



Official Rules - 2010 - \$10 Game

1. No purchase necessary. A purchase will not increase your chances of winning. Sweepstakes is sponsored and administered by CharityMania, LLC ("Sponsor"). The HoopsMania Sweepstakes begins on 11/1/2009 08:00AM Eastern Time ("ET") and ends on 04/05/2010 11:59PM ET ("the Sweepstakes Period"). Sponsor observes Daylight Savings Time when applicable. During the Sweepstakes Period, Sponsor calculates winning entry numbers on or about 04/06/2010 at 3:00AM ET. Sponsor is not affiliated with or endorsed by various charitable organizations which may benefit from the Sweepstakes. This is not a raffle, and no purchase is necessary to enter or win. Sponsor is registered in those states that require registration for administration of promotions whose substantial purpose is facilitating fundraising. In order to be eligible for the random winning selection, your entry must be received or postmarked by 03/17/2010. Note, once you have entered the Sweepstakes, you are automatically eligible for all the drawings in this Sweepstakes Period.

2. Eligibility. The HoopsMania Sweepstakes is open to all legal residents of the United States, excluding U.S. territories, who are 18 years of age and older.

3. How To Enter. In-person entries only. No mail-in or Internet entries. Limit two entries per household address, regardless of number of people living at address. You may enter one of four ways. In-person visit: stop by your local participating HoopsMania Charity ("Charity") and purchase a Digital Entertainment Package for \$10.00, at which time you will receive your game score card ("Score Card") and be automatically entered to win. Event: Attend any charity event sponsored by your local participating Charity, purchase a Digital Entertainment Package for \$10.00 and you will receive your Score Card and be automatically entered to win. Solicitation: Door-to-door Charity representatives who are in your neighborhood will offer you a chance to purchase a Digital Entertainment Package for \$10.00, at which time you will be automatically entered to win. Alternate method of entry: Stop by any participating local charity and ask for a free game card request form. Complete the form with all necessary information requested and mail to the address shown on the request form, along with a self addressed stamped envelope. Your request form must be postmarked on or before 03/17/2010 to qualify for the sweepstakes. A Score Card will be assigned to you and mailed in the return envelope sent with your form. If you mail in your request form on or before the qualification cut-off date but do not receive the Score Card in the mail before the games begin, you will still be entered to win. All entrants may enter up to two times, but you may not enter more than one time in a day.

4. How to Play and Selection of Winners. The HoopsMania sweepstakes is based upon a 64 team single elimination tournament broken down into 3 contests. Each Score Card contains one randomly generated 5-team combination ("Team Combination") for each of Contests 1 and 2; total possible combinations: 3,456. For Contest

1, the teams are represented by their seed numbers and regions in the tournament, and are made up of the teams with the lowest seed numbers, which include seed numbers 1 through 8. For Contest 2, the teams are represented by their seed numbers and regions in the tournament, and are made up of the teams with the highest seed, which include seed numbers 9 through 16. At the end of each tournament, go to www.charitymania.com to see how many points each team in your Team Combination received. For both Contests 1 and 2, the persons holding the randomly generated Team Combinations with the highest total number of points scored through the duration of the tournament is a winner for that contest ("Selected Entrant"). In addition, the persons holding the randomly generated Team Combinations with the lowest total number of points scored through the duration of the contest are also winners for that Contest ("Selected Entrant"). In the event two Team Combinations have scored the same number of points at the end of the Contests 1 or 2, then total combined free throws made will be used as the primary tiebreaker. The more total combined free throws made, the higher the score. If two Team Combinations are still tied after the primary tiebreaker, then total combined rebounds is used as the secondary tiebreaker. For Contest 3, match the numbers on your ticket with the last digits of the score of the final game of the tournament. For example, if the final game ends with a score of 74 to 68, then you would want your ticket to have the winning score end with a 4 and the losing score end with an 8. Although watching and rooting for the teams on your Score Card contributes to the fun of play, it has no statistical affect whatsoever on determining a winner. Team combinations are randomly generated and randomly assigned to Score Cards.

5. Notification of Selected Entrants. All Selected Entrants will be notified by email address or phone, and be required to respond (as directed) to the phone and/or e-mail notification within 48 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and, in such case, Sponsor may randomly select an alternate chosen entrant from among the remaining eligible entries. Each Selected Entrant may also be sent an affidavit of eligibility / liability release ("Release"). Selected Entrants may also be required to provide name, U.S. Social Security Number (for tax form purposes), birth date, current address and phone number. Unless restricted by law, each Selected Entrant will be required to complete and return the Release within the time period specified therein. An alternate Selected Entrant may be randomly selected from among the remaining eligible entries if a Selected Entrant: (i) cannot be reached; (ii) fails to obtain all signatures on the Release and to return the documents in a timely manner as required pursuant to these Official Rules; or (iii) cannot accept or receive the prize for any reason. Selected Entrants will receive the prize by mail within thirty (30) days of the Sweepstakes end date.

6. Winner Selected Methodology. Team Combinations are randomly generated prior to the start of the season, using a random

number generator. For Contests 1 and 2, there are a total of 3,456 unique Team Combinations. Each of those Team Combinations is randomly assigned and distributed to a Score Card in groups of 5, prior to the event. Each of the 5 Team Combinations corresponds to Contest 1 and 2. Winners are selected based upon the total points scored by the Team Combinations assigned to Score Cards, and not based upon whether a team wins or loses. See section 4 for additional details about winners.

7. Prizes. The following is the distribution of prizes. Each Contest represents a different, completely independent sweepstakes. Each score card has 1 in 52 chances to win. Odds of winning in Contest 1 and 2 are 1 in 216 per ticket. Odds of winning Contest 3 are 1 in 100. Odds of winning at least once during the Sweepstakes Period are 1 in 44. After each of Contests 1 and 2, the Sponsor will award at least 16 prizes (9 prizes to the holders of the 9 highest scoring Team Combinations, and 9 prizes to the lowest, for a total of 32 prizes for both Contests 1 and 2. Each of Contests 1 and 2 have a pool valued at a minimum of \$2,010.00 consisting of the following:

- Minimum 2 prizes with a value of \$500.00 each
- Minimum 2 prizes with a value of \$250.00 each
- Minimum 2 prizes with a value of \$100.00 each
- Minimum 2 prizes with a value of \$50.00 each
- Minimum 2 prizes with a value of \$40.00 each
- Minimum 2 prizes with a value of \$30.00 each
- Minimum 2 prizes with a value of \$20.00 each
- Minimum 2 prizes with a value of \$15.00 each

Contest 3 has a maximum prize value of \$50.

8. General Conditions. Sweepstakes is subject to these Official Rules. Sweepstakes may be suspended or cancelled should Sponsor determine that the fair play of the game is being undermined. In the event that the college basketball tournament is cancelled, the remaining regional prizes will be awarded by the random assignment of a score to each Team from 0 - 100, which score shall be posted at the CharityMania website located at <http://www.charitymania.com>. All decisions of Sponsor are final and binding; and entrants agree to waive any right to claim ambiguity in the Sweepstakes or these Official Rules, except where prohibited by law. By accepting a prize, winner agrees to release Sponsor, its attorneys, affiliates, together with the respective directors, employees, officers, licensees, licensors and agents of each, including without limitation, their respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Sweepstakes, (collectively, the Releasees) from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of prize or participation in any prize-related activities.

9. Taxes, if any, are the sole responsibility of Selected Entrants, and Selected Entrants who are U.S. residents may be issued an IRS Form 1099 for the ARV of any awarded prize. This Sweepstakes is void outside the US and where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. Sponsor reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Sweepstakes or violating these Official Rules. The Releasees shall not be liable for: (i) late, lost, delayed, stolen, misdirected, postage-due, incomplete unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction,

unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Sweepstakes; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Sweepstakes. Sponsor disclaims any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Sweepstakes, and reserves the right, in their sole discretion, to cancel, modify or suspend the Sweepstakes should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Sweepstakes in any way by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other players or Sponsor representatives. Use of any automated system to participate is strictly prohibited and will result in disqualification. Sponsor may disqualify at its sole discretion any entries it believes are created by an automated system. Sponsor may disqualify at its sole discretion any entries it believes exceed the regional minimum. Disputes regarding these Official Rules and/or this Sweepstakes will be governed by the internal laws of the State of California. Any and all legal actions or claims arising in connection with this Sweepstakes must be brought in a court of competent jurisdiction within the United States. CAUTION: ANY ATTEMPT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION FROM PARTICIPATION IN THE SWEEPSTAKES. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

10. Privacy. All personal information collected by Sponsor in relation to Score Cards will be used for administration of the Sweepstakes only. All Score Card recipients' contact information is kept strictly confidential by Sponsor. It is not shared with any third parties under any circumstances and it is not used by Sponsor for any marketing related activities. Please refer to Sponsor's privacy policy located at <http://www.charitymania.com/privacy.htm> for important information regarding the collection, use and disclosure of personal information by Sponsor. All personal information collected by participating charitable organizations is subject to the privacy policy of those organizations. While Sponsor hopes these organizations join us in respecting your privacy, Sponsor is not responsible for the privacy practices of such organizations.

11. For a copy of these Official Rules, or for a Winner's list, available 60 days after the close of Hoops Season, access our URL at <http://www.charitymania.com> or write to CharityMania LLC, 13747 Rosecroft Way, San Diego, CA 92130.