

“THE BLUES BROTHERS 25TH ANNIVERSARY SWEEPSTAKES” OFFICIAL RULES

NO PURCHASE IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. THIS SWEEPSTAKES IS VOID IN PUERTO RICO, ALL U.S. TERRITORIES AND POSSESSIONS AND WHERE PROHIBITED BY LAW.

“THE BLUES BROTHERS 25TH ANNIVERSARY SWEEPSTAKES” (“Sweepstakes”) starts at 12:00:01 am Pacific Daylight Time (“PDT”) on 8/22/05 and ends at 11:59:59 pm (PDT) on 10/24/05 (“Entry Period”). The sponsor of this Sweepstakes is Universal Studios Home Entertainment LLLP, 10 Universal City Plaza, Universal City, CA 91608 (the “Sponsor”). The Sweepstakes shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

ELIGIBILITY: SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE UNITED STATES (EXCEPT RESIDENTS OF PUERTO RICO AND ALL U.S. TERRITORIES AND POSSESSIONS), 18 YEARS OF AGE OR OLDER AS OF ENTRY DATE AND WHO HAD INTERNET ACCESS PRIOR TO 8/22/05. Employees and their families of Sponsor, NBC Universal, West Coast Marketing, a division of The Susquehanna Hat Company, their respective affiliates, subsidiaries, parent companies and agencies (collectively, the “Promotion Parties”) and those living in the household of same are not eligible to enter or win. By entering this Sweepstakes, entrants agree to abide by all terms of these Official Rules.

HOW TO ENTER: Beginning at 12:00:01 am (PDT) on 8/22/05 you may enter via the Internet by logging onto <http://www.bluesbrothers.com> (the “Entry Site”) and following the Sweepstakes entry directions, providing your first and last name, street address, city, state, zip code, daytime telephone number, date of birth, gender and e-mail address. **ONLY ONE (1) ENTRY PER VALID E-MAIL ADDRESS AND/OR PERSON PER DAY WILL BE ACCEPTED. ALL ENTRIES MUST BE RECEIVED BY 11:59:59 PM (PDT) ON 10/24/05.**

The Promotion Parties, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, and any and all Internet server(s) and access provider(s) (collectively, “Promotion Entities”), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, “Releasees”) are not responsible for: any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant’s or any other person’s computer relating to or resulting from participation in the Sweepstakes; inability to access the Entry Site; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site (including the Entry Site) or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof. Proof of entering information at the Entry Site is not considered proof of delivery or receipt. Illegible, incomplete, and mechanically reproduced entries will be disqualified. All entries become the property of the Sponsor and will not be acknowledged or

returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. By entering the Sweepstakes, entrants affirm that they have read and accepted these Official Rules. The Sweepstakes shall be governed by and construed in accordance with the laws of the United States. By entering the Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of the United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum. Any information collected by registering to enter the Sweepstakes shall be used only in a manner consistent with these Official Sweepstakes Rules and with Universal Studios Privacy Policy, which can be found at <http://www.universalstudios.com/privacy.html>.

WINNER SELECTION: Winners will be selected in a random drawing on/about 10/31/05 by West Coast Marketing, independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Prizes are guaranteed to be awarded providing a sufficient number of eligible entries are received. Grand Prize and First Prize winners will be notified by e-mail, mail and or telephone by 11/14/05 and may be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form and a completed IRS W-9 form within 14 days of date on issuance. Failure to return all required forms in this fourteen (14) day time period may result in the winner being disqualified and an alternate winner selected. Second Prize and Third Prize winners will be notified within sixty (60) days of the drawing date with the delivery of their prize via mail or other delivery service selected at the sole discretion of the Sponsor. If a prize notification or prize is returned to Sponsor or their fulfillment company as undeliverable for any reason, it will be awarded to an alternate. No substitution for a prize will be permitted by the winner. If necessary due to unavailability, a prize of comparable value will be awarded at the sole discretion of the Sponsor. Prizes are not transferable, assignable or redeemable for cash. Prize may not be sold, bartered or exchanged by winner.

All Federal, state and local tax liabilities, if any, are the responsibility of the winners. Acceptance of a prize constitutes permission (except where prohibited) to use the winner's name, likeness and statements for publicity purposes without additional compensation or limitation.

PRIZES: GRAND PRIZE (1): The Grand Prize shall consist of a Sony DVD Dream® System (model DAV-FX80)* including: 5-Disc DVD/SA-CD/CD Changer with Progressive Scan Output plus 5.1 Speaker System: 2 Front Speakers, 2 Rear Speakers, Center Speaker and Subwoofer. The approximate retail value ("ARV") of the Grand Prize is \$700.

FIRST PRIZE (1): The First Prize shall consist of a 7" Samsung portable DVD player (model DVD-L75)*. The ARV of the First Prize is \$229.

SECOND PRIZE (10): Each Second Prize shall consist of one (1) Dan Aykoryd autographed The Blues Brothers 25th Anniversary Edition DVD and one (1) Dan Aykoryd autographed The Blues Brothers book. The ARV of each Second Prize is \$57.98.

THIRD PRIZE (25): Each Third Prize shall consist of one (1) The Blues Brothers 25th Anniversary Edition DVD. The ARV of each Third Prize is \$22.98.

The approximate retail value of all prizes to be awarded in this Sweepstakes is \$2,083.30. The odds of winning a prize are determined by the total number of eligible entries received.

WARRANTY DISCLAIMER: All prizes are awarded "AS IS". Any and all warranties for the prizes are contained in the manufacturer's warranty. Except as otherwise provided in these Official Rules, Releasees make no warranties, representations or guarantees, express or implied, in fact or in law, respecting the performance or use of the prizes, including, without limitation, quality, merchantability, and fitness for a particular purpose, and the winner shall look solely to the manufacturer for such warranties, if any.

LIMITATIONS ON LIABILITY: Releasees shall not be liable to winner or any other person for failure to supply the prize or 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 entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, 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 Releasees sole control. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority.

GENERAL: Entrants release and waive any claims they may have against Releasees for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney's fees) resulting from acceptance, use, or misuse of any prize or element thereof, or from participation in this Sweepstakes.

If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, the Sponsor will conduct a random drawing to award the Prize from among all eligible, non-suspect on-line entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE (INCLUDING THE ENTRY SITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. If a dispute arises about who submitted an entry on the Entry Site, the entry will be deemed submitted by the authorized account holder of the e-mail account entered. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail

addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met.

NOTE: Internet entry must be made by the entrant, only at the Entry Site. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any hardware device or software to automate the entry process is prohibited.

WINNERS LIST: For an Official Winners List (available after 12/1/05), or a copy of these Official Rules, send a self-addressed, stamped envelope to: “THE BLUES BROTHERS 25TH ANNIVERSARY SWEEPSTAKES” (*please specify Official Winners’ List or Official Rules*), PO Box 56436, Sherman Oaks, CA, 91413. Residents of VT may omit return postage on Official Rules requests. Official Rules are also available during the Entry Period at the Entry Site.

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* Other names, brands and trademarks may be claimed as the property of others and does not in any way reflect endorsement of the Sweepstakes.