

#HolidayProSweeps Sweepstakes
Official Rules
November 27, 2014 — January 8, 2015

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The #HolidayProSweeps Sweepstakes (“Sweepstakes”) will begin on November 27, 2014 at 8:00:01 AM ET and end on January 8, 2015 at 7:59:59 AM ET (“Sweepstakes Period”). All times in the Sweepstakes refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal United States (“U.S.”) residents who are physically residing in one (1) of the fifty (50) United States, and who are eighteen (18) years of age or older, and the age of majority in their state of residence, as of the start of the Sweepstakes Period. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and each of their respective spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include NBCUniversal Media, LLC, 30 Rockefeller Plaza, New York, NY 10112, (“Sponsor”), Microsoft Corporation, One Microsoft Way, Redmond, WA 98052 (“Prize Provider”), and each of their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

TO ENTER: The Sweepstakes will consist of six (6) weekly drawings (each a “Weekly Drawing”). Each Weekly Drawing will consist of (i) an entry period (each a “Weekly Entry Period”) that will begin at a specified time (each a “Weekly Entry Period Start Time”) as detailed in the chart below and will end at a specified time (each a “Weekly Entry Period End Time”) as detailed in the chart below and (ii) a random weekly drawing conducted on the corresponding drawing date (each a “Weekly Drawing Date”) specified in the chart below from among all eligible Entries (defined below) received during the Weekly Entry Period. Entries must be received before the end of the Weekly Entry Period to be eligible for the corresponding Weekly Drawing. There will be a total of six (6) Winners (defined below) selected throughout the entire Sweepstakes Period.

There are two (2) methods to enter the Sweepstakes:

- 1) **FACEBOOK:** During the Sweepstakes Period, visit either (i) the NBC Facebook page located at www.facebook.com/nbc; (ii) the USA Facebook page located at www.facebook.com/usanetwork; or (iii) the E! Facebook page located at www.facebook.com/eonline (each a “Page”) and post the hashtag “#HolidayProSweeps” on the Page (“Facebook Entry”). A Facebook account is required to submit your Entry. If you do not already have a free Facebook account, you can go to www.facebook.com to create a free Facebook account. If you choose to submit your Entry via your web-enabled

mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.

- 2) **TWITTER:** To enter the Sweepstakes, during the Sweepstakes Period go to www.twitter.com, (“Twitter Site”) and if you already have a Twitter account, log on using your Twitter user name and password, or if you do not already have a Twitter account, create a free Twitter account according to the instructions on the Twitter Site. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. You will be required to submit via a "Tweet" of one hundred and forty (140) characters or less with the hashtag “#HolidayProSweeps” (“Twitter Entry”). You must include "#HolidayProSweeps" in your Twitter Entry or your Twitter Entry will not be valid. **If your Twitter profile is set to the “Protect my Tweets” setting, your Twitter Entry may be disqualified and rejected as ineligible for consideration in the Sweepstakes. If you choose to submit your Twitter Entry via your web-enabled mobile device, data rates may apply. See your wireless service provider for details on rates and capabilities.**

Weekly Drawing Chart

| Weekly Drawing | Weekly Entry Period Start Time | Weekly Entry Period End Time | Weekly Drawing Date |
|----------------|--------------------------------|--------------------------------|-------------------------------|
| 1 | November 27, 2014 at 8:00am ET | December 4, 2014 at 7:59am ET | On or about December 5, 2014 |
| 2 | December 4, 2014 at 8:00am ET | December 11, 2014 at 7:59am ET | On or about December 12, 2014 |
| 3 | December 11, 2014 at 8:00am ET | December 18, 2014 at 7:59am ET | On or about December 19, 2014 |
| 4 | December 18, 2014 at 8:00am ET | December 25, 2014 at 7:59am ET | On or about December 26, 2014 |
| 5 | December 25, 2014 at 8:00am ET | January 1, 2015 at 7:59am ET | On or about January 2, 2015 |
| 6 | January 1, 2015 at 8:00am ET | January 8, 2015 at 7:59am ET | On or about January 9, 2015 |

Facebook Entries and Twitter Entries will be collectively referred to as “Entry” or “Entries”.

All Entries become the property of the Sponsor and will not be acknowledged or returned.

Non-winning Entries will not be rolled over into the next Weekly Drawing. Entries must be received before the Weekly Entry Period End Time to be eligible for the corresponding Weekly Drawing. Sponsor’s computer shall be the official timekeeper for all matters related to this Sweepstakes. You may enter once per day regardless of method of Entry. Multiple Entries received from any person beyond this limit will void all such additional Entries. Entries generated by a script, macro, or other automated means or by any means that subverts the entry process will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. In case of a dispute over the identity of an entrant, the authorized

account holder of the Facebook or Twitter account will be deemed to be the entrant. “Authorized account holder” of a Facebook or Twitter account is defined as the person assigned to the Facebook or Twitter account by Facebook or Twitter. Entry constitutes permission (except where prohibited by law) to use entrant’s name, Facebook user name or Twitter user name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval.

WINNER SELECTION AND NOTIFICATION: On or about each Weekly Drawing Date, one (1) potential winner (“Winner”) will be selected in a random drawing by representatives of Sponsor from all eligible Entries received during the corresponding Weekly Entry Period. Sponsor will make two (2) attempts to notify potential Winner at via direct message and/or email address submitted at the time of Entry. **Sponsor may share potential Winner’s name and contact information with Sweepstakes Entities and/or any Prize Provider, as applicable, if necessary.** Potential Winner may be required to execute and return an affidavit of eligibility, release of liability, and, except where prohibited, publicity release (collectively, “Sweepstakes Documents”) within five (5) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsor’s sole discretion an alternate potential Winner may be selected from the remaining eligible Entries. If potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if Prize (defined below) or Prize notification is returned as undeliverable, potential Winner will be disqualified and time permitting, at Sponsor’s sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries.

PRIZE: There will be six (6) prizes awarded (“Prizes”, each a “Prize”); one (1) Prize to each Winner. Each Prize will consist of the following: one (1) Microsoft Surface Pro 3 tablet. Prize will be awarded “as is” with no warranty or guaranty, either express implied, by Sponsor and/or Prize Provider.

Estimated Retail Value (“ERV”) of each Prize is one thousand one hundred dollars (\$1,100). ERV of all Prizes is six thousand six hundred dollars (\$6,600). Actual Retail Value (“ARV”) of Prize may vary. Any difference between ERV and ARV will not be awarded. For any Prize with an ARV over five hundred and ninety nine dollars (\$599), Sponsor will furnish an Internal Revenue Service Form 1099 to Winner for the ARV of Prize for the year in which Prize was won.

All details of Prize will be determined by Sponsor and/or Prize Provider in their sole discretion. Sponsor and/or Prize Provider reserve the right to substitute Prize (or portion thereof) with a similar prize (or prize element) of comparable or greater value. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winners. Prize cannot be transferred by Winners or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winners. If Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in their sole discretion, it will be forfeited, and time permitting, an alternate Winners may be selected from the remaining eligible Entries at Sponsor’s sole discretion.

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold harmless Facebook, Twitter, Sweepstakes Entities and each of their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof (including any travel related thereto); (b) to indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties 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 Prize, including express warranties provided exclusively by Prize Provider that are sent along with Prize; (c) if selected as a Winner, to the posting of such entrant's name on the Website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (d) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsor, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsor's sole discretion.

ADDITIONAL TERMS: Sponsor reserves the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsor, who may seek damages to the fullest extent permitted by law. The failure of Sponsor to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsor (excepting compliance with applicable codes and regulations), or other "force majeure" event will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. **Sponsor reserves the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules).** In the event of cancellation, modification, or suspension, Sponsor reserves the right to select Winner in a random drawing from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Website. Sponsor may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse,

threaten, or harass any other entrant, Sponsor, or Sponsor's agents or representatives; or behaves in any other disruptive manner (as determined by Sponsor in their sole discretion). Sponsor reserves the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. 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 NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. 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.

WINNER ANNOUNCEMENT: For the name of the Winner, available after January 10, 2015, visit www.nbc.com, or send a self-addressed, stamped envelope to be received by February 28, 2015 to: Alaina Tridente 30 Rockefeller Plaza, New York, NY 10012.

This Sweepstakes is in no way sponsored, endorsed or administered, or associated with Facebook or Twitter,. Entrants are providing information to Sponsor and not to Facebook or Twitter.