

## L.A. LIVE 2009 RED CARPET SWEEPSTAKES

### OFFICIAL RULES

**NO PURCHASE OR PAYMENT REQUIRED TO ENTER OR WIN.**

**SWEEPSTAKES VOID WHERE PROHIBITED.**

**INTRODUCTION.** L.A. LIVE 2009 RED CARPET SWEEPSTAKES (the "Sweepstakes"). Details of the prizes and how to enter the Sweepstakes are contained in these Official Rules.

**TIMING.** The Sweepstakes begins at 12:00 am Pacific Time on May 15, 2009 and ends at 11:59 pm Pacific Time on December 31, 2009 (the "Promotion Period").

**ELIGIBILITY.** The Sweepstakes is open to all residents of California, excluding where otherwise prohibited by law, rule or regulation, who are 18 years of age or older at time of entry; provided, however, certain Prizes may require Winner to be 21 years of age or older at time of entry. Void where prohibited by law. Employees of LA Live Properties, LLC ("Sponsor"), L.A. Live Development, LLC, L.A. Arena Land Company, LLC, L.A. Arena Company, LLC, Anschutz Entertainment Group, Inc. and each of their respective tenants, owners, members, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives, advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, including, but not limited to, National Academy of Recording Arts and Sciences, GRAMMY Museum, Los Angeles Kings, Los Angeles Lakers, Club Nokia, STAPLES Center, Conga Room, ESPN Zone, Flemings Prime Steakhouse & Wine Bar, Katsuya, Rock'N Fish, Rosa Mexicano, The Farm of Beverly Hills, Boca and Wolfgang Puck Bar and Grill (each a "Releasee" and collectively, the "Releasees") are not eligible, nor are members of these employees' families (defined as parents, children, siblings, spouse, and life partners).

**TO ENTER.** There are three ways to enter: online, by mail, or on-site. No other methods of entry will be accepted. Limit one entry per person regardless of method of entry.

**1. Online Method:** You can enter the Sweepstakes online during the Promotion Period (as defined above), by logging on to <http://www.lalive.com/win> or click on the Sweepstakes link on the home page. Complete all required information. Limit one (1) entry per person and per valid e-mail address. More than one (1) entry from any person or from any e-mail address will void all entries from that person or e-mail address, as applicable. Any attempt by a person to enter more than once with multiple email accounts or mailings may result in disqualification at the discretion of the Sponsor upon verification of prize winners.

**2. Mail-In Method:** If you do not wish to enter online, you may enter the Sweepstakes by printing your name, address, city, state and zip code, day & evening telephone number on a standard size postcard and mail to: LA Live 2009 Red Carpet Sweepstakes, Attention Director of Marketing, 800 W. Olympic Blvd., Ste. 220, Los Angeles, CA 90015. Mail-in entries must be postmarked by December 31, 2009 and received by Sponsor no later than January 7, 2010. Limitation of one (1) entry per household. Mail-in entries become the property of the Sponsor and will not be returned.

**3. On-Site Method:** Entrant must complete all required information on the pre-printed entry form available at designated locations at LA Live. Entry form must include complete name, date of birth, ZIP/postal code, and telephone number of entrant. Any required information must be completed. Deposit completed entry form in official receptacle(s) at designated locations at LA Live in Los Angeles, California.

One (1) entry per person regardless of Method of Entry. However, if you should refer the email address of one (1) friend, then you will receive one (1) additional entry in the Sweepstakes. Regardless of how many friends you refer, you will only receive one (1) additional entry in the Sweepstakes. Your friend will receive an email from Sponsor asking if they would like to register for the Sweepstakes.

All entrants must complete all non-optional data on the entry form regardless of method of entry in order to be eligible to win the Prizes. Incomplete entries are void. Odds of winning depend on the total number of eligible entries received. Winner(s) shall be contacted via telephone or email within five (5) days of selection. Each potential Winner must respond to Sponsor within forty-eight (48) hours of notification. If a potential Winner cannot be contacted within forty-eight (48) hours after the first attempt to contact such potential Winner, an alternate Winner will be selected.

Releasees are not responsible for lost, late, incomplete, garbled, illegible, or misdirected Sweepstakes entries, or for any error, human, technical or otherwise, which may occur in the processing of Sweepstakes entries. Proof of sending will not be deemed to be proof of receipt. All entries become the exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or similar entry methods will void all such entries by such methods.

**USE OF DATA.** Sponsor will be collecting personal data about participants (including, without limitation, name, phone number, mailing address, gender, age, or e-mail addresses) when participant enters the Sweepstakes online or otherwise. Sponsor is entitled to use such personal data contained in all entry forms, online or otherwise, in accordance with Sponsor's privacy policy. By participating in the Sweepstakes, entrants hereby agree to all personal information uses and disclaimers as explained in Sponsor's Privacy Policy at <http://www.lalive.com/>.

**AGREEMENT TO OFFICIAL RULES.** Participation in the Sweepstakes constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules and Sponsor's Privacy Policy at <http://www.lalive.com/> and to be contacted by telephone and/or email.

**DRAWING DEADLINES:** There will be a total of eight (8) random drawings which shall consist of seven (7) monthly drawings (each a "Monthly Drawing" and collectively, the "Monthly Drawings") and one (1) Grand Prize drawing ("Grand Prize Drawing") (Monthly Drawing(s) and Grand Prize Drawing, collectively the "Drawings"). Monthly Drawings will occur on or about the first Monday of each month from July 6, 2009 through January 4, 2010 (the "Drawing Period") from among all eligible entries received by the applicable drawing entry deadlines. Monthly Drawings will occur on or about the first Monday of each month at or approximately 5:00 p.m. Pacific Time during the Drawing Period (July 6 2009, August 3, 2009, September 7, 2009, October 5, 2009, November 2, 2009, December 7, 2009 and January 4, 2010 (each, a "Drawing Date")). There will be one (1) Grand Prize Drawing which will occur on or about January 8, 2010.

**To be eligible for the Drawings:**

- **online entries and on-site entries** must be received by 5:00 p.m. Pacific Time on the Monday prior to a specific Monthly Drawing Date, and no later than by 11:59 p.m. Pacific Time on December 31, 2009 for the Grand Prize Drawing; or
- **mail-in entries** must be postmarked by 5:00 p.m. Pacific Time on the Monday prior to a specific Monthly Drawing Date and received by Sponsor no later than the Sunday before a specific Drawing Date. Mail-in entries must be postmarked by December 31, 2009 and received by Sponsor no later than January 7, 2010 to be eligible for the Grand Prize Drawing.

**All non-winning eligible entries from one Drawing will be eligible for all subsequent Drawings.**

**RANDOM DRAWING:** There will be eight (8) potential winners of the Sweepstakes in all (each, a "Winner" and collectively, the "Winners") selected by random drawing on or about the Drawing Dates from all eligible entries received by the applicable Drawing entry deadline by the Sponsor. The decisions of Sponsor, including the selection of Winners, are final and binding on all matters relating to this

Sweepstakes. Odds of winning depend on the total number of eligible entries received for the applicable Drawing. Limit one Prize per person, family or household.

**PRIZES:** Seven (7) Monthly Prizes and one (1) Grand Prize will be Awarded (each a "Prize" and collectively, the "Prizes").

- Monthly Prize Winner 1 (July 6, 2009) will receive: four (4) tickets for Winner and three guests to attend the X Games Events at STAPLES Center on July 30 and 31, 2009 (location of tickets to be designated by Sponsor). Parking is not included. In addition to the tickets, the Winner shall also receive dinner for Winner and three guests at ESPN Zone L.A. LIVE. Alcohol not included. The meal shall be valued at no less than \$100.00. (Approximate Retail Value ("ARV") of Monthly Prize 1: \$200.00);
- Monthly Prize Winner 2 (August 3, 2009) will receive: two (2) tickets for Winner and one guest to attend an event at Club Nokia. A list of available events will be designated by Sponsor at time of Winner's selection. Event must be a publicly ticketed event and is subject to availability. The event must occur within sixty (60) days of the Drawing at Sponsor's discretion. Parking is not included. In addition to the tickets, the Winner shall also receive a dinner for Winner and one guest at Katsuya at L.A. LIVE. The meal shall be valued at no less than \$50. Alcohol not included. (ARV of Monthly Prize 2: \$150.00);
- Monthly Prize Winner 3 (September 7, 2009) will receive: two (2) tickets for Winner and one guest to attend an event at Nokia Theatre L.A. LIVE. A list of available events will be designated by Sponsor at time of Winner's selection. Event must be a publicly ticketed event and is subject to availability. Event must occur within 60 days of the Drawing at Sponsor's discretion. Parking is not included. In addition to the tickets, the Winner shall also receive a dinner for Winner and one guest at The Farm of Beverly Hills at L.A. LIVE. Alcohol not included. The meal shall be valued at no less than \$50. (ARV of Monthly Prize 3: \$150.00);
- Monthly Prize Winner 4 (October 5, 2009) will receive: two (2) tickets for Winner and one guest to attend a Los Angeles Kings regular season home game at STAPLES Center in Los Angeles, CA. Date of game to be mutually agreed upon by Winner and Sponsor; provided, that the game occurs on or before December 31, 2009 and is subject to availability (location of tickets to be designated by Sponsor). Parking is not included. Winner will also receive a dinner for Winner and one guest at Wolfgang Puck Bar and Grill at L.A. LIVE. Alcohol not included. The meal shall be valued at no less than \$50. (ARV of Monthly Prize 4: \$150.00);
- Monthly Prize Winner 5 (November 2, 2009) will receive: two (2) tickets for Winner and one guest to attend an event at STAPLES Center in Los Angeles, CA. A list of available events will be designated by Sponsor at time of Winner's selection. Event must be a publicly ticketed event and is subject to availability. Event must occur within 60 days of the Drawing at Sponsor's discretion. Parking is not included. Winner shall also receive a dinner for Winner and one guest at Rosa Mexicano at L.A. LIVE. The meal shall be valued at no less than \$50. Alcohol not included. (ARV of Monthly Prize 5: \$150.00);
- Monthly Prize Winner 6 (December 7, 2009) will receive: two (2) tickets for Winner and one guest to attend an event on December 31, 2009 at STAPLES Center or an L.A. LIVE venue of their choice (such as Nokia Theatre L.A. LIVE, Club Nokia, Conga Room or the GRAMMY Museum). A list of available events will be designated by Sponsor at time of Winner's selection. Event must be a publicly ticketed event and is subject to availability. Parking is not included. Winner shall also receive a dinner for

Winner and one guest at Boca in the Conga Room at L.A. LIVE. Alcohol not included. The meal shall be valued at no less than \$50. (ARV of Monthly Prize 6: \$150.00);

- Monthly Prize Winner 7 (January 4, 2010) will receive: two (2) tickets for Winner and one guest to attend a Los Angeles Lakers regular season home game at Staples Center in Los Angeles, CA. Date of game to be mutually agreed upon by Winner and Sponsor; provided, that the game occurs on or before January 30, 2010 and is subject to availability (location of tickets to be designated by Sponsor). Parking is not included. Winner shall also receive a dinner for Winner and one guest at Rock'N Fish at L.A. LIVE. The meal shall be valued at no less than \$50. Alcohol not included. (ARV of Monthly Prize 7: \$150.00); and
- Grand Prize Winner will receive: two (2) Bronze Level tickets for Grand Prize Winner and one guest to attend the 2010 GRAMMY Awards at Staples Center in Los Angeles, CA to be held on or about January 31, 2010; with the opportunity to walk the red carpet at LA Live Plaza in Los Angeles, CA. Winner shall also receive dinner for Winner and a guest at Flemings Prime Steakhouse & Wine Bar at L.A. LIVE. Alcohol not included. The meal shall be valued at no less than \$100. (ARV of Grand Prize: \$700.00).

Total ARV of all Prizes: US\$1,800.00. Each Winner is fully responsible for any and all applicable federal, state, and local taxes (including income and withholding taxes). All costs and expenses associated with Prize acceptance and use, not otherwise specified herein as being provided, including, but not limited to, lodging, transportation costs, meals and beverages, taxes (including income taxes) and gratuities and other expenses are the sole responsibility of each Winner.

Some Prizes may be subject to the following material conditions and restrictions: certain Prizes may require Winner and/or Winners' guest(s) to be 21 years of age or older. For certain Prizes, event tickets will be left at will call at the respective venue in the name of the Winner. All other Prizes will be sent to Winners via FedEx, requiring signature. To redeem Prizes, Winner must contact: Director of Marketing, L.A. LIVE, (213) 765-6813, [media@aegworldwide.com](mailto:media@aegworldwide.com). Additional restrictions may apply.

Except where otherwise expressly noted in these Official Rules, the selection of all vendors, prizes, products and services is subject to the Sponsors' sole and absolute discretion. Prizes (and/or any portion thereof) are nontransferable and non-exchangeable. No substitutions or cash redemption of prizes are permitted except that Sponsor retains the right to substitute a prize of equal or greater retail value (or at Sponsor's election, the cash value of the applicable Prize).

Sponsor shall have discretion in designating the games at which certain prizes will be offered. All federal, state and local taxes related to the Prize is the sole responsibility of Winner. All other expenses and costs, not expressly listed above, including but not limited to any taxes, and any other expense or cost, not expressly included above, is the Winner's sole responsibility. No refunds or credit for changes are allowed. No transfer of the prize is permitted. Potential winner must execute and return an Affidavit of Eligibility/Release of Liability, Publicity and W9 within FIVE (5) days of notification. Noncompliance within this time period may result in disqualification, and an alternate winner may be selected. Return of any prize notification as undeliverable may result in disqualification and selection of an alternate winner.

**GENERAL CONDITIONS.** The Sweepstakes is governed by the laws of the United States and the State of California, excluding conflicts at laws principles. All federal, state and local laws and regulations apply. Sweepstakes is void where prohibited.

Participants in the Sweepstakes and any guest of the Winner hereby consent to the exclusive jurisdiction and venue of California courts (state and federal) in Los Angeles County for any causes or controversies arising out of the Sweepstakes. Each participant and any guest of the Winner waive any and all objectives to jurisdiction and venue in these courts.

Except where prohibited by law, Winner grants to Sponsor and its advertising agencies the right to use and publish Winner's photo, proper name, likeness, voice, opinions, biographical information and state in any media to promote Sponsor and the Sweepstakes without additional compensation. Winner agrees that Winner's Guest(s) shall be required to do the same.

By entering, participants release, and indemnify and hold harmless Releasees from any and all liability for any injuries, loss or damage of any kind, including death, arising from or in connection with the Sweepstakes or participant's submission, receipt and/or use/misuse of any prize.

Sponsor reserves the right to cancel or modify the Sweepstakes if fraud or any other factor impairs the integrity of the Sweepstakes as determined by Sponsor in its sole discretion.

Online entries are deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry or is a resident of the California. Prizes will only be awarded to the authorized account holders.

If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if technical difficulties compromise the integrity of the Sweepstakes, the Sponsor reserves the right in its sole discretion to void any entries at issue (including disqualifying any individual who tampers or otherwise interferes with the entry process), and to cancel, terminate, modify or suspend the Sweepstakes, in whole or in part, at any time without notice. In the event of such cancellation, Sponsor reserves the right to award prizes in a random drawing from all eligible entries received before the time of cancellation.

Sponsor in no way promotes illegal acts, and any and all entries which include or promote illegal acts will be disqualified.

Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction of unauthorized access to, or alternation of, entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry received by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site, including <http://www.lalive.com/>, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes.

**CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.**

#### **SPONSOR**

L.A. Live Properties, LLC  
800 W. Olympic Blvd., Ste. 220  
Los Angeles, CA 90015

**WINNERS LIST.** Sweepstakes results and copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to: "LA Live 2009 Red Carpet Sweepstakes" c/o Director of Marketing, 800 W. Olympic Blvd., Ste. 220, Los Angeles, CA 90015. Results will be available after January 15, 2010. Requests for results must be received by February 15, 2010.

