining elements of Prize shall be awarded and constitute full satisfaction of Sponsors' Prize obligation to Winner and no additional compensation will be awarded. Guest, if any, will be required to execute and return a release of liability and, except where prohibited, publicity release, which must be returned with the Sweepstakes Documents or Guest portion of Prize will be forfeited.

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Sweepstakes Entities and their respective officers, directors, employees, shareholders, representatives, and agents (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, misuse, or inability to use Prize (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by the Prize supplier that are sent along with Prize; (c) if selected as a winner, to the use of such entrant's name, voice, image, and/or likeness by Released Parties for publicity, promotional, and advertising purposes in any and all media now or hereafter known throughout the world in perpetuity without additional compensation, notification, permission or approval and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error herein or in the Sweepstakes itself, and to be bound by all actions of the Sponsors, whose decisions are binding and final on all matters related to this Sweepstakes. Failure to comply with these conditions may result in disqualification from the Sweepstakes.

ADDITIONAL TERMS: Sponsors reserve the right to terminate the Sweepstakes or permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. Sponsors reserve the right to cancel or modify the Sweepstakes should any computer virus, malfunction, or other cause beyond their control corrupt the administration, security, or proper operation thereof. In the event of cancellation, Prize will be awarded in a random drawing from among all eligible, non-suspect Entries received prior to the event requiring cancellation. Notice of cancellation or modification will be posted at the Web Site. The failure of Sponsors to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer and/or telephone relating to or resulting from

entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, mobile telephone service, or computer failures of any kind; for inaccurate transcription of Entry Information; for errors in any promotional, marketing, or prize notification or fulfillment materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

RULES/WINNERS LIST: For the names of the winners, available after December 8, 2008, or for an additional copy of these Official Rules, send a self-addressed, stamped envelope to be received by February 9, 2009 to: The Deal Or No Deal - Win a Trip to The Super Bowl Sweepstakes “RULES” or “WINNERS LIST” (specify which), to P.O. Box 11389, Burbank, CA 91510. Vermont residents may omit return postage for rules requests.

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