

"Newsletter Text and Win" Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING.

- 1. How To Enter:** Text 'FTW' to 82174 to enter. Standard text messaging rates apply. Text entry is only available to Nextel, AT&T, Verizon Wireless, Sprint, T-Mobile, Alltel, Cellular One, Boost Mobile and Virgin Mobile customers. See below for Alternate Method of Entry. Gameloft will not reply with a confirmation of entry to all valid entrants. You may enter as many times you wish but there is a limit of one prize per person up to ten (10) people. Entries will be disqualified if they contain any inappropriate material or language, including profanity. Promotion begins 12:00:01 a.m. ET October 1 2009, and ends 11:59:00 p.m. ET October 14, 2009 (the "promotion period"). All entries must be *received* by 11:59:00 p.m., October 14, 2009, when the promotion ends.
- 2. Sponsor:** Gameloft ("Sponsor"), 45 West 25th Street, New York, NY 10010.
- 3. Participation:** Promotion is open to legal residents of the 50 United States plus District of Columbia, 18 years of age or older. Employees and their immediate families (parent, child, spouse, sibling) and household members of employees of Gameloft and anyone involved in this promotion's production, development or handling are not eligible. This promotion is subject to all federal, state and local laws and regulations. Void in Puerto Rico and where restricted or prohibited by law.
- 4. Validation:** All eligible entries received during the entire promotion will be entered into a random drawing, to be conducted on or about October 6, 2009 in New York, NY by a Gameloft representative, whose decisions are final on all aspects of the promotion. All submissions are subject to validation by the Sponsor. By entering, you agree to be bound by these Official Rules and all decisions of the Sponsor. Ten (10) Grand Prize winners will be selected from all entries received during the sweepstakes Period. The Winners will be notified via telephone and may be required to sign and return, within 7 business days after delivery to his/her address, an Affidavit of Compliance with these Official Rules, a Prize Release and a Publicity Release for use of his/her name, likeness, biographical information without further compensation unless prohibited by law. **Failure to sign and return these forms postmarked within 7 business days may result in forfeiture of prize and selection of an alternate winner.** Entry materials void if incomplete or if they contain errors. All submissions become property of Sponsor.
- 5. Prize and Odds: Ten (10) Grand Prizes:** Each Winner will receive a \$10 iTunes gift card (ARV: \$10). Total Prize Value: \$100. All federal, state and local taxes for receipt of any prize are sole responsibilities of Winner. Odds of winning depend on number of entries received. No substitution or transfer of prizes, except with Sponsor's permission or where required by law. If prize winner is a minor under applicable state law, prize may be awarded in name of parent or legal guardian.

- 6. General Conditions:** By entering, you agree to release, discharge and hold harmless Sponsor and their respective affiliated and parent companies, advertising and promotion agencies from all claims or damages arising out of your participation in this promotion and/or acceptance, ownership or use of any prize or prize related activity. Sponsor does not provide any implied or express warranty, guarantee or representation, in law or equity, pertaining any third party product or service supplied in whole or in part as a prize for this promotion. If for any reason any electronic portion of the promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the promotion, Sponsor reserves the right at its sole discretion, to cancel, terminate, modify or suspend the promotion, to disqualify any individual who tampers with any entry process, and to award prizes among eligible entries not affected by the problem. In case of any dispute regarding identity of person submitting an electronic entry, the entry will be deemed submitted by the natural person who is the authorized holder of the transmitting text messaging device/service at the time of entry. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, busy signals, communication network failure, theft or destruction or unauthorized access to, or alteration of entries; or any problems or technical malfunctions of any wireless or wired telephone network, computer online systems, servers, or providers, computer equipment, software; or failure of any entry to be received on account of technical problems or traffic congestion on any telephone or internet connection, or any combination thereof, including any injury or damage to your or any other person's computer related to or resulting from participation in or downloading any materials from this promotion. No responsibility assumed for late or misdirected mail.
- 7. Publicity:** Except where prohibited, participation in the promotion constitutes winners consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.
- 8. Alternate Method of Entry:** You may also enter without a purchase or text by hand-printing your first and last name, street address, city, state, zip code, day and night telephone numbers, date of birth and email address on a 3"x 5"card and mailing it in a standard business-size #10 envelope to: "Newsletter Text and Win" Sweepstakes, 45 W. 25th St., 9th Floor, New York, NY 10010. P.O. Box addresses are not valid. All mail-in entries must be postmarked by October 14, 2009 and received by October 21, 2009. No mechanically reproduced entries allowed. Limit: one mail-in entry per stamped envelope, unlimited mail-in entries per person, one prize per person.
- 9. For names of Winners,** available after October 21, 2009, send a stamped, self-addressed envelope to: Newsletter Text and Win Winners, 45 W. 25th St., 9th Floor, New York, NY 10010.
- 10. EXCEPT AS PROHIBITED BY LAW AND AS A CONDITION OF PARTICIPATING IN THIS SWEEPSTAKE, ENTRANT HEREBY WAIVES ANY RIGHT HE/SHE MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION DIRECTLY OR INDIRECTLY ARISING OUT OF, UNDER OR IN CONNECTION WITH THIS SWEEPSTAKE, ANY DOCUMENT OR AGREEMENT ENTERED INTO IN CONNECTION HEREWITH AND ANY OF THE TRANSACTIONS CONTEMPLATED HEREBY OR THEREBY.**