

## **BOOST MOBILE MEAC "TURNING UP THE HEAT TOUR" CONTEST OFFICIAL RULES**

**1. The Boost Mobile MEAC "Turning Up The Heat Tour" Contest ("Contest")** begins on January 21, 2010, and ends on March 4, 2010 ("Contest Period") unless terminated early or extended by Sponsor (as defined below). All entries must be received prior to March 4, 2010 to be considered for the Contest.

**2. NO PURCHASE NECESSARY.** No purchase necessary to enter or win. Contest is void where prohibited by law and is subject to all federal, state and local laws and regulations. Void in Puerto Rico

**3. HOW TO ENTER:** During Contest Period, you must: log on to [www.MEAChoops.com](http://www.MEAChoops.com), [www.createthelegacy.com](http://www.createthelegacy.com) or visit one of the On-site Interactive lounges during one of the MEAC Turning Up the Heat Tour stops. Contestants can also send an email to [info@createthelegacy.com](mailto:info@createthelegacy.com) and enter their name, email address, mailing address and phone number.

On [www.MEAChoops.com](http://www.MEAChoops.com) and [www.createthelegacy.com](http://www.createthelegacy.com), contestants will be directed to enter their email address and other contact information to win a grand prize trip to the 2010 MEAC Tournament, in order to be considered an eligible entry. Entries that are incomplete or illegible are void and will not be accepted for entry. All entries become the property of Sponsor and/or its designee and will not be acknowledged or returned.

Winners will be announced on March 5, 2010 via email and phone. The winner has 48 hours from notification to respond or their prize will be forfeited.

**4. ELIGIBILITY RESTRICTIONS.** Contest is offered and open only to U.S. citizens who are legal residents of the 50 United States and the District of Columbia and at least 18 years of age or older at time of entry. Employees, officers, directors and agents of Miles Ahead Entertainment and the Mid-Eastern Atlantic Conference (collectively, "Sponsor"), Boost Mobile and each of their respective parents, subsidiaries, affiliated companies, promotion partners, and advertising and promotional agencies (together with Sponsor, collectively, "Contest Entities") and their immediate family members (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and those living in their same households (whether or not related) are not eligible to enter or win. Individuals who have won any other prize from Mid-Eastern Atlantic Conference and/or Boost Mobile in promotions or giveaways in the previous sixty (60) days are also not eligible to enter or win. Contest is void in Puerto Rico and where prohibited by law and is subject to all federal, state and local laws and regulations. By participating, participants agree to abide by these Official Rules and the decisions of Sponsor, which are final and binding in all respects.

**5. ELIGIBILITY DETERMINATION.** Prize will be awarded to potential winner only after eligibility has been determined. This shall include, but not be limited to, such potential winner satisfying all of the elements of the registration eligibility criteria (including the MEAC information above), after a review of documentation and determination of Sponsor or its designee, in its sole discretion, such determination which shall be deemed final. In addition, such potential winner shall have fulfilled all of the prize conditions and accurately completed the documentation required herein, including as specifically set forth in Section 7 of these Official Rules.

6. **PRIZE.** The Grand Prize Winner will receive:

A trip to the MEAC Tournament, including:

- Roundtrip Coach Airfare for two (2) to the 2010 MEAC Basketball Tournament
- Two (2) night stay at a 4-star hotel
- Per Diem while at the MEAC Tournament
- Tickets to games at the MEAC 2010 Basketball Tournament
- Tickets to MEAC Entertainment events including either a concert featuring the SOS Band or a party with BET's 106 & Park Hosts Terrence J & Rocsi
- Trip to take place March 12-14, 2010

7. **SELECTION OF WINNER.** Winner will be selected at random from all eligible entries. All decisions of Sponsor or Sponsor's designee are final. Winners will be announced on March 5, 2010 via email and/or phone. The winner has 48 hours from notification to respond or their prize will be forfeited.

8. **GENERAL PRIZE CONDITIONS:** Only one (1) prize per person and per household during Contest Period. Any prize won by the same individual, or by different individuals in the same household, beyond the first will be forfeited. For purposes of Contest, "household" shall be defined as persons living at the same street address, either full or part time, whether or not such individuals are legally related or not. Awarded prizes are not transferable or assignable. Sponsor, in its sole discretion, reserves the right to substitute a prize of comparable or greater value. Winners will be issued an IRS form 1099 and the value of Prize may be considered taxable income to Winners. All federal, state and local taxes, and all other costs or expenses associated with the acceptance and/or use of a prize not specified herein as being awarded is the sole responsibility of Winners. Potential winners will be required to complete, execute, and return a notarized Affidavit of Eligibility and Release which includes but is not limited to a Publicity Release (where legal) and an IRS Form W-9 within the business days specified in Contest prize notification sent to Winners prior to the acceptance of Prize. Appropriate identification (including proof of U.S. citizenship) is required for all prizes as determined by Sponsor in its sole discretion. Failure to return complete and accurate documents in a timely manner, noncompliance with these Official Rules or return of a prize notification as non-deliverable, will result in forfeiture of the applicable prize. Unless otherwise specified by Sponsor, all prizes will be mailed to the winner via U.S. mail, at the address provided by winner, and Releasees (as defined below) assume no liability for late, lost, damaged or misdirected prizes. All prize details, including the number of prizes to give out each Contest Period, are at Sponsor's sole discretion.

9. **RELEASES.** All participants, by participating in Contest, agree that Contest Entities and each of their respective officers, directors, employees, independent contractors, salespeople, representatives and agents (collectively, "Releasees") are released from all liability whatsoever, and will be held harmless by participant, from and against any and all claims, actions and/or liability for injuries, losses or damages of any kind to person, including without limitation, death and property, resulting in whole or in part, directly or indirectly from the acceptance, possession, use or misuse of the prize, participation in a Contest-related activity, or participation in Contest. Participants acknowledge that Sponsor has neither made, nor is in any manner responsible for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to Contest. Prior to receiving a prize, participants must sign an official waiver form provided by Sponsor or its designee.

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**10. USE OF NAME/ LIKENESS.** By entering Contest or accepting a prize, all participants consent, where lawful, to the use of their name, portrait, picture or other likenesses, hometown, state of origin, and/or voice by Sponsor or any Contest Entity in any and all media for publicity, advertising and promotional purposes worldwide in perpetuity without additional compensation, notification or permission and without the right of review. By participating in Contest, where allowed by law, participants agree that Sponsor and/or any Contest Entity may disclose personal information obtained from participants in Contest to affiliated entities and use this information for marketing and other purposes though no personal information will be sold.

**11. LIMITATIONS OF LIABILITY.** Releasees assume no responsibility and disclaim all liability for any lost, late, incomplete, inaccurate, stolen, misdirected, delayed, mis-delivered or undelivered item sent by mail, courier, express, electronic transmission, or other delivery method. Lost prize checks will not be resent. Releasees are not responsible for any incorrect or inaccurate entry information, whether caused by any of the equipment associated with or utilized in Contest, and Releasees assume no responsibility for any error, omission, interruption, defect, failure, malfunction or delay in operation or transmission or for technical, network, typographical, human or other errors or problems relating to or in connection with Contest, including, without limitation, errors or problems which may occur in connection with the administration of Contest, the announcement of prizes or in any Contest-related materials. If, for any reason, Contest is not capable of running as planned by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of Sponsor, corrupt or affect the administration, security, fairness, integrity or proper conduct of Contest, Sponsor, at its sole discretion, reserves the right to cancel, terminate, modify or suspend Contest (or any portion thereof). Any attempt to defraud Sponsor in any way will result in disqualification of participant, and such participant will be prosecuted to the fullest extent of the law. **IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THE CONTEST.**

**12. ADDITIONAL RULES AND RESTRICTIONS.** Sponsor, in its sole discretion, reserves the right to make changes in Contest Rules at any time without notice, including, but not limited to the substitution of a prize or prizes, which will become effective immediately. In the event any Winner is found to be in violation of these Official Rules, he/she will be required to forfeit prize or to reimburse Sponsor for the stated value of a prize if such violation is found after the prize has been used by Winner.

13. For a copy of these Official Rules, send a self-addressed, stamped envelope to: **"BOOST MOBILE MEAC "TURNING UP THE HEAT TOUR" CONTEST**, c/o Miles Ahead Entertainment, P.O. Box 8678, Woodcliff Lakes, New Jersey 07677 or go to [www.meachoops.com](http://www.meachoops.com) or [www.createthelegacy.com](http://www.createthelegacy.com). For Winners' list, available after March 15, 2010, send a self-addressed, stamped envelope to Sponsor at: **"BOOST MOBILE MEAC "TURNING UP THE HEAT TOUR" CONTEST**, c/o Miles Ahead Entertainment, P.O. Box 8678, Woodcliff Lakes, New Jersey 07677.