

“BET AWARDS” Sweepstakes
Official Rules

NO PURCHASE NECESSARY TO ENTER, PLAY OR CLAIM A PRIZE.

A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING.

OPEN TO ALL LEGAL RESIDENTS OF THE FIFTY UNITED STATES AND THE DISTRICT OF COLUMBIA WHO ARE 18 YEARS OF AGE OR OLDER AT THE TIME OF ENTRY.

VOID IN PUERTO RICO, ELSEWHERE AND WHERE PROHIBITED BY LAW.

The “BET Awards” Sweepstakes (the “Sweepstakes”) is sponsored and administered by MarketingLab, Inc., P.O. Box 583079, Minneapolis, MN 55458-3079.

- 1. BRIEF OVERVIEW OF THE “BET AWARDS” SWEEPSTAKES:** NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT WILL NOT INCREASE AN ENTRANT’S CHANCES OF WINNING. The Sweepstakes starts on January 27, 2011 at 12:00 A.M. Eastern Time (“ET”) and ends on February 28, 2011 at 11:59:59 P.M. ET (“Sweepstakes Period”).
- 2. ELIGIBILITY:** This Sweepstakes is offered only to legal United States residents of the 50 United States and District of Columbia, are physically present in one of the 50 United States or the District of Columbia at the time of entry and who are 18 years of age or older at the time of entry. Employees of MarketingLab, Inc., Dollar General Corporation, Black Entertainment Television LLC, their respective parent companies, affiliates, subsidiaries, advertising, promotion and production agencies, and their immediate family members (*i.e.*, spouse, parent, child, sibling, and the “steps” of each) and persons living in the same household of each (“Sponsor and Others”) are not eligible to enter. All federal, state and local laws and regulations apply. Void in Puerto Rico and elsewhere where prohibited by law. Participation constitutes Entrant’s full and unconditional agreement to these Official Rules and Sponsor and Administrator’s decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Administrator’s computer shall be the official Sweepstakes Period clock.
- 3. BET AWARDS SWEEPSTAKES: TWO WAYS TO ENTER:**
 - A. Online:** During the Sweepstakes Period, any eligible entrant (“Entrant”) who wishes to enter online must go to www.dollargeneral.com (“Website”) and register for the Sweepstakes. An Entrant may register by logging on to the Website and entering his/her valid email address and other requested information including, but not limited to, his/her first and last name, complete address (a P.O. Box will not be accepted), date of birth and telephone number. By registering, the Entrant will receive one (1) automatic entry into the Sweepstakes. Limit of one (1) entry per email address per calendar day during the Sweepstakes Period. In case of a dispute as to the identity of an online Entrant, entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (*e.g.*, business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.
 - B. Mail-in:** An Entrant may also enter by hand-writing his/her name, valid email address, complete street address (P.O. Boxes not accepted), daytime and evening telephone numbers, and date of birth on a 3"x5" card and by mailing that entry to BET Awards Sweepstakes, P.O. Box 583079, Minneapolis, MN 55458-3079. All entries must be postmarked by February 28, 2011 and received no later than March 14, 2011 to be eligible. Entrants may enter one (1) time per day during the Sweepstakes Period, and

each entry must be on a separate 3"x5" card. Mass entries or mechanical reproductions are prohibited and will be invalid. Sponsor and Others are not responsible for lost, late, stolen, illegible or incomplete entries, which will be disqualified. All entries become the property of Sponsor and will not be returned.

4. RANDOM SWEEPSTAKES DRAWING: On or about March 15, 2011, Sponsor will randomly draw one (1) Sweepstakes entry from among all eligible entries received in the Sweepstakes to be the potential "Grand Prize Winner". Sponsor will then randomly draw two (2) Sweepstakes entries to be the potential "First Prize Winners," fifteen (15) Sweepstakes entries to be the potential "Second Prize Winners," twenty-five (25) Sweepstakes entries to be the potential "Third Prize Winners," and fifty (50) Sweepstakes entries to be the potential "Fourth Prize Winners." All winners are considered "potential" winners and will be subject to verification of eligibility and compliance with these Official Rules.

5. PRIZES AND ODDS OF WINNING:

A. Sweepstakes Prizes:

i. **Grand Prize (1):** One (1) Grand Prize winner will win a trip for two (2) people, the Grand Prize Winner and his/her guest ("Guest"), to attend the 2011 BET Awards Show on an exact date to be determined but which date will be in June, 2011. The Grand Prize Winner and the Guest will receive a three (3) day trip to Los Angeles, California leaving on an exact date to be determined but which date will be in June, 2011 and returning on an exact date to be determined but which date will be in June, 2011 (the "Grand Prize Trip"). The Grand Prize Trip will include: roundtrip coach-class air transportation for Grand Prize Winner and the Guest from the gateway airport closest to Grand Prize Winner's home (selected by the Sponsor in its sole discretion) to Los Angeles, California; three (3) days/two (2) nights hotel accommodations (single room, double occupancy) in a hotel to be determined in the Sponsor's sole discretion, round-trip limousine transfers between the airport, hotel and to the awards show, two tickets to attend the annual 2011 BET Awards in Los Angeles, California on an exact date to be determined but which date will be in June, 2011, two (2) tickets to the after show party event, \$500 in cash for the Grand Prize Winner and Guest's Grand Prize Trip Expenses and \$800 for twenty (20) meals for Grand Prize Winner and the Guest during the Grand Prize Trip. If the Grand Prize Winner lives within two hundred (200) miles from the metropolitan Los Angeles Area, then the Sponsor may elect to provide the Grand Prize Winner and the Guest with ground transportation to the hotel and no compensation or substitution will be provided for any difference in prize value. The Grand Prize Winner and the Guest must be able to travel to Los Angeles, California area on an exact date to be determined but which date will be in June, 2011 return on an exact date to be determined but which date will be in June, 2011, be prepared to stay in Los Angeles, California for three (3) days, and be able to attend the 2011 BET Awards Show. If a Grand Prize Winner is disqualified for any reason, cannot travel on the dates selected by Sponsor, or refuses to sign an Affidavit of Eligibility/ Liability & Publicity Release, then the Sponsor may randomly select a new Grand Prize Winner from the pool of eligible entrants or may cancel the Grand Prize Trip.

The Guest must be at least eighteen (18) years old. The Guest must also sign a Liability & Publicity Release.

Grand Prize Winner and Guest must travel on the same itinerary and all travel arrangements must be made with Sponsor or Sponsor's agent. Travel arrangements are subject to availability. Some restrictions may apply. No cancellation of reservation or transfer of reservations to another date will be permitted after the reservations have been made. If the 2011 BET Awards Show is postponed or cancelled for any reason, Sponsor may provide Grand Prize Winner with the cash equivalent of the prize or send Grand Prize Winner and his/her

Guest to the 2012 BET Awards Show. Grand Prize Winner and Guest are solely responsible for obtaining any necessary travel documents.

The Approximate Retail Value (“ARV”) of the Grand Prize is USD \$6,650. Actual value depends on date/time/point of departure/destination; any difference between the stated ARV and actual value will not be awarded. Grand Prize Winner and Guest are solely responsible for any other expenses (including but not limited to federal, state and local taxes as set forth below) which are not listed in these Official Rules.

- ii. **First Prize (2):** There will be two (2) First Prize Winners who will each receive a \$500 Dollar General Gift Card (the “Gift Card”).
- iii. **Second Prize (15):** There will be fifteen (15) Second Prize Winners who will each receive a \$100 Gift Card.
- iv. **Third Prize (25):** There will be twenty-five (25) Third Prize Winners who will each receive a \$50 Gift Card.
- v. **Fourth Prize (50):** There will be fifty (50) Fourth Prize Winners who will each receive a \$25 Gift Card.
- vi. Each Gift Card is subject to the terms and conditions set forth on the Gift Card which shall govern the use of the Gift Card. The use of a Gift Card constitutes the user’s acceptance of the terms and conditions so the Prize Winners should read the terms and conditions on the Gift Card carefully. The Prize Winners must protect the Gift Card and treat the Gift Card as they would any other valuable document. The Prize Winners must use the Gift Card towards the purchase of merchandise at any participating Dollar General store or Dollar General Market store in the United States for the balance remaining on the Gift Card. Each Gift Card balance will be printed on the receipt for any purchase. Each Prize Winner may also check his/her balance on a Gift Card at any store. Each Gift Card is redeemable for merchandise only and will not be redeemed or exchanged for cash, except where required by law. Each Gift Card will not be replaced or replenished if it lost, stolen, damaged, destroyed or used without your permission and will be voided if altered or defaced. The Gift Cards are issued by DG Promotions, Inc., a Tennessee corporation. ARV of \$5,000

B. **Odds of Winning:** The odds of winning a Sweepstakes prize depend on the total number of eligible entries received. Limit one (1) Sweepstakes Prize per household.

C. **Grand Total Approximate Retail Value of all Sweepstakes Prizes:** USD \$11,650.

6. **HOW TO CLAIM A PRIZE, AFFIDAVITS AND RELEASES:** The potential Grand Prize Winner will be notified via email/telephone or, if he/she does not have an email address, then only by telephone with instructions on how to claim the Grand Prize. If a potential Grand Prize Winner is found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or Sponsor is unable to contact a potential Grand Prize Winner within ten (10) days of the date that the Grand Prize is awarded, or in the event that a confirmation mail or e-mail is returned as undeliverable, the Grand Prize will be forfeited and, in the Sponsor’s sole discretion, the Grand Prize may or may not be awarded to an alternate Grand Prize Winner. The potential Grand Prize Winner may be required to furnish proof of identification. Before being declared a Grand Prize Winner, the potential Grand Prize Winner will be required to execute and return an Affidavit of Eligibility/Liability & Publicity Release and a tax acknowledgment form within ten (10) days from the date it is postmarked as having been sent by the Sponsor or its representative, or the Grand Prize may (in Sponsor’s sole discretion) be forfeited and, in Sponsor’s sole discretion, awarded to an alternate Grand Prize Winner.

If a potential First, Second, Third or Fourth Prize Winner is found to be ineligible or not in compliance with these Official Rules, declines to accept a prize, or in the event the Prize is returned as undeliverable, the Prize will be forfeited and, in the Sponsor's sole discretion, the Sponsor may or may not award the Prize to an alternate Prize Winner. The First, Second, Third or Fourth Prize Winner will be fulfilled by mailing the Gift Card to the address that the Prize Winner set forth in his/her entry within 4 to 6 weeks from the date that it is awarded. The Sponsor and Others shall not be held responsible for any delays in awarding prizes for any reason.

The right to receive a Sweepstakes Prize is non-assignable, non-transferable and no prize substitution, exchange or cash equivalent will be allowed, except by Sponsor who reserves the right to substitute prize of equal or greater value in case of unavailability of prize or force majeure. Federal, state and local taxes, if any, are the sole responsibility of Grand Prize Winner and the First Place Winner. Sweepstakes Prizes will only be awarded to verified Winners.

- 7. LIMITATION OF LIABILITY:** Sponsor and Others are not responsible for illegible, lost, late, incomplete, stolen, misdirected postage due, or undeliverable email, or postal mail; or for any computer, telephone, satellite, cable, network, electronic or Internet hardware or software malfunctions, failures, connections, or availability, or garbled, corrupt or jumbled transmissions, service provider/Internet/web site/use net accessibility, availability, or traffic congestion, or any technical, mechanical, or typographical or other error, or unauthorized human intervention, or the incorrect or inaccurate capture of registration information, or the failure to capture, or loss of, any such information. Sponsor and Others are not responsible for any incorrect or inaccurate information, whether caused by any web site users, tampering, hacking, or by any of the equipment or programming associated with or utilized in the Sweepstakes and assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, technical error, theft or destruction or unauthorized access to any web site(s). Sponsor and Others are not responsible for any injury or damage, whether personal or property, to participants or to any person's computer related to or resulting from participating in this Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and/or proceed with the Sweepstakes, including the selection of a winner(s), in a manner it deems fair and reasonable including the selection of winners from among eligible entries received prior to such cancellation, termination, modification or suspension. **SPONSOR AND OTHERS MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT AS REGARDS TO ANY PRIZE OR ANY COMPONENTS OF THE PRIZES. VOID WHERE PROHIBITED, AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES. AN ENTRANT MUST CHECK LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY.** Further, Sponsor and Others are not responsible for, and shall be indemnified by each prize winner against any claims, injuries, losses or damages of any kind resulting from acceptance, use, misuse, possession, or loss of a prize. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by the Sponsor.

Sponsor and Others shall not be liable to any prize winner or any other person for any part thereof, by reason of any acts of God; any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entities (whether or not they prove to be valid); equipment failure; terrorist acts; earthquake; fire; flood; war; explosion; unusually severe weather; hurricane; embargo; labor dispute or strike (whether legal or illegal); labor or material shortage; transportation interruption of any kind; work slow-down; civil disturbance; insurrection; riot; or any other cause beyond Sponsor's sole control. As a condition of participating in this Sweepstakes, each Entrant agrees to release, defend, indemnify and hold harmless Sponsor and Others from and against any injuries, death, losses, costs, expenses, damages, claims, judgments, causes of action and any liability of any kind in connection with, resulting from or arising from the Sweepstakes, participation in the Sweepstakes, including without limitation, acceptance, receipt,

delivery, possession, use, misuse, inability to use, defect or nonuse or loss of the prize that may be awarded.

- 8. DISPUTES:** THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN THE COUNTY OF OAKLAND COUNTY, MICHIGAN. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF (“JAMS RULES”). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN MICHIGAN. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN OAKLAND COUNTY, MICHIGAN. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY’S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.
- 9. PRIVACY POLICY:** Any personally identifiable information collected during an Entrant's participation in this Sweepstakes will be collected by Sponsor or its agent and used by Sponsor, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules and in accordance with Sponsor's Privacy Policy as stated at www.mymarketinglab.com/privacypolicy/BET.PDF and any opt-ins an Entrant may have agreed to during the registration process.
- 10. PUBLICITY RIGHTS:** By playing the Sweepstakes and/or accepting a Prize, Entrant agrees to allow Sponsor and/or Sponsor's designee the perpetual right to use their name, biographical information, photos and/or likeness, and statements for promotion, trade, commercial, advertising and publicity purposes, at any time or times, in all media now known or hereafter discovered, world wide, including but not limited to on the World Wide Web and Internet, without notice, review or approval and without additional compensation except where prohibited by law.
- 11. GENERAL:** By entering this Sweepstakes, participants agree to abide by and accept these Official Rules throughout the Sweepstakes Period and the decisions of Sponsor or Administrator, which shall be final and binding in all matters relating to this Sweepstakes. Entrants waive any right to claim ambiguity in these Official Rules. In no event will more Prizes be awarded than are stated in these Official Rules. In the event that, due to technical, typographical, mechanical or other errors, there are more potential Prize Winners than are stated in these Official Rules, a random drawing among the claimants will be held to determine the Prize Winners. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. Sponsor reserves the right, to disqualify any individual found, in its sole opinion, to be tampering with the operation of the Sweepstakes; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike manner or with the intent to disrupt the normal operation of this Sweepstakes. Any use of robotic, automatic, macro, programmed, third party or like methods to participate in the Sweepstakes will void any attempted participation effected by such methods and the disqualification of the individual utilizing the same. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** All entries and/or materials submitted become the property of Sponsor and will not be returned. In the event of any conflict with any Sweepstakes details contained in these Official Rules and Sweepstakes details contained in Sweepstakes Materials (including but not limited to point of sale, television, and print

advertising, promotional packaging, and other promotion media), the details of the Sweepstakes as set forth in these Official Rules shall prevail.

- 12. WINNER'S LIST.** For a list of prize winners, print your name and address on a 3"x 5" card and mail it in an envelope to: Winners List, BET Awards Sweepstakes, MarketingLab, Inc., P.O. Box 583079, Minneapolis, MN 55458-3079. Winner List requests will only be accepted after the promotion end date (listed above) and requests must be received no later than April 30, 2011. Customer service inquiries can be made at 1-866-658-8522.

Sponsored by MarketingLab, Inc., P.O. Box 583079, Minneapolis, MN 55458-3079.

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