

Official Rules
“MTV’s Take One Direction Home Sweepstakes”
Sponsored by MTV

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

2. **Entry Period:** “MTV’s Take One Direction Home Sweepstakes” (the “Sweepstakes”) commences at 12:00:01 AM Eastern Standard Time (“EST”) on December 17 2012 and ends at 11:59:59 PM (EST) on December 23, 2012 (the “Sweepstakes Period”). All entries must be received by 11:59:59 PM (EST) on December 23, 2012. The odds of winning depend on the total number of Eligible Entries (hereinafter defined) received for the Sweepstakes.

3. **Eligibility:** The Sweepstakes is open to individuals who are: legal residents of the fifty (50) United States and the District of Columbia who are at least thirteen (13) years of age or older at the time of entry. Entrants must have a Facebook account to participate in the Sweepstakes. (Entrants who have not yet reached the age of majority in the jurisdiction in which they reside will need to obtain permission from their parents/legal guardians in order to enter be declared the Grand Prize Winner. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of Viacom International Inc. (“Sponsor”), Facebook Inc. (“Facebook”), and each of their respective affiliated companies, sponsors, subsidiaries, advertising agencies and third party fulfillment agencies (collectively, the “Sweepstakes Entities”) are not eligible to enter 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 the Sponsor, and by the decisions of the Sponsor, which are final in all matters relating to this Sweepstakes; (b) release and hold harmless Sweepstakes Entities and their respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of the Grand Prize (as hereinafter defined); and (c) acknowledge compliance with these Official Rules.

4. **To Enter:**

During the Sweepstakes Period, (a) visit <http://www.facebook.com/mtvnews> and if you have not previously done, so follow the instructions to “like” the page (b) click on the Welcome tab and complete the entry form fully and accurately with all required information (which may include your full name and email, telephone number and age) in addition to the “mystery word” (for which daily “clues” will appear on MTV.com throughout the Promotion Period) (c) agree to the Official Rules and (d) submit the entry. By registering at entry site and entering Sweepstakes, you further agree to abide by and be bound by the Facebook, Inc.’s Terms of Use, which can be found at <http://www.facebook.com/terms.php?ref=pf>; if you do not agree to Facebook’s Terms of Use, do not enter the Sweepstakes or otherwise use the entry site.

All entries submitted in accordance with these Official Rules shall be hereinafter referred to as “Eligible Entries”. In the event of a dispute over who submitted a winning entry, the authorized subscriber of the Facebook account used to participate in the Sweepstakes at the actual time of entry will be deemed to be the entrant. You may enter as many times as you want but the use of automated entries of any kind is strictly prohibited.. The authorized account subscriber is defined as the natural person who is assigned a Facebook account by Facebook. All Entries become the property of Sponsor and will not be acknowledged or returned. All entries must comply with the Facebook’s Terms of Use (links above).

5. **Grand Prize Winner Selection/Notification:** One (1) grand prize winner (the “Grand Prize Winner”) will be randomly selected on or around December 26, 2012 by Sponsor from the Eligible Entries received during the Sweepstakes Period. Sponsor will make up to two (2) attempts over a twenty-four hour period following the Grand Prize Winner’s selection to contact the potential Grand Prize Winner via the email address provided on his/her entry form. In the event that a potential Grand Prize Winner does not respond within the 24 hour period of being contacted such potential Grand Prize Winner will be disqualified and an alternate Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received. This process will be repeated until a potential Grand Prize Winner responds.

6. **Grand Prize Winner Verification:** The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age and residence within twenty-four (24) hours of being notified as the potential Grand Prize Winner. In the event of non-compliance by a potential Grand Prize Winner such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as the Grand Prize Winner shall be terminated and an alternate potential Grand Prize Winner may be

chosen from among all of the remaining applicable Eligible Entries received if time permits in Sponsor's sole discretion. Grand Prize Winner must sign (his/her parent/legal guardian must sign if Grand Prize Winner is not the age of majority in the jurisdiction in which he/she resides) within three (3) days of receipt of the following documents from Sponsor: (a) an affidavit of eligibility and release of Sweepstakes Entities and its respective officers, directors, employees, agents and members ("Releasess"), 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 the Grand Prize (as hereinafter defined) or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Sweepstakes Entities the right to use his/her name and likeness for advertising and publicity purposes without additional compensation and (c) any other documentation required by Sponsor, including a W2 form and Grand Prize Winner's social security number for tax purposes (collectively, the "Releasess"). Entry into this Sweepstakes constitutes entrants' agreement to sign such Releases. Grand Prize Winner also must acknowledge that Sponsor has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that Grand Prize Winner (his/her parent/legal guardian must sign if Grand Prize Winner is not the age of majority in the jurisdiction in which he/she resides) will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance (as applicable) relating to the Grand Prize. Grand Prize Winner must also complete any additional legal documents provided by Sponsor (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the time frame specified by Sponsor or Grand Prize Winner may forfeit Grand Prize at Sponsor's sole discretion. Failure to return all such documents and comply with Sponsor's deadlines, noncompliance with these Official Rules or the return of any prize or prize notification will result in disqualification and selection of an alternate winner. All decisions of the Sponsor relating to the Sweepstakes are final. Sponsor expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason Sponsor deems necessary.

7. **Grand Prize (1):** The one (1) Grand Prize Winner will receive one (1) set of five (5) 12" high One Direction dolls (the "Grand Prize"). The approximate retail value (the "ARV") of the Grand Prize is \$100.00 and the total ARV for all prizes awarded in this Sweepstakes is \$100.00.

8. **General Prize Terms:** All details related to the Grand Prize not specified herein shall be determined by Sponsor in its sole discretion. The date for fulfillment of the Grand Prize will be within approximately 3-4 weeks of Grand Prize Winner's selection and verification, subject to change in Sponsor's sole discretion. Arrangements for fulfillment of the Grand Prize will be made by Sponsor. All costs and expenses not specifically listed as part of the prize incurred in connection with the Grand Prize are solely Grand Prize Winner's responsibility. The value of the Grand Prize may be taxable to the Grand Prize Winner as income. Grand Prize Winner may need to supply Sponsor with his/her social security numbers for tax purposes. An IRS Form 1099 may be issued in the name of the Grand Prize Winner, or if a minor in the jurisdiction in which he/she resides, in the name of his/her parent or legal guardian, for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, the Grand Prize Winner (as well as all other entrants) are required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes (if any), and any other costs and expenses associated with the Grand Prize not specifically provided for in these Official Rules, are solely Grand Prize Winner's responsibility. Sponsor shall have no responsibility or obligation to the Grand Prize Winner or any potential Grand Prize Winner who is unable or unavailable to accept or utilize the Grand Prize as described herein. No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof is permitted, except by Sponsor, in which case a prize of comparable or greater value may be awarded.

9. **General Terms:** Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE GRAND PRIZE WINNER OR ANY BEHAVIOR BY THE GRAND PRIZE WINNER THAT WILL BRING THE GRAND PRIZE WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SPONSOR'S SOLE DISCRETION) WILL RESULT IN GRAND PRIZE WINNER'S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS THE 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. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Grand Prize and Grand Prize Winner. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor 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, the Grand Prize may be awarded to a winner to be selected from among all 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 Sponsor. All interpretations of these Official Rules and decisions by Sponsor are final. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR 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 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 Sweepstakes Entities, and hereby acknowledge that Sweepstakes Entities has neither made nor is 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 the Grand Prize Winner and Official Rules: For the name of the Grand Prize Winner and/or Official Rules, send a self-addressed stamped envelope by February 4, 2013 to: MTV, Attention: **“Take One Direction Home Sweepstakes”** 29th Floor, New York, NY 10036. 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: Sweepstakes sponsored by MTV, a brand of Viacom International Inc., 1515 Broadway, New York, NY 10036. Facebook is not a sponsor of the Sweepstakes, and is in no way responsible for the administration of the Sweepstakes, the verification of winners or the fulfillment of the prizes. Inquiries (whether questions, comments or complaints) should be directed to Viacom International Inc., not to Facebook.