

**TRIBUNE BROADCASTING**  
**“Tribune Broadcasting’s Watch for the Easy A Sweepstakes”**  
September 6 – September 20, 2010

**Official Rules**

**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE  
PROHIBITED OR OTHERWISE RESTRICTED BY LAW.**

**Participating Stations Include:**

**WPIX-TV, KTLA-TV, WGN-TV, KDAF-TV, WLVI-TV, WDCW-TV, KIAH-TV,  
WSFL-TV, KRCW-TV and WCCT-TV.**

- 1. HOW TO ENTER:** “Tribune Broadcasting’s Watch for the Easy A Sweepstakes” is sponsored by Tribune Broadcasting Company (“Sponsor”). Participation in the Sweepstakes is subject to these Official Rules and all applicable laws, rules and regulations. No purchase necessary. Limit one (1) entry per person and/or email address. To enter the Sweepstakes, watch your local participating CW station during prime time (identified below, the “Participating Stations”), for display of the entry Code Letter. Then visit the official Sweepstakes website at <http://www.cwprize.com>, between 9:00PM ET on Monday September 6, 2010 and 1:00PM ET on Monday September 20, 2010 (“Sweepstakes Period”). Entrants must fill out and submit an Entry Form with their first name, last name, street address, city, state, zip, phone number, email address, date of birth and the Participating Station on which you watch The CW programming.

The Entry Form will include a drop down field to select the Code Letter. The Code Letter will be revealed on- screen no fewer than four times during the Sweepstakes Period during CW Prime Programming within the time periods listed below (all times displayed are local broadcast times):

WPIX	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
KTLA	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
WGN	9/6 – 9/10; 9/13 – 9/17	8:00-9:00PM
KDAF	9/6 – 9/10; 9/13 – 9/17	8:00-9:00PM
WLVI	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
WDCW	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
KIAH	9/6 – 9/10; 9/13 – 9/17	8:00-9:00PM
WSFL	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
KRCW	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM
WCCT	9/6 – 9/10; 9/13 – 9/17	9:00-10:00PM

Neither the Participating Stations nor the Sweepstakes Entities (as defined below) will be responsible for any circumstances (technical or otherwise) which cause CW

Prime Programming to change; or which may prevent the Code Letter from being displayed on screen; as per the schedule listed above.

A Code Letter must be selected on the Entry Form but the correct Code Letter is not required as a condition of entry to the Sweepstakes.

Neither the Participating Stations nor the Sweepstakes Entities will be responsible for Internet connections, unavailability of servers or any other technical malfunctions or failure to receive transmission of an entry regardless of reason. If any dispute arises as to identity of an entrant, the entrant shall be considered person who owns internet account through which entry was sent to Sweepstakes. Any entry sent with an attachment shall be disqualified. Only entries sent to the designated entry web site shall be eligible.

2. **ENTRY DEADLINES:** Entries may be received beginning at 9:00PM ET on Monday September 6, 2010 and must be received no later than 1:00PM ET on Monday September 20, 2010.
3. **WINNER SELECTION AND NOTIFICATION:** Entries from each market will be combined into a single entry pool. On or about September 22, 2010, one (1) Grand Prize Winner will be selected at random from among all eligible entrants, and will be tentatively declared the Grand Prize Winner, subject to eligibility confirmation and compliance with these rules. The odds of winning the Grand Prize depend on the total number of entrants received. The Grand Prize Winner will be notified at the telephone number provided in the corresponding entry submission. If Sponsor is unable to reach a selected winner after reasonable time and efforts, the selected entrant shall be disqualified, and another entry shall be selected as the Grand Prize Winner from among all remaining eligible entries, subject to eligibility confirmation and compliance with these rules.
4. **THE GRAND PRIZE:** (a)The Grand Prize Winner will receive a \$1,000 gift card from Wet Seal and a trip for two to New York City, including: (i) a one-room (standard room, double occupancy), three-night stay at The New York Palace Hotel ([www.newyorkpalace.com](http://www.newyorkpalace.com)) in New York City; (ii) round-trip transportation either by air (economy class) or car service (at Sponsor's sole discretion) from either the winner's residence or from the airport closest to the winner's residence, to New York City; (iii) limousine service in New York City (not to exceed a total of 10 billable hours); (iv) dinner for two at Butter Restaurant ([www.butterrestaurant.com](http://www.butterrestaurant.com)) or another restaurant at the Sponsor's discretion (not to exceed \$300 total including tax and gratuity); and (v) two massage treatments (not to exceed 60 minutes each and not to exceed \$150 per treatment). ARV: Up to \$4,500 (actual value of prize delivered may vary with the exception of the \$1,000 gift card to Wet Seal which will not change).

(b) Conditions on Travel Elements: Grand Prize Winner and his/her guest must be eighteen years of age at the time of travel, must travel on the same itinerary, and

must possess all required travel documents. Travel may only be redeemed on the dates and at times determined by Sponsor. Air travel is non-transferable, not changeable and not valid for upgrades and/or frequent flyer miles. Grand Prize Winner and his/her guest will be responsible for all baggage fees, meals, incidentals, telephone charges, ground transportation, and any other fees and expenses incurred in connection with the travel portion of the Grand Prize. Travel and hotel accommodations are subject to availability. Grand Prize Winner may be required to present at least one valid major credit card in order to check into hotel room. 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 any other persons or entities providing any of these Travel elements or services.

(c) Additional Prize Conditions: Items, costs and expenses not specifically identified as being included as part of the Grand Prize are the sole responsibility of the Grand Prize winner and his/her guest, including, by way of example, local ground transportation to or from departure airport (if any) or around New York City; baggage fees; food, beverages, gratuities or entertainment expenses; hotel incidentals and charges; and/or any other incidental cost or expense not specifically identified as part of the Prize including but not limited to entertainment expenses and sightseeing expenses. Certain restrictions shall apply with respect to timing of prize, hotel stay and selection of elements of the prize package. No prize substitutions will be made except at the sole discretion of the Sponsor, which may substitute a prize of greater or comparable value. If the Grand Prize Winner is not able to travel during the Travel dates provided by the Sponsor, or otherwise fails to use or redeem any element of the prize, Winner shall forfeit the prize (or such prize element) and no additional or substitute prize or compensation will be provided. If Grand Prize Winner elects to travel without a guest, no additional compensation will be awarded. The Sponsor will not refund the difference between the ARV and the actual Grand Prize Value (for example, in the event that the Grand Prize Winner resides in the WPIX Viewing Area and does not require Air Transportation to redeem the prize).

- 5. ELIGIBILITY; RESTRICTIONS.** The Sweepstakes is open to legal U.S. residents ages eighteen (18) and over at time of entry, residing in the viewing areas (as defined below) of WPIX-TV, KTLA-TV, WGN-TV, KDAF-TV, WLVI-TV, WDCW-TV, KIAH-TV, WSFL-TV, KRCW-TV and WCCT-TV. Employees, officers and directors of Sponsor, the producer and distributor of the movie Easy A, the Participating Stations, and any other entity involved in the creation, promotion or administration of the Sweepstakes, and each of their respective partners, parent companies, divisions, subsidiaries, affiliates, trustees, franchisees, licensees, advertising, promotion and public relations agencies (all of the foregoing collectively referred to as the "Sweepstakes Entities"), and any relatives of, and those living in the same household, of any such employees, officers or directors shall not be eligible to participate in the Sweepstakes or win the Grand Prize. For the purposes of this Sweepstakes, relatives are defined as mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren.

**Viewing Area of a Participating Station shall be deemed to be that station's viewing area as defined by the Nielsen Company, LLC.**

- 6. PRIZE CONDITIONS:** Federal, state and local taxes, and any fees associated with winning, are the sole responsibility of the Grand Prize Winner. The Grand Prize Winner will be required to complete a W9 form (available at <http://www.irs.gov/pub/irs-pdf/fw9.pdf>); an Affidavit of Eligibility and Release form releasing of liability in connection with the Sweepstakes each of the Releasees (as defined below) (form to be provided by the Sponsor). The Grand Prize Winner will receive a 1099 tax form reflecting the actual value of the Grand Prize. Grand Prize is non-transferable, non-negotiable and not redeemable for cash, credit or merchandise. All decisions regarding interpretation of these Official Rules and administration of the Sweepstakes made by Sponsor are final and binding. Grand Prize Winner's guest will also be required to sign a Release form releasing all of the Releasees of all liability in connection with the Sweepstakes.
- 7. PROOF OF AGE, IDENTITY AND ELIGIBILITY.** Grand Prize Winner, upon request of the Sponsor, must supply documented proof of age, identity and eligibility within 2 business days of being contacted by Sponsor. Failure to do so will result in forfeiture of the prize. At such time, if such forfeiture occurs, Sponsor may select a new Sweepstakes Grand Prize Winner at random from all remaining eligible entries.
- 8. LIMITATION ON LIABILITY / DISCLAIMER / OTHER REQUIREMENTS:** Each entrant, by entering the Sweepstakes, agrees that: (a) entrant is bound by, and shall comply with, these Official Rules and all decisions of the Sponsor concerning the administration of the Sweepstakes and the awarding of the prize, which decisions shall be final; (b) entrant consents to the use of his/her name and town of residence in advertising, promotional and marketing materials by Sponsor in connection with the promotion of the Sweepstakes only, without additional compensation, notice, review or approval; (c) certain of entrant's personally identifying information may be disclosed to third parties as required by law, including, without limitation, on a winner's list; (d) entrant forever and irrevocably releases, indemnifies and holds harmless each of the Sweepstakes Entities, and each of their respective officers, directors, employees, representatives, agents, shareholders, successors and assigns (collectively, the "Releasees"), from any liability, claims, demands, judgments, proceedings, causes of action, lawsuits, injuries, death, costs, expenses or damages, due to any injuries, damages or losses to any person (including but not limited to death) or property of any kind, arising from, resulting from, or in connection with, directly or indirectly, in whole or in part, from the Sweepstakes and any element or activity thereof, the entrant's participation in, entry in, or inability to enter the Sweepstakes, or any Sweepstakes-related activity; the entrant's acceptance, use, misuse, inability to use, possession, travel related to, or defect of any prize; any change in the prizing (or any components thereof) due to unavailability, business or creative considerations, or due to reasons beyond Sponsor's control; any late, lost, stolen, mutilated, misdirected, illegible, delayed, garbled, corrupted, destroyed, incomplete, undeliverable or damaged entries; any wrongful, negligent, or unauthorized act or omission on the part of any of the Releasees; lost, stolen, damaged, delayed, or misdirected baggage; lost, late, stolen, misdirected, damaged or

destroyed prizing (or any element thereof); and any typographical errors in these Official Rules or any Sweepstakes promotional materials; and (e) the Grand Prize Winner and his/her guest will be required to sign an Affidavit of Eligibility and Release of Liability as a condition of redeeming the Grand Prize.

9. **INTERNET:** If for any reason, the Internet-related portion of this Sweepstakes is not capable of running as planned, including infection by computer virus, tampering, fraud, technical failure, or any other cause which corrupts or threatens the administration, security or integrity of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to terminate, suspend or modify the Sweepstakes or any portion of the Sweepstakes. ANY ATTEMPT TO DAMAGE OR UNDERMINE THE FAIR AND LEGITIMATE OPERATION OF THIS SWEEPSTAKES WILL RESULT IN DISQUALIFICATION FROM THE SWEEPSTAKES.

10. **GOVERNING LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Sweepstakes shall be governed by and construed in accordance with the laws of the State of New York, without giving effect to any choice of law or conflict of law rules or provisions.

11. **WINNER:** The name of the Grand Prize winner can be obtained by mail by sending a self-addressed, stamped envelope (except where the local law permits the exclusion of a self-addresses, stamped envelope) to:

WPIX-TV, Attn THE EASY A Winners List C/O Ed Ziskind, 220 East 42<sup>nd</sup> Street, New York, NY 10017.

All requests for the winner's name must be received no later than September 30, 2010.

12. **OFFICIAL RULES:** **The Official Rules will be available on the participating web sites throughout the Sweepstakes period.** For a mailed copy of the official rules, send a self-addressed, stamped envelope (except where the local law permits the exclusion of a self-addressed stamped envelope) to:

WPIX-TV, Attn THE EASY A Rules C/O Ed Ziskind, 220 East 42<sup>nd</sup> Street, New York, NY 10017.

All requests for the official rules must be received no later than September 30, 2010.

13. **PRIVACY POLICY:** All information collected by Sponsor in connection with the online entries will be subject to Sponsor's Privacy Policy available at [www.cwprize.com](http://www.cwprize.com).

14. **SPONSOR:**

Tribune Broadcasting Company, 435 North Michigan Avenue, Chicago, IL 60611