

Britneyspears.com and Brandcasting Unlimited

Britney Spears Lacoste “Amy” Costume Contest Rules

## CONTEST OFFICIAL RULES

NO ENTRY FEE. NO PURCHASE NECESSARY TO ENTER OR WIN. The Contest begins on [March 17, 2009, 5 a.m.] and ends on [March 20, 2009 5 a.m.].

1. Eligibility: Britneyspears.com and Brandcasting Unlimited Britney Spears Lacoste “Amy” Costume Contest is open to legal residents of the U.S., aged thirteen (13) or older [Entrants under the age of 18 must have permission from their parents or legal guardians to participate]. Employees of Buzznet, Inc. (Britneyspears.com) and Brandcasting Unlimited and their respective parent companies, affiliates, subsidiaries, advertising, promotion, fulfillment or other coordinating agencies, individuals providing services to Buzznet, Inc. (Britneyspears.com) and Brandcasting Unlimited through an outsourcer or temporary employment agency during the Contest period, and their respective immediate family members and persons living in their same household, are not eligible to enter in the Contest. Participation in the Contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules & Regulations (“Official Rules”). VOID WHERE PROHIBITED.

2. To Enter: You may enter the Contest as follows: Completely and correctly fill out the comments form on the contest page: (<http://www.britneyspears.com/2009/02/exclusive-amy-outfit--win-one.php>). Follow the instructions to complete and submit an official entry. Once submitted, entry cannot be deleted, modified or canceled. All entries must be received during the Promotion Period. Limit one (1) entry per e-mail address. Multiple entries will be disqualified. Entries become the property of Britneyspears.com and Brandcasting Unlimited and will not be returned. Entries will be deemed submitted by the authorized account holder of the e-mail address submitted at the time of entry. All comments submitted are subject to moderation by all and any staff members at BritneySpears.com. Any comments deemed inappropriate due to language and/or will be withheld and the entry will become void. The authorized account holder is the natural person who is assigned to the e-mail address by an Internet service provider, online service provider, or other organization that is responsible for assigning e-mail addresses. If multiple entries are received from any person or e-mail address in violation of these Official Rules, all entries from that person will be disqualified. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. By entering the Contest, you agree that your entry and any other information collected in connection with your entry (including without limitation any mobile phone information) may be used by the Contest Administrator in accordance with its Privacy Policy (please see Privacy Policy for more information) and may be shared with its affiliated business entities, Sponsor or Partners, if you

opt-in to receive email, text messages or other communications from Contest Administrator. Entrants may also receive information from Sponsor, Partners and participating contributors via e-mail by submitting an entry.

Winners will be notified by e-mail.

3. Prizes and Odds: The prizes to be awarded from the Contest are as follows:

Three (3) Grand Prizes Winners: will receive (1) Plaisant Falmant pink v-neck sweater (AF1853 51 T03) approximate value: \$135.00 and (1) Aumur Prunus pink 5-button polo (PF169E 51 F9Z) approximate value: \$75.00. All items or expenses not specifically mentioned as being included are excluded. All federal, state and local taxes, if any, and any other incidental costs or expenses not identified in these rules are the responsibility of the winners. All prizes are provided "AS IS" with no warranty or guarantee by Sweepstakes Entities, either express or implied. Any and all warranties and/or guarantees with respect to a prize (if any) are subject to the respective manufacturers' terms therefore, and winners agree to look solely to such manufacturer(s) for any such warranty and/or guarantee. Prize will be delivered 6-8 weeks after drawing of winner.

The odds of winning a prize depend on the total number of eligible entries received. No cash or other substitution of prizes is permitted, except at the sole option of Britneyspears.com and Brandcasting Unlimited for a prize of equal or greater value. [Prizes won by minors will be awarded to the parents or legal guardians, who must sign all required affidavits and releases.] Britneyspears.com and Brandcasting Unlimited will not replace any lost or stolen prizes. Winners are solely responsible for any and all federal, state, provincial and local taxes, if any, that apply to prizes.

Total approximate value of all prizes to be awarded: \$210.00 (U.S.)

4. Notification of Winners: Winners will be notified by e-mail within [five (5)] business days of the prize drawing, and may be required to sign and return an affidavit of eligibility and publicity/liability release within [seven (7)] days of notification. If a selected winner cannot be contacted, is ineligible, fails to claim a prize and/or where applicable an affidavit of eligibility and publicity/liability release is not timely received, is incomplete or modified, the prize may be forfeited and an alternate winner will be selected from remaining valid, eligible entries timely submitted. In the event of a dispute regarding who submitted an entry, the entry will be deemed submitted by the authorized account holder of the e-mail account specified in the entry. "Authorized 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. No automatically generated entries will be accepted.

5. General Rules: By entering the Contest, you agree to be bound by these Official Rules. The Contest is offered by Britneyspears.com and Brandcasting Unlimited, which is not responsible for (i) late, lost, delayed, damaged, postage-due, incomplete, illegible, misdirected or undeliverable entries, responses, or other correspondence, whether by e-mail or postal mail or

otherwise; (ii) theft, destruction, unauthorized access to or alterations of entry materials; or (iii) phone, electrical, network, computer, hardware, software program or transmission malfunctions, failures or difficulties. You further agree to release, indemnify, defend and hold Britneyspears.com and Brandcasting Unlimited and their parent, affiliates, subsidiaries, directors, officers, employees, sponsors and agents, including advertising and promotion agencies, and assigns, and any other organizations related to the Contest, harmless, from any and all claims, injuries, damages, expenses or losses to person or property and/or liabilities of any nature that in any way arise from participation in this Contest or acceptance or use of a prize or parts thereof, including without limitation (i) any condition caused by events beyond Britneyspears.com and Brandcasting Unlimited's control that may cause the Contest to be disrupted or corrupted; (ii) any injuries, losses, or damages (compensatory, direct, incidental, consequential or otherwise) of any kind arising in connection with or as a result of the prize, or acceptance, possession, or use of the prize, or from participation in the Contest; and (iii) any printing or typographical errors in any materials associated with the Contest. Winners agree to be bound by these Official Rules, and the decisions of the judges are final.

IN NO EVENT WILL BUZZNET, BRITNEYSPEARS.COM AND/OR BRANDCASTING UNLIMITED BE LIABLE TO YOU FOR ANY DIRECT, SPECIAL, INCIDENTAL, EXEMPLARY, PUNITIVE OR CONSEQUENTIAL DAMAGES (INCLUDING LOSS OF USE, DATA, BUSINESS OR PROFITS) ARISING OUT OF OR IN CONNECTION WITH YOUR PARTICIPATION IN THE CONTEST, WHETHER SUCH LIABILITY ARISES FROM ANY CLAIM BASED UPON CONTRACT, WARRANTY, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY OR OTHERWISE, AND WHETHER OR NOT BUZZNET, INC. HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGE. Some jurisdictions do not allow the limitation or exclusion of liability for incidental or consequential damages, so the above limitation or exclusion may not apply to you.

6. Additional Conditions: Except where prohibited, by participating in the Contest, you consent to the use of your name, photo and/or likeness, biographical information, entry and statements attributed to entrant (if true) for advertising and promotional purposes, including without limitation, inclusion in Buzznet Inc.'s and Brandcasting Unlimited's newsletters, Britneyspears.com at (<http://www.britneyspears.com>), without additional compensation. All entries, as applicable, become property of Buzznet, Inc., Britneyspears.com, and Brandcasting Unlimited and none will be acknowledged or returned. Allow six (6) to eight (8) weeks for delivery of prizes. Buzznet Inc. and Brandcasting Unlimited reserves the right, in their sole discretion, to cancel, modify or suspend the Contest in whole or in part, in the event of fraud, technical or other difficulties or if the integrity of the Contest is compromised, without liability to the entrant. Buzznet Inc., Britneyspears.com and Brandcasting Unlimited reserve the right to disqualify any entrant or winner, as determined by Buzznet Inc., Britneyspears.com and Brandcasting Unlimited, in their sole discretion. Contest is subject to these Official Rules and all applicable federal, state, provincial and local laws and regulations apply. As stated above, the Contest is void where prohibited or restricted by law. By participating in this Contest, you acknowledge that you have read these official Rules and agree to abide by them and by the decisions of Buzznet Inc., Britneyspears.com and Brandcasting Unlimited, which are final and binding on all matters pertaining to the Contest. These Official Rules are governed by the law of the State of California, without reference to rules governing choice of laws. Any action, suit or

case arising out of, or in connection with, this Contest or these Official Rules must be brought in either the federal courts located in the Southern district of California or the state courts located in Los Angeles County, California. Personal Information: Sponsor may collect personal data about entrants online, in accordance with its privacy policy and as may be more specifically set forth in these Official Rules. Please review these Official Rules and Sponsor's privacy policy at [<http://www.britneyspears.com/2009/02/exclusive-amy-outfit--win-one.php>]. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and use of their personal information and acknowledge that they have read and accepted these Official Rules and Sponsor's privacy policy.

7. Winner's List: For the name of the winner, send a self-addressed, stamped envelope to: [Britneyspears.com/](http://Britneyspears.com/) Lacoste "Amy" Costume Contest – Winners' List Request, Buzznet Inc. 6464 Sunset Blvd. #650., Hollywood, CA 90028. or send an email message to [britneyspearsdotcom@gmail.com](mailto:britneyspearsdotcom@gmail.com) with "Winner's list" as the email subject and contest name specified in the body of the e-mail.

8. Sponsored by: [Britneyspears.com](http://Britneyspears.com/) and Brandcasting Unlimited., 6464 Sunset Boulevard, Suite 650, Los Angeles, CA 90028. Prizes Provided by: Lacoste by way of PRO.P.AG.AND.A. Global Entertainment Marketing.