

Days of our Lives Biggest Fan Sweepstakes
OFFICIAL RULES

NO PURCHASE NECESSARY.

VOID WHERE PROHIBITED.

THIS SWEEPSTAKES IS OFFERED ONLY TO ELIGIBLE PERSONS PRESENT AT THE MGM GRAND DETROIT IN DETROIT, MI ON THE DATE SPECIFIED BY SPONSOR, CURRENTLY NOVEMBER 13, 2009. THIS SWEEPSTAKES SHALL BE CONSTRUED AND GOVERNED ACCORDING TO THE LAWS OF THE UNITED STATES.

PLEASE TAKE NOTE THAT ALL ATTENDEES MAY BE PHOTOGRAPHED, VIDEOTAPED, FILMED, AND/OR THEIR VOICES RECORDED WHILE AT THE EVENT LOCATION. ATTENDING THE EVENT LOCATION AND/OR PARTICIPATING IN THIS SWEEPSTAKES, CONSTITUTES CONSENT BY ALL ATTENDEES AT THE EVENT LOCATION FOR SPONSOR AND ITS DESIGNATED PARTIES TO PERFORM SUCH ACTIONS IN CONNECTION WITH THIS SWEEPSTAKES.

PERSONS UNDER THE AGE OF 18 WILL NOT BE PERMITTED AT THE EVENT LOCATION DESIGNATED FOR THIS SWEEPSTAKES. ONLY ONE GUEST PER ENTRANT WILL BE ADMITTED TO THE EVENT LOCATION FOR THIS SWEEPSTAKES.

1. **Eligibility:** This Sweepstakes is only open to permanent legal U.S. residents present at the MGM Grand Detroit in Detroit, MI on the dates specified by Corday Productions, Inc. ("Sponsor"), currently scheduled for November 13, 2009, who are 18 years of age or older (or the age of majority for the jurisdiction in which they reside) as of November 13, 2009. Entrants must have either a valid social security number and/or a valid U.S. personal tax identification number to participate. Employees of Sponsor (defined below), Sony Pictures Television, CPT Holdings, Inc., NBC Television Network, WDIV, MGM Grand Detroit, Gleaners Community Food Bank of Southeastern Michigan, Boost Mobile, participating television and radio stations, advertising agencies, or any person or entity connected with the production of the television series *Days of our Lives* ("Show") or the production, administration, or judgment of the *Days of our Lives Talent and Fan Search* ("Event"), or any of the parent companies, affiliates, subsidiaries, agents, or representatives of any of the foregoing entities (collectively "Sweepstakes Entities"), members of their immediate families (spouses, children, siblings, parents), and/or persons living in the same household as such persons, whether or not related, are ineligible to participate in the Sweepstakes.
2. **Sweepstakes Description and How to Enter:** The Sweepstakes begins at 9:00:00 a.m. Eastern Time ("ET") on November 13, 2009, and ends at 7:00:00 p.m. ET on November 13, 2009, but subject to change at Sponsor's sole discretion ("Sweepstakes Period"). This Sweepstakes will be conducted at the same time as **The Days of our Lives Talent Search** ("Contest"). **Participation in this Sweepstakes is separate from the Contest.** This Sweepstakes has available one (1) Prize as outlined in paragraph 4. Prospective entrants are directed to visit www.daysofourlives.com ("Website") and following the online instructions to print out, complete and sign a Registration and Release Form (collectively "Registration and Release Form"). Registration and Release Form will require the following information: First Name; Last Name; Street Address (no P.O. Boxes); City; State; Zip Code; E-mail Address; Hometown; Date of Birth; Phone Number; Cell Phone Number; Hometown Newspaper; School and brief description of Show watching habits (collectively, "Registration and Release Form"). Entrants are then required to bring a copy of the completed and signed Registration and Release Form along with a valid Government Issued Photo I.D. for age verification with them to the Event. At the Event, prospective entrants will be

directed to submit their Registration and Release form. They will then receive a wristband or other item to verify their submission of said documentation and will receive a Sweepstakes entry form to complete and thereafter submit. As part of the Sweepstakes, prospective participants will be asked to correctly answer five (5) of six (6) multiple choice trivia questions (“Questions”) regarding the Show. Information required on the Sweepstakes entry form consists of your Email Address, First Name, Last Name, Date of Birth, Street Address (no P.O. Boxes), City, State, Zip Code, Gender, the entrants answers to the Questions, and Daytime Phone Number, including area code (Entrant must provide the phone number where he/she can be contacted at if he/she is the potential winner. The potential winner will be contacted as described below in Section 3. The Sponsor will not leave a message and the potential winner must be personally available by phone to accept the prize). Submission of a Registration and Release Form and Sweepstakes entry form constitutes entry into the Sweepstakes (“Sweepstakes Entry”). Entrants will be required to agree to and check off a box on the Sweepstakes entry form certifying that they are a regular viewer and fan of the Show. Limit one (1) Sweepstakes Entry per person. Multiple Registration Forms/Releases and Sweepstakes Entries submitted by the same person in excess of this limit will be disqualified. All prospective entrants must be present at the Event Location by 7:00:00 p.m. ET (subject to change at Sponsor’s sole discretion) on November 13, 2009 to check in and submit a Sweepstakes entry form. Proof of submitting a Sweepstakes Entry will not be deemed by Sponsor as proof of receipt or entry into the Sweepstakes. Any attempted form of entry into this Sweepstakes other than as described herein is void. Based on supply, all participants will receive a goodie bag consisting of a Show souvenir item which may include one of the following: a scarf, or a hat, or an umbrella.

3. **Drawing and Notification and Verification of Potential Winner:** Potential Prize winner will be randomly selected from all eligible Sweepstakes Entries received in a drawing to be held on or about November 13, 2009 after 7:00:00 p.m. ET (“Drawing Date”) by the Sponsor or Sponsor’s representative. Potential Prize winner must have correctly answered five (5) of six (6) of the Questions on the Sweepstakes Entry form. If potential Prize winner did not correctly answer five (5) of six (6) of the Questions on the Sweepstakes Entry Form, an alternate potential Prize winner will be randomly selected from among all remaining eligible Sweepstakes Entries received. Potential Prize winner will be notified by phone with three phone call attempts over a 24 hour period at the phone number provided on his/her Sweepstakes Entry after the drawing is completed. Prize winner must complete, sign and return an IRS form W-9 within five (5) days after receipt or winner will be disqualified. If potential Prize winner cannot be reached after a reasonable effort has been exerted (as described above), if he/she is found to be ineligible, he/she cannot or does not comply with these Official Rules, and/or his/her IRS Form W-9 is returned as undeliverable, such potential winner will be disqualified, and, an alternate potential Prize winner may be selected (at Sponsor’s sole discretion) from all remaining eligible Sweepstakes Entries received.
4. **Prize/Odds of Winning: One (1) Prize:** A trip to be shared by winner and one (1) guest (“Guest”) to Los Angeles, CA consisting of round-trip coach-class air transportation from a major commercial airport near winner’s residence (as determined by Sponsor in its sole discretion) to Los Angeles, CA; standard hotel accommodations (single room/double occupancy) for two (2) nights; a tour of the Show set, two (2) general admission tickets to the Universal Studios Theme Park; \$250 spending money which will be provided in the form of a check made out to winner; and ground transportation to/from hotel and Show set, airport and Universal Studios. Approximate Retail Value (“ARV”) of Prize is: \$2,050.00. **Odds of winning Prize depend on the total number of eligible Sweepstakes Entries completed / received during the Sweepstakes Period.** Additional compensation will not be provided if value of prize is less than stated ARV. Sponsor reserves the right to award trip “as is” and to structure travel route in its sole discretion. Air transportation provided only if winner does not reside within 100 miles of Los Angeles, CA. Trip may not be exchanged for another destination except by Sponsor in its sole discretion. Round-trip coach-class air transportation element will generally begin and end at a major commercial U.S. airport near winner’s hometown (at Sponsor’s sole discretion). Trip must be completed between 12/1/09 and 4/1/10 or prize will be forfeited and, an alternate potential Prize winner may be selected (at Sponsor’s sole

5. **General Conditions:** This Sweepstakes is subject to these Official Rules and all federal, state and local laws and regulations (collectively “Rules and Laws”). Guest (or his/her parent/legal guardian if he/she is a resident of a jurisdiction that deems him/her to be a minor) of the Prize winner will be required to execute, have notarized, and return the original unmodified Liability Release and Publicity Release, and any other documentation that the Sponsor requires (“Guest Release”) within five (5) days after receipt. By returning a completed Guest Release, such guest, attests to the provisions stated therein including compliance with these Official Rules. Once submitted, any Registration Forms and Releases and Entry information become the sole property of Sponsor. Except where prohibited by law, a participant who submitted his/her Registration Information and/or winner’s acceptance of prize by a participant constitutes permission of such registrant or winner for Sponsor and/or the other Sweepstakes Entities to use, without notice or further compensation, worldwide, and in perpetuity, in any and all forms of media, now known and hereafter devised, including, but not limited to, without limitation, on the Show or Website, winner’s first name and initial of last name, city and state. In addition, except where prohibited by law, the completion of a Registration and Release Form by winner and, if applicable, a Guest Release by his/her travel guest constitutes permission of winner and travel guest (or his/her parent/legal guardian if Guest is a resident of a jurisdiction that deems him/her to be a minor) for Sponsor and/or the other Sweepstakes Entities, to use, without notice or further compensation, worldwide, and in perpetuity, in any and all forms of media, now known and hereafter devised, including, but not limited to, without limitation, on the Show or the Website, winner’s and his/her travel guest’s full name, city, state, likeness, voice, photos, videos, or other recordings, biographical information and statements made by winner and his/her guest for purposes of advertising, trade, promotion and publicity. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the registration process or the operation of the Sweepstakes or any Web page related to the Sweepstakes or Event; to be acting in violation of the Official Rules; or to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person in connection with the Sweepstakes. Any person attempting to defraud or in any way tamper with this Sweepstakes will be ineligible to win prize and will

6. **Disclaimers:** The Sweepstakes Entities are not responsible or liable for, and will deem ineligible, Registration and Release Forms and Sweepstakes Entry forms that are entered by other than human means (such as by an automated computer program or any non-human mechanism, entity, or device), or for Registration and Release Forms and Entry or Sweepstakes Entries that are illegible, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, or otherwise not in compliance with these Official Rules. By registering to participate in this Sweepstakes, each entrant agrees and acknowledges to be bound by the Rules and Laws; as well as the decisions of the Sponsor, which are final and binding in all respects; to waive any rights to claim ambiguity with the Rules and Laws, and that Sweepstakes Entities shall have no responsibility or liability (including, but not limited to, liability for any property loss, damage, personal injury or death) in connection with: participation in this Sweepstakes (including, but not limited to, human error; incorrect or inaccurate transcription of Registration Forms and Releases and Entry information; acceptance/possession and/or use/misuse of prize awarded herein including, but not limited to, cancellations and delays or any change by the air carrier, or other company or any other persons providing any of these services for the winner and his/her guest during the trip winner won due to reasons beyond control of Sponsor and/or Sweepstakes Entities); any technical malfunctions of the telephone network, computer online system, computer dating mechanism, computer equipment, software, internet service provider; interruption or inability to access the Sweepstakes, any Web page associated with the Sweepstakes, or any online service via the internet due to hardware or software compatibility problems; any damage to registrant's (or any third person's) computer and/or its contents related to or resulting from any part of this Sweepstakes; any lost/delayed/duplicate/multiple data transmissions, omissions, interruptions, defects and/or any other errors or malfunctions, even if caused by the negligence of one of the Sweepstakes Entities. Registrants further agree to indemnify and hold harmless the Sweepstakes Entities from any and all liability resulting or arising from the Sweepstakes due to their negligence or willful misconduct, to release all rights to bring any claim, action or proceeding against the Sweepstakes Entities, and hereby acknowledge that said Sweepstakes Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to prize. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations) or other force majeure event will not be considered a breach of these Official Rules.
7. **ARBITRATION; WAIVER OF INJUNCTIVE RELIEF; GOVERNING LAW:** ANY CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO (i) THE SWEEPSTAKES, (ii) THE AWARDING OR REDEMPTION OF THE PRIZE AND/OR (iii) THE DETERMINATION OF THE SCOPE OR APPLICABILITY OF THESE OFFICIAL RULES OR THEIR ENFORCEMENT ON INTERPRETATION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE SUBSTANTIVE LAWS OF THE STATE OF CALIFORNIA WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS. BY SUBMITTING A SWEEPSTAKES ENTRY, EACH ENTRANT (AND HIS/HER PARENT/LEGAL GUARDIAN IF THE ENTRANT IS A MINOR IN THE JURISDICTION HE/SHE RESIDES) AGREES THAT ANY CONTROVERSY OR CLAIM ARISING OUT OF OR RELATING TO THESE OFFICIAL RULES, THEIR ENFORCEMENT, ARBITRABILITY OR INTERPRETATION SHALL BE SUBMITTED TO FINAL AND BINDING ARBITRATION, TO BE HELD IN LOS ANGELES, CALIFORNIA BEFORE A SINGLE ARBITRATOR, IN ACCORDANCE WITH CALIFORNIA CODE OF CIVIL PROCEDURE

ET SEQ. THE ARBITRATOR SHALL BE SELECTED BY MUTUAL AGREEMENT OF THE PARTIES OR, IF THE PARTIES CANNOT AGREE, THEN BY SELECTING AN ARBITRATOR FROM A LIST OF ARBITRATORS SUPPLIED BY JAMS (JUDICIAL ARBITRATION AND MEDIATION SERVICES WITH THE AGREEMENT OF THE PARTIES' ADR SERVICES). IF THE PARTIES STILL CANNOT AGREE ON AN ARBITRATOR, THE ARBITRATOR SHALL BE APPOINTED BY THE ARBITRATION SERVICE. THE ARBITRATION SHALL BE A CONFIDENTIAL PROCEEDING, CLOSED TO THE GENERAL PUBLIC. THE ARBITRATOR SHALL ISSUE A WRITTEN OPINION STATING THE ESSENTIAL FINDINGS AND CONCLUSIONS UPON WHICH THE ARBITRATOR'S AWARD IS BASED. THE PARTIES WILL SHARE EQUALLY IN PAYMENT OF THE ARBITRATOR'S FEES AND ARBITRATION EXPENSES AND ANY OTHER COSTS UNIQUE TO THE ARBITRATION HEARING (RECOGNIZING THAT EACH SIDE BEARS ITS OWN DEPOSITION, WITNESS, EXPERT AND ATTORNEYS' FEES AND OTHER EXPENSES TO THE SAME EXTENT AS IF THE MATTER WERE BEING HEARD IN COURT). NOTWITHSTANDING THE FOREGOING, THE ARBITRATOR MAY REQUIRE THAT SUCH FEES BE BORNE IN SUCH OTHER MANNER AS THE ARBITRATOR DETERMINES IS REQUIRED IN ORDER FOR THIS ARBITRATION CLAUSE TO BE ENFORCEABLE UNDER APPLICABLE LAW.

ENTRANTS FURTHER UNDERSTAND AND AGREE THAT THEY SHALL HAVE NO RIGHT TO ENJOIN OR RESTRAIN THE DEVELOPMENT, PRODUCTION, ADVERTISING, PROMOTION, DISTRIBUTION OR EXPLOITATION OF THE SWEEPSTAKES, OR ANY MOVIE, SHOW, PRODUCTION OR PROJECT OF SPONSOR OR ANY OF ITS PARENTS, SUBSIDIARIES OR AFFILIATES.

THE PARTIES HEREBY WAIVE THEIR RIGHT TO JURY TRIAL WITH RESPECT TO ALL CLAIMS AND ISSUES ARISING OUT OF OR RELATING TO THIS AGREEMENT WHETHER SOUNDING IN CONTRACT OR TORT, AND INCLUDING ANY CLAIM FOR FRAUDULENT INDUCEMENT THEREOF. THE PARTIES ACKNOWLEDGE THAT THE PROVISIONS OF THIS SECTION ARE CURRENTLY UNENFORCEABLE UNDER CALIFORNIA LAW BUT MUTUALLY INTEND FOR THIS SECTION TO APPLY IN THE EVENT SUCH PROVISIONS LATER BECOME ENFORCEABLE UNDER CALIFORNIA LAW.

THE INTERNAL SUBSTANTIVE LAWS (AS DISTINGUISHED FROM THE CHOICE OF LAW RULES) OF THE STATE OF CALIFORNIA AND THE UNITED STATES OF AMERICA APPLICABLE TO CONTRACTS MADE AND PERFORMED ENTIRELY IN CALIFORNIA SHALL GOVERN THE VALIDITY AND INTERPRETATION OF THESE OFFICIAL RULES AND ALL OTHER CAUSES OF ACTION (WHETHER SOUNDING IN CONTRACT OR IN TORT) ARISING OUT OF OR RELATING TO THE SWEEPSTAKES OR THESE OFFICIAL RULES.

8. **Rules/Winner's Name:** For a copy of these Official Rules or the Winner's Name, send a self-addressed, stamped envelope (with proper postage affixed) to: Corday Productions, Inc. 3400 W. Olive Ave., Suite 170, Burbank, CA. 91505, Attention: **Days of our Lives Biggest Fan Sweepstakes** "Rules"/"Winner's Name" (specify which). All requests must be received by January 13, 2010. Official Rules will also be accessible from the Website during the Sweepstakes Period and at the Event. Winner's Information may also be posted on the Website.

9. **Sponsor:** Corday Productions, Inc. 3400 W. Olive Ave., Suite 170, Burbank, CA. 91505

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