

REELZCHANNEL Facebook Fan Appreciation Sweepstakes – “Today’s SWAG”

Official Rules

NO PURCHASE NECESSARY. PURCHASE WILL NOT IMPROVE CHANCES OF WINNING.

- How to Enter:** Beginning at 8:00:01 a.m. Pacific Standard Time (“PST”) on November 1, 2010 and ending at 11:59:59 p.m. PST on October 31, 2011 (“Promotion Period”), visit www.reelz.com/fbwin (“Web Site”) and follow the onscreen instructions to enter by posting a comment on the MovieTrailersbyREELZ Facebook page. Once you have completed the post, you will be automatically entered into the Random Drawing. Limit one entry per person/Facebook account per prize. Entries must be received by the deadlines posted on www.reelz.com/fbwin as related to the prize being awarded to be entered into the Random Drawing.
- Random Drawing:** A random drawing will be conducted anytime between November 1, 2010 to October 31, 2011 from among all eligible entries received during the Promotion Period and timeline established for each specific prize. Decisions of judges are final and binding. Odds of winning depend on the number of entries received. Limit one winner per person/Facebook account per SWAG item.
- Prize(s) & Approximate Retail Value (“ARV”):** Prizes available will be posted to www.reelz.com/fbwin along with their approximate retail value. Prize(s) consist(s) of only those items specifically listed as part of the prize.
- Eligibility:** Open and offered only to legal residents of the 50 United States and District of Columbia, who are 18 years of age or older as of date of entry for individual prize. Employees and directors of ReelzChannel, LLC (collectively, “Sponsor” and its parent entities, subsidiaries and affiliated companies, advertising, promotion or production agencies, and their immediate family members or individuals residing in their same household, are not eligible to participate or enter.) Void where prohibited.
- General Rules:** Sponsor and its respective agencies are not responsible for lost, late, damaged, delayed, incomplete, illegible, mutilated or misdirected entries, entries not received by the entry deadline, or for electronic, network or computer failures or malfunctions, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit a user’s ability to participate in this Sweepstakes, or other hardware, software or technical errors of any kind including any injury or damage to any person’s computer related to or resulting from participating in the Sweepstakes. Sponsor assumes no responsibility for undeliverable e-mails resulting from any form of active or passive e-mail filtering by a user’s Internet service provider and/or insufficient space in user’s e-mail account to receive e-mail. Sponsor reserves the right to cancel or modify the Sweepstakes (or any

portion thereof) if fraud, misconduct or technical failures destroy the integrity of the Sweepstakes or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper administration of the Sweepstakes, as determined by Sponsor, in their sole discretion. If the Sweepstakes is so cancelled, judging will be conducted from among all eligible entries received prior to the time of termination. In the event a dispute arises regarding specific individual entitled to receive prize, entry made by Internet will be declared made by the "authorized e-mail account holder" and any damage made to the Web site will also be the responsibility of the authorized e-mail account holder of the e-mail address submitted at the time of entry. "Authorized e-mail account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entrant may be requested to provide Sponsor with proof that the entrant is the authorized e-mail account holder of the e-mail address associated with the account/submission. Proof of submitting entries will not be deemed to be proof of receipt by Sponsor. Any use of robotic, automatic, programmed or the like methods of participation will void all entries by such methods. Sponsor reserves the right to prohibit the participation of an individual if fraud or tampering is suspected, or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules. INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES 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 INDIVIDUAL TO THE FULLEST EXTENT OF THE LAW. No substitution, cash redemption or transfer of prize by winner permitted, but Sponsor reserves the right to substitute prize of equal or greater value. Potential winners (or winner's parent/legal guardian if winner is deemed a minor in the state of his/her residence) may be required to complete, sign and return a Liability Release and Publicity Release (where legal) within 30 days of notification. Non-compliance with this requirement, or if prize/prize notification is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and may be awarded to an alternate winner, time permitting. If winner is deemed a minor in the state of his/her residence, prize may be awarded in the name of his/her parent or legal guardian. The Sweepstakes is subject to all applicable federal, state and local laws and regulations. Entrants (or entrant's parent/legal guardian if entrant is deemed a minor in the state of his/her residence), by participating in this Sweepstakes, hereby waive and release, and agree to hold harmless the Sponsor, its respective parents, subsidiaries, affiliates, distributors, licensors, advertising and promotion agencies and all of their respective officers, directors, employees and representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and /or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their

participation in this Sweepstakes, or any prize-related activity. By participating in this Sweepstakes, entrants (or entrant's parent/legal guardian if entrant is deemed a minor in the state of his/her residence) agree to be bound by the Official Rules and the decisions of the judges. Except where prohibited by law, by accepting a prize, winners (or winner's parent/legal guardian if entrant is deemed a minor in the state of his/her residence) agree that Sponsor, and its related and affiliated companies may use the winner's name, address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor, its related and affiliated companies or to this Sweepstakes and grants to Sponsor and its related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law.

6. **Winner's List/Official Rules:** For name(s) of winner(s) or for a copy of the full official rules, visit www.reelz.com/fbwin. Winner's name will be posted within 5 business days of each drawing for individual prizes.
7. **Sponsor:** ReelzChannel, LLC, 5650 University Blvd SE, Albuquerque, NM 87106.