

## HAMMERTIME SWEEPSTAKES OFFICIAL RULES

NO PURCHASE NECESSARY. VOID IN PUERTO RICO AND WHERE PROHIBITED. Federal, state and local laws and regulations apply. Taxes, customs duties and like amounts in connection with the prizes are the winner's responsibility.

ELIGIBILITY: OPEN ONLY TO LEGAL U.S. RESIDENTS of the fifty (50) United States and Washington, DC, age twenty-one (21) and older (each, an "Entrant"). Limit one entry per person. Multiple entries submitted by an Entrant, or any effort by an Entrant to misrepresent himself or herself through the use of aliases or multiple addresses will disqualify all entries of that Entrant. Entries generated by a script, macro or other automated means are void. Entrants who disregard these Official Rules are ineligible to win. Employees of A&E Television Networks ("AETN") (collectively, "Sponsors"), and their respective parent companies, affiliates, subsidiaries, prize suppliers, advertising and promotion agencies and the immediate family members and/or those living in the same household of each are not eligible..

HOW TO ENTER AND WIN: Sweepstakes begins at 12.00 NOON (ET) on **May 14, 2009** and ends 12 NOON PM (ET) on **June 14, 2009** (the "Term"). All entries must be received by 11:59:59 AM (ET), June 14, 2009. Eligible Entrants must register (at [aetv.com](http://aetv.com), [watchhammertime.com](http://watchhammertime.com) or partner radio station websites or other partner websites) to receive a communication contact (the contents of which will remind them it is "Hammertime" and that the new series is starting on A&E at that time) on June 14 at or near 10 pm EST. Registrants can request that the contact be made via phone call (cell or landline) to the number of their choice, email, or text. In exchange for agreeing to receive the free communication, entrants will automatically be entered into a national sweepstakes to win a June 19-22, 2009 WEEKEND TRIP TO LAS VEGAS FOR THE OPENING OF MC HAMMERS' Concert with Tone Loc and Young MC. Trip will include roundtrip airfare for two, 3 nights hotel accommodations, a pair of tickets to the concert, a meet 'n greet with MC Hammer, ground transportation and \$500 spending money. The trip is valued at \$4000. Actual value will depend on the winner's place of residence. Plus, winner will be notified of his prize by a telephone call from MC Hammer in person on June 14 at or near 10pm (ET.) All complete eligible entries will be entered in the sweepstakes. Submission of an incomplete entry may result in disqualification. Entries become the property of Sponsor. Sponsors shall not be responsible for lost or misdirected envelopes, unavailable network connections, failed, incomplete, garbled or delayed computer or mobile transmissions, online failures, hardware, software or other technical malfunctions or disturbances or other communications failures or circumstances affecting receipt of entries or entrants' ability to participate in this promotion. By entering, each Entrant agrees to be bound by the rules and regulations of this promotion. One Winner will be selected at random from a pool of entrants who enter by 11:59 PM (ET) of June 14, 2009 for a total of one (1) grand prize. The random drawing will be conducted by designated individuals at JACKANESE LLC, whose decisions shall be final, with such drawing to occur on a date on or about June 14, 2009 approximately 4:00:00 PM (ET). Odds of winning depend upon the number of entries received. Winner will be notified and qualified by a

JACKANESE LLC representative by telephone (the "Winning Call"), immediately following the drawing. Entrant must answer the Winning Call before 6 rings or JACKANESE LLC representative will move on to the next runner-up, until the winner can be selected via the Winning Call. Upon answering the Winning Call, the potential winner must agree to be able to travel on the designated dates to be awarded the prize. Pending final confirmation of travel availability and all other eligibility, the winner will have to: (1) verify their name, address, phone, age and that they can travel to Las Vegas June 19-22 by 6 PM EST that same day of June 14, 2009, and (2) return the signed required documents via FAX and FEDEX within 48 hours of being notified. ACTUAL ORIGINALLY SIGNED DOCUMENTS MUST BE RETURNED to JACKANESE LLC, via FEDEX by TUESDAY, JUNE 16, 2009. The inability to complete these steps will result in disqualification. Sponsor will then move on to award the prize to an alternate winner, who will be required to fulfill similar steps. Winner will be required to sign (and return) an Affidavit of Eligibility ("Affidavit"), Liability Release and Publicity Release ("Release) (except where prohibited by law) and/or an IRS Form W-9 (if required by IRS regulations) within two (2) days of date of notification or prize may be forfeited and an alternate winner selected. Winner may be issued an IRS Form 1099 for the approximate value of the applicable prize. Winner's Guest will be required to sign the Publicity Release and Liability Release. Guest must be a LEGAL U.S. RESIDENTS of the fifty (50) United States and Washington, DC, age twenty-one (21) and older. If either the winner or guest fail to respond and return the completed Affidavit and Release as required within the above described time periods, prizes will be forfeited and awarded to an alternate winner chosen at random from the remaining entrants in the pool. By accepting a prize, winners consent to the use of their names, voices, photographs and/or other likenesses for advertising or publicity purposes without additional compensation, except where prohibited by law. By entering, all entrants release Sponsors, and their parent companies, affiliates, subsidiaries, vendors, agencies, officers, directors, agents, employees, suppliers and all others associated with the development or execution of this sweepstakes from any and all liability with respect to, or in any way arising from, this sweepstakes or the acceptance, possession or use of any prizes including, without limitation, liability for any personal injury, damage or loss. ANY CLAIMS OR CONTROVERSIES RELATING TO OR ARISING FROM THIS SWEEPSTAKES SHALL BE GOVERNED BY AND INTERPRETED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO THE CONFLICTS OF LAW PRINCIPLES THEREOF AND SHALL BE BROUGHT IN THE STATE AND FEDERAL COURTS LOCATED IN NEW YORK. EACH ENTRANT AGREES TO THAT VENUE AND JURISDICTION AND THE EXCLUSIVE JURISDICTION OF THOSE COURTS AND WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THOSE COURTS.

USE OF ENTRANT INFORMATION: Sponsors may use information which all entrants provide about themselves as permitted by law and in accordance with Sponsor's respective Privacy Policies. An entry, except where prohibited by law, constitutes a grant of permission to Sponsors or their agents to include winner's name in connection with a Winners' List without further notice.

PRIZE:

One (1) Grand prize will be: **receive a June 19-22, 2009 WEEKEND TRIP TO LAS VEGAS FOR THE OPENING OF MC HAMMERS' Concert with Tone Loc and Young MC. Trip will include roundtrip airfare for two, 3 nights hotel accommodations, ground transportation, a pair of tickets to the concert, a meet 'n greet with MC Hammer and \$500 spending money. The trip is valued at \$4000.** Actual value will depend on the winner's place of residence.

PRIZE RESTRICTIONS: Limit one prize per person per household. Any and all applicable federal, state, and local taxes are the sole responsibility of the individual prize winner. Prizes cannot be substituted, assigned, transferred, or redeemed for cash; however, Sponsor reserves the right to make equivalent prize substitutions at its sole discretion. Sponsor will not replace any lost or stolen prizes. Prizes cannot be used in conjunction with any other promotion or offer. Only the number of prizes stated in these Official Rules is available to be won in the Sweepstakes. If, by reason of a print or other error, more prizes are claimed than the number set forth in these Official Rules, a random drawing will be held among all eligible claimants making purportedly valid claims to award the advertised number of prizes available.

GENERAL CONDITIONS: This Sweepstakes is governed by the laws of the United States. Void where prohibited by law and outside the United States. WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE ASSOCIATED WITH THIS SWEEPSTAKES OR TO UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAW, AND, SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO PROSECUTE AND SEEK DAMAGES 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. Neither Sponsor nor anyone acting on its behalf will enter into any communications with any entrant regarding this Sweepstakes, except as expressly set forth in these Official Rules. Sponsor reserves the right at its sole discretion to disqualify any individual it finds to be attempting to tamper with or undermine the entry process, the web site, and/or the legitimate operation of the Sweepstakes; to violate the Official Rules; or to act in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten, or harass any other person. Sponsor and its agents are not responsible for (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (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 entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (5) 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 Sweepstakes or receipt or use or misuse of any prize. If for any reason an entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is

another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus or bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor, which corrupt or affect the operation, administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor may, in its sole discretion, void any suspect entries and (a) cancel or terminate the Sweepstakes (or any portion thereof); (b) modify the Sweepstakes or suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (c) award the prize at random from among the eligible, non-suspect entries received up to the time of the impairment.

RELEASE AND LIMITATIONS OF LIABILITY: BY PARTICIPATING IN THIS SWEEPSTAKES, ENTRANTS AGREE THAT SPONSOR, AND THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, REPRESENTATIVES, CONSULTANTS, CONTRACTORS, LEGAL COUNSEL, ADVERTISING, PUBLIC RELATIONS, PROMOTIONAL, FULFILLMENT AND MARKETING, WEB SITE PROVIDERS, WEB MASTERS AND THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES, AND AGENTS (THE "RELEASED ENTITIES"), WILL HAVE NO LIABILITY WHATSOEVER FOR, AND SHALL BE HELD HARMLESS BY ENTRANTS AGAINST, ANY LIABILITY FOR ANY INJURIES, LOSSES OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING PERSONAL INJURY OR DEATH, OR PROPERTY RESULTING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, MISUSE, OR USE OF THE PRIZE, ENTRY, OR PARTICIPATION IN THIS SWEEPSTAKES OR IN ANY SWEEPSTAKES RELATED ACTIVITY, OR ANY CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION OR INVASION OF PRIVACY, OR MERCHANDISE DELIVERY. THE RELEASED ENTITIES ARE NOT RESPONSIBLE IF ANY PRIZE CANNOT BE AWARDED DUE TO ACTS OF GOD, ACTS OF WAR, NATURAL DISASTERS, WEATHER, OR TERRORISM. BY PARTICIPATING IN THIS SWEEPSTAKES, PARTICIPANTS AGREE THAT THE RELEASED ENTITIES WILL NOT BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, DAMAGES, OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES TO PERSONS, INCLUDING DEATH, OR THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING REGARDING THIS SWEEPSTAKES, INCLUDING THE WEB SITE AND ALL PRIZES, ARE 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 LIMITATIONS OR EXCLUSIONS OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY. CHECK

LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.

WINNERS' LIST: For an official winners' list, send a self-addressed stamped envelope to: **A&E HAMMERTIME sweepstakes, co/ JACKANESE LLC, 106 Pondfield Rd., Bronxville, NY 10708**

SPONSORS: Sweepstakes sponsored by A&E Television Networks; 235 East 45th St, New York, NY 10017

© 2009 AETN. "AETN" AETN and the logos are registered trademarks of AETN.