

“NFL 2011 Contest” Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN.

INTERNET ACCESS AND VALID E-MAIL ACCOUNT NECESSARY TO PARTICIPATE.

VOID WHERE PROHIBITED BY LAW. ALL FEDERAL, STATE, PROVINCIAL AND LOCAL LAWS AND REGULATIONS APPLY.

1. Eligibility: The “NFL 2011” Contest (the “Contest”) is open only to legal residents of the fifty (50) states (including the District of Columbia) of the United States and Canada (excluding Quebec) who are at least eighteen (18) years old at the time of entry and who did not purchase any products, services or equipment for the purposes of entering this Contest. Employees of Sponsor and any of their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members (any person living in the same household of any of the foregoing for at least four (4) of the twelve (12) months preceding the start of the Contest) of each such employee are not eligible. The Contest is subject to all applicable federal, state, provincial and local laws and regulations. If it is found that a person who does not meet the eligibility criteria set forth in these Official Rules has submitted an entry, that entry will be deemed ineligible and any prize awarded to such entrant shall be revoked. **Void where prohibited by law.**

2. Sponsor: Gameloft Inc., 45 W. 25th St., 9th Floor, New York, NY 10010, USA.

3. Agreement to Official Rules: Entry and participation in this Contest constitutes entrant’s full and unconditional agreement to abide by these Official Rules (exact compliance is essential) and accept the decisions of Sponsor and its agents as final and binding in all matters related to this Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. Contest Period: The Contest begins at 12:00 p.m. Eastern Time (“ET”) on the 16th of October, 2010 and ends at 11:59 p.m. ET on the 6th of February, 2011 (the “Contest Period”).

5. Contest Submission:

1) Become a fan of Gameloft’s profile on Facebook.com at <http://www.facebook.com/gameloft>. If you do not have an account on Facebook, you must create one by following instructions on Facebook.com. Creating an account is free.

- a. Once logged in, go to <http://www.facebook.com/gameloft>, and become a fan of this profile.
- b. Once you’re a fan (or if you’re already a Gameloft fan), you can enter the NFL 2011 contest and forecast the NFL games selected by Gameloft from time to time during the Contest period.
- c. The NFL games selected by Gameloft during the Contest Period will be posted on Gameloft Facebook’s profile at least 6 hours before the said selected NFL game starts. Each score submission shall be submitted to Gameloft by replying to the Gameloft post announcing the NFL game selected before the said selected

NFL game starts. Each entrant may submit only one entry for each NFL game selected by Gameloft.

Limit: Each entrant may submit one (1) score submission for each NFL game selected by Gameloft during the Contest Period. Multiple score submissions received from any person or email address after the first submission received from that person or email address will be void. Any attempt by any person to enter more than one (1) score submission by using multiple/different email addresses, identities, registrations, or any other methods will void all Submissions entered by that person and that person, at the sole discretion of Sponsor, may be disqualified from the Contest. Use of any automated system or similar devices to participate is prohibited and will result in disqualification.

2) At the end of each selected NFL game, the first three correct score submissions posted on Gameloft Facebook's profile will be considered a winner.

Winner: Subject to the participant's compliance with these Official Rules, the first participant who submits the good score with respect to the corresponding selected NFL game will be deemed the winner of the first Prize. The second participants who submit the good score will be the winner of the second Prize and the third participants who submit the good score will be the winner for the third Prize. Sponsor also reserves the right, in its sole discretion, to select an alternate winner for any prize should the contest appear to have been tampered with or manipulated in any way.

In the event of a dispute as to any vote, the authorized account holder of the email address used to vote will be deemed to be the voter.

6. Requirements of Contest Winners: Winners will be notified by mail, email or phone within one week following the forecast NFL Game. Each Winner will be required to execute and return to Sponsor, within fourteen (14) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release (the "Affidavit") in order to claim his/her prize. If a Winner cannot be contacted within a reasonable time period, fails to execute and return the Affidavit within the required time period, is not in compliance with these Official Rules, or prize or prize notification is returned as undeliverable, such Winner will be deemed to have forfeited the prize, and Sponsor shall be fully and completely released and discharged from any liability or responsibility in this regard. If a Winner is disqualified for any reason, the prize may be awarded to a runner-up, if any, at Sponsor's sole discretion. Only three (3) alternate Winners will be selected through the process described in the preceding sentence, after which the applicable prize will not be awarded. The names of the Winners will be posted following the receipt by Sponsor of the Affidavit from the Winners. All completed Affidavits submitted become the property of Sponsor. The Affidavit will be verified by Sponsor.

Acceptance of any prize shall constitute and signify Winner's agreement and consent that Sponsor and its designees may use the winner's name, city, state, likeness, photo, Submission and/or prize information in connection with the Contest for promotional, advertising or other purposes, worldwide, in any and all media now known or hereafter devised, including the Internet, without limitation and without further payment, notification, permission or other consideration, except where prohibited by law. Without limiting the generality of these Official Rules, each Winner shall irrevocably grant, transfer, convey and assign to Sponsor the entirety of the rights in and to the Submission and all renewals and extensions of copyright, and the right to secure copyright registrations thereto in perpetuity including, without limitation, the rights to use the Submission for any and all purposes in any and all media whether now known or hereafter

developed, on a worldwide basis, in perpetuity. Each Winner gives up and releases any claim that any use by Sponsor or its designees of the Winner's Submission violates any of such Winner's rights, including but not limited to moral rights, privacy rights, rights to publicity, proprietary or other rights, or rights to credit for the material or ideas set forth therein. Each Winner accepts and acknowledges that Sponsor shall not be obligated to use the Submission and that Sponsor in its sole discretion shall have the right to refrain from using the Submission. Sponsor shall not incur any liability whatsoever arising out of Sponsor's choice to exercise or refrain from any exploitation of its rights hereunder. Each Winner will defend, indemnify and hold harmless Sponsor, Released Parties (as defined in Section 8, below) and any licensee of Sponsor against all claims, damages, liabilities, and expenses (including reasonable counsel fees and legal expenses) arising out of any breach of these Official Rules.

7. Prizes: After the expiration of the score submission phase with respect to each selected NFL game, the valid submissions will be used to determine the First Prize, the Second Prize and the Third Prize Winners to award the prizes associated. The three prizes for each selected NFL game will be announced at least 6 hours before the said selected NFL game starts and will be selected from the following prizes:

Two (2) winners will each receive one (1) Apple iPad (16GB).

Approximate Retail Value ("ARV") is \$500 per prize.

One (1) winner will receive one Authentic Res Wells Jersey.

Approximate Retail Value ("ARV") is \$275 per prize.

Five (5) winners will each receive one Wells Replica Jersey.

The Third Prize Approximate Retail Value ("ARV") is \$92 per prize.

Eighteen (18) winners will each receive one NFL Ball Duke.

Approximate Retail Value ("ARV") is \$55 per prize.

Seven (7) winners will each receive one Wells Replica Jersey.

Approximate Retail Value ("ARV") is \$40 per prize.

Six (6) winners will each receive one NFL Ball Autograph.

Approximate Retail Value ("ARV") is \$7 per prize.

Total APR of the prizes is \$3,047.

Prizes are non-transferable and no substitution or cash redemption will be permitted unless Sponsor, in its sole discretion, determines otherwise. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value, in its sole discretion. Any depiction of prizes is for illustrative purposes only. Winners are solely responsible for all federal, state, provincial and local taxes and any other costs, expenses or fees associated with prize acceptance and/or use not specified herein as being provided. Limit: One (1) prize per Winner. All prize details are at Sponsor's sole discretion.

8. Release: ENTRANT, BY ENTERING THIS CONTEST, AGREES THAT SPONSOR, GOOGLE, INC., YOUTUBE, NFL, NFL PLAYERS AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS, AND EACH OF THEIR RESPECTIVE PARENT COMPANIES AND EACH SUCH COMPANY'S OFFICERS,

DIRECTORS, EMPLOYEES AND AGENTS (COLLECTIVELY, THE “RELEASED PARTIES”) WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANT AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES, DAMAGES, CLAIMS OR ACTIONS OF ANY KIND, INCLUDING WITHOUT LIMITATION DEATH, PROPERTY DAMAGE, AND CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM RECEIPT, ACCEPTANCE, POSSESSION, MISUSE OR USE OF THE PRIZE OR PARTICIPATION IN THIS CONTEST OR PARTICIPATION IN ANY CONTEST-RELATED ACTIVITY.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion. If terminated Sponsor may, in its sole discretion, determine the winners from among all non-suspect, eligible Submissions received up to time of such action using the judging procedure outlined above. Sponsor reserves the right, in its sole discretion, to disqualify persons whose eligibility is in question or who cannot or do not comply with these Official Rules, or for any other reason whatsoever. Sponsor, in its sole discretion, reserves the right to disqualify any individual it finds to be tampering with the submission process or the operation of the Contest or to be acting in violation of these Official Rules or those of any other promotion or in an unsportsmanlike or disruptive manner and void all associated Submissions. Any attempt by any person to deliberately undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies (including attorneys’ fees) from any such person to the fullest extent permitted by law. Sponsor’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. All decisions of Sponsor on all matters relating to this Contest are final.

10. Entrant’s Representations and Warranties; Indemnity: By entering this Contest, entrant represents and warrants to Sponsor that (i) entrant is a legal residents of the fifty (50) states (including the District of Columbia) of the United States or Canada (excluding Quebec) and is at least eighteen (18) years old at the time of entry; (ii) entrant did not purchase any products, services or equipment for the purposes of entering this Contest; (iii) entrant has the right and authority to enter into this Contest, to fully perform all obligations hereunder, and to transfer all rights hereunder; (iv) entrant’s Submission and all elements thereto (other than those elements, if any, provided to entrant by Sponsor) are wholly owned original works of authorship developed or created by entrant; (v) the Submission does not and will not infringe upon the copyrights, trademarks, trade names or other proprietary rights of any third party; (vi) entrant shall comply with all applicable laws and regulations and shall ensure that entrant’s Submission is in compliance thereto; (vii) the Submission and entrant’s participation in this Contest are not in violation of any agreement or restrictions binding upon entrant; and (viii) entrant’s Submission shall conform to the Submission Requirements. Entrant agrees to defend, indemnify and hold the Released Parties harmless from and against any and all liabilities, losses, damages, costs and expenses (including, but not limited to, reasonable attorneys’ fees), arising out of any breach of any of entrant’s representations or warranties under these Official Rules or any violation by entrant of these Official Rules.

11. Limitations of Liability: Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of

the submission process or the Contest; (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the Contest, the uploading, the processing or judging of Submissions or votes or the tabulating of votes, the announcement of the prizes or in any Contest-related materials; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released Parties are not responsible for misdirected or undeliverable Submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, intercepted, garbled or delayed computer transmission or any combination thereof. Released Parties are not responsible for any third party use of any Submission.

12. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court of New York; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but shall specifically exclude attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of New York without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than the State of New York.

13. Personal Information:

The personal Information collected from entrant for this Contest is subject to Sponsor's Privacy Policy (<http://www.gameloft.com/index.php?platform=gameloft§ion=privacy>).

14. Winners List: The names of the Winners will be posted following the receipt by Sponsor of the Affidavits from the confirmed Winners. In addition, to request a list of Winners' names, please send a self-addressed, stamped business size envelope, by March 31st, 2011, to: Gameloft Inc., "NFL 2011 Contest", Winners Confirmation, 45 W. 25th St., 9th Floor, New York, NY 10010. Vermont and Washington residents and residents of any other states where this requirement is proscribed by law may omit return postage.

15. Copyright/Trademarks: The Contest and all accompanying materials are © 2010 Gameloft Inc. All Rights Reserved. Gameloft and its logo are registered trademarks or trademarks of Sponsor in the United States and/or other countries. All other trademarks and trade names are the property of their respective owners.