

Official Rules

“MTV and American Family Insurance present Know The Road Sweepstakes”

Sponsored by MTV Networks, a division of Viacom International Inc. and American Mutual Family Insurance Company

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN ALASKA AND HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW.
2. **Entry Period:** The “MTV and American Family Insurance present Know The Road Sweepstakes” (the “Sweepstakes”) commences at 12:00:01 PM (ET) on October 19, 2009 and ends at 11:59:59 AM (ET) on November 9, 2009 (the “Sweepstakes Period”). All entries must be received by 11:59:59 AM (ET) on November 9, 2009.
3. **Eligibility:** This Sweepstakes is open to legal residents of the forty-eight (48) contiguous United States and the District of Columbia. VOID IN ALASKA AND HAWAII and where prohibited or restricted by law. Entrants must be sixteen (16) years of age or older (except for legal residents of Maine who must be 18 years of age or older) at the time of entry. Entrants who have not reached the age of majority in the jurisdiction in which they reside will be required to obtain parental or legal guardian consent to be eligible to be declared a winner. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of MTV Networks, a division of Viacom International Inc. (“MTVN”), American Family Mutual Insurance Company (“AFMIC” and, collectively with MTVN, the “Sponsors”), and each of their parent companies, subsidiaries and other affiliated companies, sponsors, advertising agencies and third party fulfillment agencies and their respective agents, employees, officers, directors, successors and assigns (collectively, the “Sweepstakes Entities”) and any person who has won an MTVN or AFI contest or sweepstakes in the preceding twelve (12) month period, are not eligible to participate in this Sweepstakes. By participating in this Sweepstakes, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by MTVN and by the decisions of MTVN which are final in all matters relating to the Sweepstakes; (b) release from liability, indemnify, defend and hold harmless each of the Sweepstakes Entities and each of their respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to such entrant’s participation or inability to participate in this Sweepstakes and/or use or misuse, or redemption of or inability to redeem a prize; and (c) acknowledge compliance with these Official Rules.
4. **To Enter:** Log on to <http://amfam.mtv.com>, a web site owned and controlled by MTVN (the “Web Site”), at any time during the Sweepstakes Period and follow the online instructions to complete all required fields on the online entry form and proceed to answer five (5) questions. Entrants’ answers will not affect entrant’s chances to win. Entrants must also electronically acknowledge and agree to the terms of MTVN’s Privacy Policy and Terms of Use and submit the online entry form as instructed. All entries submitted in accordance with these Official Rules shall be hereinafter referred to as the “Eligible Entries.” Only one (1) entry per person permitted. If an entrant uses multiple e-mail addresses to submit more than one online entry, only the first online entry will count. In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the e-mail account used to participate in the Sweepstakes at the actual time of entry, will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries become the property of MTVN and will not be acknowledged or returned. The odds of winning depend on the total number of Eligible Entries received.
5. **Grand Prize Winner Selection/Notification:** There will be one (1) grand prize winner (the “Grand Prize Winner”). On or about November 10, 2009, MTVN will randomly select the Grand Prize Winner from all of the Eligible Entries received. MTVN will make up to one (1) attempt over the twenty-four (24) hour period following Grand Prize Winner selection to contact the potential Grand Prize Winner via the email address and/or telephone number(s) provided on his/her online entry form. If a potential Grand Prize Winner cannot be reached during the twenty-four (24) hour period in which he/she is emailed and/or called (no messages will be left on answering machines or voicemail systems), the potential Grand Prize Winner will be disqualified and, an alternate Grand Prize Winner will be selected at random from among all remaining applicable Eligible Entries received if time permits in MTVN’s sole discretion.
6. **Grand Prize Winner Verification:** The Grand Prize Winner (or his/her parent/legal guardian if potential Grand Prize Winner is a resident of a jurisdiction that deems him/her to be a minor) must prove eligibility, including, without limitation,

proof of age and residence within three (3) days of being notified as a potential Grand Prize Winner. In the event of non-compliance by a potential Grand Prize Winner, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules or if his/her Grand Prize (hereinafter defined) or Grand Prize notification is returned as undeliverable, such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as a Grand Prize Winner shall be terminated and an alternative potential Grand Prize Winner may be chosen from among all of the remaining Eligible Entries received if time permits in MTVN's sole discretion. The potential Grand Prize Winner and his/her guest (the "Guest") must sign (or his/her parent/legal guardian must sign if Grand Prize Winner or Guest is a resident of a jurisdiction that deems him/her to be a minor) within three (3) days of receipt of such documents from MTVN: (a) an affidavit of eligibility and release of the Sweepstakes Entities and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any prize or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Sponsors the right to use their name and likeness for advertising and publicity purposes without additional compensation. Entry into this Sweepstakes constitutes agreement to sign such releases. The potential Grand Prize Winner and Guest (or his/her parent/legal guardian if Grand Prize Winner or Guest is a resident of a jurisdiction that deems him/her to be a minor) also must acknowledge that MTVN has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that potential Grand Prize Winner will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. The potential Grand Prize Winner and Guest must also complete any additional legal documents provided by MTVN (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified by MTVN or the potential Grand Prize Winner may forfeit Grand Prize at MTVN's sole discretion. All decisions of MTVN relating to the Sweepstakes are final. MTVN expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason MTVN deems necessary.

7. **Grand Prize:** The Grand Prize Winner will receive a trip for two (2) for Grand Prize Winner and one (1) Guest to New York City, NY to attend the "mtvU Woodie Awards" (the "Event") currently scheduled to take place on November 18, 2009 and such date is subject to change in MTVN's sole discretion. The Grand Prize Winner and his/her Guests must be available to travel from on or around November 17, 2009 to on or around November 19, 2009 or at such other dates as MTVN determines. If any Grand Prize Winner cannot travel on dates specified by MTVN, such Grand Prize Winner will forfeit all rights to the Grand Prize. MTVN is not responsible if potential Grand Prize Winner is unable or unavailable to accept Grand Prize. The trip will include: (i) roundtrip coach class air transportation for the Grand Prize Winner and Guest which shall originate from an airport of MTVN's choice nearest Grand Prize Winner's residence (as determined by MTVN) to New York City, NY (MTVN reserves the right to substitute ground transportation for air transportation if the Grand Prize Winner resides within 150 miles of New York City, NY); (ii) round trip ground transportation for Grand Prize Winner and Guest (to be taken together) between airport and hotel in New York City, NY and between hotel and Event; (iii) two (2) nights standard hotel accommodations in New York City, NY for Grand Prize Winner and Guest which shall be a single room based on double occupancy (meals, telephone calls and other incidentals and costs are not included); and (iv) two (2) tickets to attend the Event (collectively the "Grand Prize").

The approximate retail value (the "ARV") of the Grand Prize is \$2,700.00. The ARV is subject to change based on current market conditions at time of Grand Prize fulfillment and the time of travel and the distance between departure and destination. Any difference between the ARV and the actual value, if any, will not be awarded. Arrangements for the fulfillment of the Grand Prize, including all travel arrangements, will be made by MTVN. The dates for the fulfillment of the Grand Prize will be on or around November 17, 2009 to on or around November 19, 2009, subject to programming requirements or Event scheduling and such dates are subject to change in MTVN's sole discretion.

If a potential Grand Prize Winner is not available to travel on the dates specified by MTVN in its sole discretion, such potential Grand Prize Winner will be disqualified, and an alternative potential Grand Prize Winner will be selected randomly from all remaining applicable Eligible Entries if time permits in MTVN's sole discretion. Each Grand Prize Winner and Guest must travel on the same itinerary. If any Grand Prize Winner is a resident of a jurisdiction that deems him/her to be a minor, he/she must be accompanied by his/her parent/legal guardian, and such person must be the allotted Guest. If any Guest is a resident of a jurisdiction that deems him/her to be a minor, he/she must be accompanied by his/her parent/legal guardian, and such person must be the Grand Prize Winner. MTVN will determine the airline and hotel in its sole discretion. Travel restrictions, conditions and limitations may apply. Grand Prize Winner and Guests must possess valid travel documents in order to travel. All travelers must execute all required releases and documents specified in these Official Rules prior to ticketing. If a Grand Prize Winner elects to travel without a Guest, no additional compensation shall

be awarded. Travel arrangements are subject to availability and must be roundtrip. Sweepstakes Entities shall not be responsible for any cancellations, delays diversions or substitution or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sweepstakes Entities shall not be liable for any loss or damage to baggage. All travel dates are subject to change in MTVN's sole discretion. If for any reason any of the Events is delayed, cancelled or postponed, MTVN reserves the right, but is not obligated, to cancel or modify the Sweepstakes in its discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Grand Prize as set forth in these Official Rules.

8. General Prize Terms: All costs and expenses not specifically listed above, including, without limitation, meals, snacks, beverages, mini-bar, entertainment, souvenirs, personal expenses, baggage fees and damages to hotel rooms, are solely Grand Prize Winner's responsibility. The value of the Grand Prize will be taxable to each Grand Prize Winner as income. Grand Prize Winner must supply MTVN with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of each Grand Prize Winner, or if a minor, in the name of his/her parent or legal guardian, for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Grand Prize Winner (as well as all other entrants) is required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Grand Prize Winner's responsibility. Sweepstakes Entities shall have no responsibility or obligation to a Grand Prize Winner or potential Grand Prize Winner who is unable or unavailable to accept or utilize Grand Prize as described herein.

No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by MTVN, in which case a prize of equal or greater value may be awarded. In the event that the Event is not available for any reason, then remaining elements of prize shall constitute full satisfaction of Sweepstakes Entities' prize obligation to Grand Prize Winner and no additional compensation will be awarded.

9. General Terms: Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY A GRAND PRIZE WINNER OR ANY BEHAVIOR BY A GRAND PRIZE WINNER THAT WILL BRING SUCH GRAND PRIZE WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SWEEPSTAKES ENTITIES' SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER'S DISQUALIFICATION AS A GRAND PRIZE WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS A GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

The Sweepstakes Entities assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. The Sweepstakes Entities are 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 players on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including, without limitation, any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. The Sweepstakes Entities are not responsible for any typographical or other error in the printing of the offer, promotional materials, the Official Rules, administration of the Sweepstakes, or in the announcement of the Grand Prize or the Grand Prize Winner. Sweepstakes Entities are not responsible for cancellation or rescheduling of Events. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, changes in MTVN's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sweepstakes Entities which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Sweepstakes, MTVN reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Web Site and the Grand Prize may be awarded to potential Grand Prize Winner to be selected from among all applicable Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by MTVN. All interpretations of these Official Rules and decisions by MTVN are final. No software-generated, robotic, programmed, script, macro or other automated online or text message entries are permitted and will result in disqualification of all such entries. MTVN reserves the right in its sole discretion to disqualify any individual it finds to have tampered with the entry process or the operation of this Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person or to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY

DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, MTVN RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless the Sweepstakes Entities from any and all liability resulting or arising from the Sweepstakes, 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 the Grand Prize.

10. **Request for Name of Grand Prize Winner and Official Rules:** For the name of the Grand Prize Winner and/or Official Rules, send a self-addressed stamped envelope to:

“MTV and American Family Insurance present Know The Road Sweepstakes”
1515 Broadway, 24th floor
New York, NY 10036
Attention: MTV Integrated Marketing

All requests for a copy of the Official Rules and for the name of Grand Prize Winner must be made by January 8, 2009. Please note on the front left-hand corner of your outer envelope whether you are requesting “Official Rules” or the name of the “Grand Prize Winner”. Vermont residents may omit return postage if requesting a set of Official Rules.

11. **Sponsor:** This Sweepstakes is sponsored by MTV Networks, a division of Viacom International Inc., 1515 Broadway, New York, NY 10036 and American Family Mutual Insurance Company, 6000 American Parkway, Madison, WI 53783-0001.