

**Official Rules**  
**“The College Television Awards Presenter Goodie Bag Giveaway”**  
**Sponsored by**  
**MTV Networks on Campus Inc., a subsidiary of Viacom International Inc.**

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:** “The College Television Awards Presenter Goodie Bag Giveaway Sweepstakes” (the “Sweepstakes”) commences at 12:00:01 PM (ET) on April 15, 2010 and ends at 11:59:59 PM (ET) on May 15, 2010 (the “Sweepstakes Period”). All entries must be received by 11:59:59 PM (ET) on May 15, 2010.

3. **Eligibility:** This Sweepstakes is open to legal residents of the 50 continental United States and District of Columbia. Entrants must be at least 18 years of age or older at time of entry and are currently enrolled as a part-time or full-time student at an accredited United States college or university. If 18 is not the age of majority in the jurisdiction in which entrant resides, entrant must obtain parental or legal guardian consent to be eligible to participate in Sweepstakes. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of MTV Networks on Campus Inc., a subsidiary of Viacom International Inc. (“MTVNOC”) and its affiliated companies, sponsors, subsidiaries, advertising agencies, third party fulfillment agencies, agents, employees, officers, directors, successors and assigns (collectively, the “Released Parties”) are not eligible. By participating in this Sweepstakes, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by MTVNOC, and by the decisions of MTVNOC, which are final in all matters relating to the Sweepstakes; (b) to release and hold harmless Released Parties 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 a prize; and (c) acknowledge compliance with these Official Rules.

4. **To Enter:** Visit [www.bestfilmoncampus.com](http://www.bestfilmoncampus.com), a web site owned and controlled by MTVNOC (the “Web Site”), at any time during the Sweepstakes Period and electronically agree to the terms of the MTVNOC Privacy Policy and Terms of Use and follow the online instructions to complete all required fields and submit the online entry form as instructed. 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 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 MTVNOC and will not be acknowledged or returned.

5. **Grand Prize Winner Selection/Notification:** One (1) grand prize winner (the “Grand Prize Winner”) will be randomly selected on or about June 1, 2010. MTVNOC will make up to two (2) attempts over the 48 hour period following Grand Prize Winner selection to contact the potential Grand Prize Winner via the telephone number(s) and/or email provided on his/her entry form. If the potential Grand Prize Winner cannot be reached during the 48 hour period in which he/she is called (no messages will be left on answering machines or voicemail systems) or emailed the potential Grand Prize Winner will be disqualified and an alternate Grand Prize Winner will be selected from among the remaining Eligible Entries received.

6. **Grand Prize Winner Verification:** The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age, residence and enrollment as a part time or full time student at an accredited United States college or university 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, 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 in MTVNOC’s sole discretion. The Grand Prize Winner (or, if 18 is not the age of majority in the jurisdiction in which potential Grand Prize Winner resides, his/her parent or legal guardian) must sign within three (3) days of receipt of such documents from MTVNOC: (a) an affidavit of eligibility and release of Released Parties, 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 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 MTVNOC 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. Grand Prize Winner (or, if 18 is not the age of majority in the jurisdiction in which potential Grand Prize Winner resides) also must acknowledge that MTVNOC has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that 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. Grand Prize Winner (or, if 18 is not the age of majority in the jurisdiction in which potential Grand Prize Winner must also

complete any additional legal documents provided by MTVNOC (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified by MTVNOC or Grand Prize Winner may forfeit Grand Prize at MTVNOC's sole discretion. All decisions of MTVNOC relating to the Sweepstakes are final. MTVNOC expressly reserves the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason MTVNOC deems necessary.

7. **Grand Prize:** The Grand Prize Winner will receive one (1) College Television Awards Presenter Goodie Bag (the "Goodie Bag"). The Goodie Bag will be substantially similar to the bag to be given out at The Television Academy Foundation's 30th College Television Awards (the "Grand Prize").

The approximate retail value ("ARV") of the Grand Prize is \$360.00 and is subject to change based on current market conditions at time of Grand Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be rewarded. The dates for fulfillment of the Grand Prize will be on or around June 1, 2010, subject to programming requirements and such dates are subject to change in MTVNOC's sole discretion.

8. **General Prize Terms:** Arrangements for fulfillment of the Grand Prize will be made by MTVNOC. All costs and expenses not specifically listed above, including, without limitation, any equipment to be used in connection with the Grand Prize are solely Grand Prize Winner's responsibility. The value of the Grand Prize may be taxable to Grand Prize Winner as income. Grand Prize Winner must supply MTVNOC with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of 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. MTVNOC 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. The odds of winning the Sweepstakes depend on the number of Eligible Entries received.

No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by MTVNOC, in which case a prize of equivalent 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 A GRAND PRIZE WINNER OR ANY BEHAVIOR BY A GRAND PRIZE WINNER THAT WILL BRING SUCH GRAND PRIZE WINNER OR MTVNOC INTO DISREPUTE (IN MTVNOC'S SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER'S DISQUALIFICATION AS A GRAND PRIZE WINNER OF THE COLLEGE TELEVISION AWARDS GOODIE BAG GIVEAWAY SWEEPSTAKES AND ALL PRIVILEGES AS A GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

MTVNOC assumes 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. MTVNOC 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 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 participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. MTVNOC 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, changes in MTVNOC's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of MTVNOC which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, MTVNOC 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 [www.bestfilmoncampus.com](http://www.bestfilmoncampus.com) and the Grand Prize may be awarded to winners 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 MTVNOC. All interpretations of these Official Rules and decisions by MTVNOC 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. MTVNOC 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, MTVNOC 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 MTVNOC from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against MTVNOC, and hereby acknowledge that MTVNOC has 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, including express warranties provided exclusively by a prize supplier that are sent along with 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:

mtvU  
“The College Television Awards Presenter Goodie Bag Giveaway Sweepstakes”  
1540 Broadway, 33<sup>rd</sup> FL  
New York, NY 10036

All requests for a copy of the Official Rules and for the name of the Grand Prize Winner must be made by July 15, 2010. 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 on Campus Inc., a subsidiary of Viacom International Inc., 1515 Broadway, New York, NY 10036.