

**Sweepstakes Official Rules NO PURCHASE NECESSARY TO ENTER OR WIN.** Open to Internet users who currently have Internet access and log on to the BuzzBack site (<http://www.buzzback.com>). The Sweepstakes (the "Promotion") begins at 12:00:00 PM (Noon) Eastern Time ("ET") on January 14, 2008 and ends at 11:59:59 AM ET on March 31, 2008. The Promotion is open only to legal residents of the United States who are 13 years of age or older. Employees, officers and directors of BuzzBack ("Sponsor"), its respective parents, affiliates, subsidiaries, advertising, promotional, fulfillment and marketing agencies, their immediate families (parent, child, sibling and spouse) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Promotion. BY ENTERING THE PROMOTION, PARTICIPANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, RETAILERS, AGENCIES AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS, FROM ANY AND ALL LIABILITY AND/OR DAMAGES, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF PARTICIPATION IN THE PROMOTION OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE OR POSSESSION OF THE PRIZE. BY PARTICIPATING, YOU AGREE TO THESE OFFICIAL RULES AND TO THE DECISIONS OF THE SPONSOR WHOSE DECISIONS ARE FINAL AND BINDING IN ALL RESPECTS. VOID WHERE PROHIBITED BY LAW, RULE OR REGULATION. ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS APPLY. ALL DATA REQUESTED AT REGISTRATION, PRIZE FULFILLMENT OR AT ANY OTHER TIME IN CONNECTION WITH THIS PROMOTION MUST BE ACCURATE. IF INACCURATE INFORMATION IS SUPPLIED, IT WILL RESULT IN YOUR DISQUALIFICATION FROM THE PROMOTION AND PREVENT THE AWARDING OF ANY PRIZE YOU MAY HAVE WON. **HOW TO ENTER.** To enter, go to <http://www.buzzback.com>. If you are already a BuzzBack Member, sign in using your email address and password or click the link in the email invitation you received and create an email address and password. ANY DATA MUST BE ACCURATE AS IT WILL DETERMINE THE VALIDITY OF YOUR ENTRY AND WILL BE USED FOR THE DELIVERY OF ANY PRIZE THAT MAY BE WON. IF INACCURATE INFORMATION IS SUPPLIED (I.E., EMAIL ADDRESS IS INCORRECT AND/OR RETURNED OR IF THE PRIZE NOTIFICATION EMAIL MESSAGE IS INCORRECT AND/OR RETURNED TO SPONSOR OR ITS AGENTS), IT WILL RESULT IN YOUR DISQUALIFICATION FROM THE PROMOTION AND PREVENT THE AWARDING OF ANY PRIZE

YOU MAY CLAIM. Once you have signed in to the Site, complete the survey, OR print your name, address, telephone number, and email address on a postcard, affix proper postage, and mail to BuzzBack "Sweeps", Six East 39<sup>th</sup> Street, 8<sup>th</sup> floor, New York, NY, 10016. Member will receive one (1) entry into the Promotion. LIMIT: Limit one entry per Member. Any attempt by a person to enter more than once with multiple email accounts may result in disqualification at the discretion of the judges during the prize winner verification process. Proof of

online entry does not constitute proof of delivery. In the event of a dispute over the identity of an online entrant, entry will be deemed made by the authorized Account holder of the email address submitted at time of sign-in. In the event of a dispute, Member must provide Sponsor with satisfactory proof that he/she is the authorized Account holder of the email address associated with the entry in question. All entries become the property of Sponsor and will not be acknowledged or returned. Sponsor is not responsible for any typographical/other error in printing of the offer, administration of the Promotion or announcement of the Prize. **PRIZE. WINNER SELECTION AND NOTIFICATION.** The Prize Drawing will take place on or about April 15, 2008. Winner will be selected in an electronic random drawing from all eligible entries received. All entries must be received by 11:59:59 AM ET on March 31, 2008 in order to be eligible for the drawing. Interpretation of these Official Rules and decisions on all matters relating to this Promotion will occur by Sponsor, whose decisions are final and binding. Odds of winning the Prize depend on the number of eligible entries received. The potential winner will receive prize notification via electronic and/or postal mail and may be required to sign an affidavit of eligibility and liability/publicity release within 14 days from prize notification. If the winner is under the age of 18, winner's parent or legal guardian may be required, at the sole discretion of Sponsor, to sign the affidavit of eligibility and liability/publicity release on behalf of the winner. If the potential winner cannot be contacted; is ineligible; fails to return upon request, or his/her parent or legal guardian fails to return upon request, the completed and executed affidavit of eligibility and liability/publicity release within 14 days; fails to claim the Prize; if the prize notification is returned undeliverable or if the potential winner otherwise fails to fully comply with these Official Rules, an alternate potential winner will be determined through a random drawing from

among remaining eligible entries. Prize will be awarded within 6 to 8 weeks after potential winner satisfies all Promotion requirements. Acceptance of the Prize constitutes permission for Sponsor and its affiliates to use winner's name, likeness, hometown and biographical information for advertising and promotional purposes without additional compensation unless prohibited by law.

**DISQUALIFICATION.** Entries that are photocopied or generated by facsimile, script, macro or other automated means, that have been tampered with or altered, or that are stolen, postage due, misdirected, garbled, delayed by computer transmissions, mail courier, or otherwise, or that are incomplete, illegible, inaccurate, corrupted, lost, late or damaged, are all void and will not be accepted. All entries must be individually completed and no automated entries will be accepted. Sponsor, participating prize partners, service providers and any telephone network are not responsible for any problems or technical malfunction

of any telephone network or lines, incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any Web site or on-line service, or any other error or malfunction, or late, lost, illegible or misdirected entries. If, for any reason, the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Promotion, Sponsor reserves the right at its sole discretion to void the entries at issue and/or terminate the Promotion and conduct a random drawing to award the Prize using all eligible entries received as of the termination date. If the Promotion is terminated due to tampering or technical difficulties prior to its expiration date, notice will be posted at <http://www.buzzback.com>. Sponsor reserves the right, in its sole discretion, to disqualify any entrant that tampers with the operation of or abuses any aspect of this Promotion or violates the Official Rules of this Promotion. **CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE THE SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT PERMITTED BY LAW.** **PRIVACY.** Information provided by entrants will only be used in accordance with Sponsor's Privacy Policy as amended from time to time.

**TAX INFORMATION.** All federal, state, local, and other taxes on the Prize are the sole responsibility of the applicable winner. **GENERAL.** This Promotion is conducted in English (which will be given its everyday ordinary meaning), and any and all disputes will be resolved in the appropriate courts in the State of New York, exclusively, and subject to the laws of the State of New York. Should there be a conflict between the laws of the State of New York and any other laws, the conflict will be resolved in favor of the laws of the State of New York. **WINNER INQUIRY.** To receive the name of the winner, send a self-addressed, stamped envelope by December 31, 2008 to: BuzzBack Winners, Six East 39 Street, Eighth Floor, New York, NY, 10016. Please specify the name and date of the Promotion. SPONSORED BY: BuzzBack Market Research<sup>th</sup>  
Six East 39<sup>th</sup> Street, Eighth Floor  
New York, NY 10016