

Official Rules
“MTV2 LFL Player Takedown Sweepstakes”
Sponsored by
MTV2 and Lingerie Football League, LLC.

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID IN ALASKA, HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW.
2. **Entry Period:** The “MTV2 LFL Player Takedown Sweepstakes” (the “Sweepstakes”) commences at 12:00:01 AM (ET) on September 9, 2011 and ends at 11:59:59 PM (ET) on January 13, 2012 (the “Sweepstakes Period”). All entries must be received by 11:59:59 PM (ET) on January 13, 2012.
3. **Eligibility:** This Sweepstakes is open to legal residents of the forty eight (48) contiguous United States and District of Columbia EXCLUDING ALASKA AND HAWAII. Entrants must be at least twenty-one (21) years of age or older at time of entry and possess a valid United States driver’s license. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of Viacom Media Networks, a division of Viacom International Inc. (“VMN”) and Lingerie Football League, LLC. (“LFL” and, together with VMN, the “Sponsors”) and each of their parent companies, subsidiaries and other affiliated companies, advertising agencies and third party fulfillment agencies and its respective agents, employees, officers, directors, successors and assigns (collectively with Sponsors, the “Sponsor Entities”) and any person who has won an MTV Networks, VMN or LFL contest or sweepstakes in the preceding twelve (12) month period, 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 the Sponsors, and by the decisions of the Sponsors, which are final in all matters relating to the Sweepstakes; (b) release and hold harmless the Sponsor Entities 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 defined herein); and (c) acknowledge compliance with these Official Rules.
4. **To Enter:** Visit lfl.mtv2.com (the “Website”), click the link to the online entry form and complete all required fields on the online entry form. Entrants must also electronically acknowledge and agree to the terms of the Website’s Privacy Policy and these Official Rules and submit the online entry form as instructed. Entrants may enter as often as they wish. 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. Entrants may be required to provide us with proof that he/she is the authorized account holder of the associated e-mail address. All entries become the property of Sponsors and will not be acknowledged or returned. All entries submitted in accordance with these Official Rules shall be hereinafter referred to as “Eligible Entries”. The odds of winning the Sweepstakes depend on the number of Eligible Entries received.
5. **Grand Prize Winner Selection/Notification:** One (1) grand prize winner (the “Grand Prize Winner”) will be randomly selected by VMN on or about the week of January 18, 2012 from all Eligible Entries received. VMN 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 telephone number(s) provided on their online entry forms. If the potential Grand Prize Winner cannot be reached during the twenty-four (24) hour period in which he/she is 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 from among the remaining Eligible Entries received, if time permits.
6. **Grand Prize Winner Verification:** The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as the potential Grand Prize Winner. In the event of non-compliance by the 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 Eligible Entries received in Sponsors’ sole discretion. The Grand Prize Winner must sign within three (3) days of receipt of such documents from Sponsors: (a) an affidavit of eligibility and release of Sponsor 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 directly or indirectly from acceptance, possession, or misuse of any prize participation in this Sweepstakes or while traveling to, preparing for or participating in any prize related activity to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Sponsor Entities 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 must also acknowledge that Sponsor Entities have 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 must also complete any additional legal documents provided by Sponsors (or third party on their behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified by Sponsors or Grand Prize Winner may forfeit Grand Prize at Sponsors' sole discretion. All decisions of Sponsors relating to the Sweepstakes are final. Sponsors expressly reserve the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason Sponsors deem necessary.

7. Grand Prize: The Grand Prize Winner will receive a trip for two (2) for the Grand Prize Winner and his/her one (1) Guest to Las Vegas, NV to attend the "Lingerie Bowl" (the "Event") currently scheduled to take place on February 5, 2012 and such date is subject to change at Sponsors' sole discretion. The Grand Prize Winner and his/her Guest must be available to travel from February 4, 2012 to February 6, 2012 or at such other dates as VMN determines. If the Grand Prize Winner cannot travel on dates specified by VMN, such Grand Prize Winner will forfeit all rights to the Grand Prize. Sponsors are 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 VMN's choice nearest Grand Prize Winner's residence (as determined by VMN) to Las Vegas, NV (VMN reserves the right to substitute ground transportation for air transportation if the Grand Prize Winner resides within 150 miles of Las Vegas, NV); (ii) two (2) nights standard hotel accommodations in Las Vegas, NV 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); (iii) two (2) tickets to attend the Event and (iv) one (1) \$250.00 gift card for the Grand Prize Winner; (v) chance to tackle an LFL Player during half-time and (vi) LFL VIP Experience including Meet & Greets, signed game ball, signed poster, no-wait VIP access to Lingerie Bowl weekend parties in Las Vegas and subject to change in Sponsors' sole discretion (collectively the "Grand Prize").

The approximate retail value (the "ARV") of the Grand Prize is \$4,200.00. 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 VMN. The dates for the fulfillment of the Grand Prize will be on or around February 4, 2012 to on or around February 6, 2012, subject to programming requirements or Event scheduling and such dates are subject to change in Sponsors' sole discretion.

If the potential Grand Prize Winner is not available to travel on the dates specified by VMN 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 VMN's sole discretion. The Grand Prize Winner and Guest must travel on the same itinerary. If the 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 the 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. VMN will determine the airline and hotel in its sole discretion. Travel restrictions, conditions and limitations may apply. Grand Prize Winner and Guest 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 the 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 VMN's sole discretion. If for any reason any of the Events is delayed, cancelled or postponed, VMN 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: Arrangements for fulfillment of the Grand Prize will be made by Sponsors or a third party on Sponsors' behalf. All costs and expenses not specifically listed above, including any equipment to be used in connection with the Grand Prize, are solely Grand Prize Winner's responsibility. The value of the Grand Prize will be taxable to Grand Prize Winner as income. Grand Prize Winner must supply Sponsors 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. Sponsors 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 Sponsors, in which case a prize of equal 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 SPONSOR ENTITIES INTO DISREPUTE (IN SPONSOR ENTITIES' SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER'S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS A GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

The Sponsor 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 Sponsor 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 participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. The Sponsor Entities are 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 VMN's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, the Sponsors reserve the right in their 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 lfl.mtv2.com and 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 Sponsors. All interpretations of these Official Rules and decisions by Sponsors 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. The Sponsors reserve the right in their sole discretion to disqualify any individual they find 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, SPONSOR ENTITIES RESERVE 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 Sponsor 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 Sponsor Entities, and hereby acknowledge that said Sponsor 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, including express warranties provided exclusively by a prize supplier that are sent along with the Grand Prize.

10. **Request for the 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 to:

"MTV2 LFL Player Takedown Sweepstakes"
MTV 360 Events & Promotions
1540 Broadway 33rd Floor
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 March 18, 2012. 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. **Sponsors:** This Sweepstakes is sponsored by Viacom Media Networks, a division of Viacom International Inc., 1515 Broadway, New York, NY 10036 and Lingerie Football League, LLC., 1707 Village Center Circle, Suite 290, Las Vegas, NV 89134.