

International CES Attendee Survey Promotion

Official Rules

NO PURCHASE NECESSARY. OPEN TO LEGAL U.S. RESIDENTS WHO ARE 18 YEARS OF AGE OR OLDER, WHO RESIDE IN THE U.S. AT TIME OF ENTRY, AND WHO HAVE AN ACTIVE E-MAIL ACCOUNT AND INTERNET ACCESS. VOID WHEREVER PROHIBITED. To enter, link to and complete the survey as directed, including providing your e-mail address, and send the survey to Consumer Electronics Association ("Sponsor") electronically as directed. Promotion begins 12:01 AM EST January 19, 2010 and ends 11:59 PM EST February 12, 2010. **LIMIT ONE ENTRY PER PERSON, HOUSEHOLD AND/OR E-MAIL ADDRESS.** Multiple entries shall be void, and use of any automated or programmed entry method or any false e-mail account will void all entries by that entrant. Entries will be considered made by the authorized account holder of the e-mail address submitted. The authorized account holder is the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. All entries become the property of Sponsor, and will not be returned to entrant.

PRIZE: One-hundred (100) five dollar (\$5.00) Starbucks gift cards will be given away. The first one-hundred (100) individuals to complete the survey will each receive one (1) gift card.

WINNER SELECTION: The first one-hundred (100) individuals to complete the survey will be identified on or about February 29, 2010. Odds of winning depend upon the number of eligible entries received. Prize winners will be notified via the e-mail address he/she provided at entry. Prize winners will have thirty (30) business days to respond to the notification or be subject to prize forfeiture.

GENERAL CONDITIONS: By entering, participants agree to abide by these Official Rules and the decisions of Sponsor, which shall be final in all matters relating to the promotion. Sponsor and its clients, officers, directors, agents and employees are not responsible or liable for: (1) garbled, illegible, incomplete, damaged, misdirected, late, lost or failed entries; (2) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties; (3) errors or delays in transmission; (4) any condition caused by events beyond the control of Sponsor which may cause the promotion to be disrupted or corrupted; (5) any losses or damages caused by participation in the promotion or acceptance or use of the prize; or (6) any printing or typographical errors in any materials associated with the promotion. Sponsor may prohibit you from participating in the promotion, in its sole discretion, if you fail to follow the Official Rules or act: (a) in a manner it determines to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant or Sponsor; or (c) in any other disruptive manner. Sponsor reserves the right in its sole discretion to cancel, terminate or suspend this promotion should electronic viruses, malicious software attacks, unauthorized human intervention, systems malfunctions, failures, difficulties or other causes beyond the

control of the Sponsor and its agencies corrupt or affect the administration, security, fairness or proper play or conduct of the promotion. Potential prize winner will be required to sign an affidavit of eligibility and liability/publicity release within 14 days of notification. In the event of non-compliance with these requirements, potential prize winner will forfeit prize and an alternate winner may be selected. Return of any prize notification as non-deliverable will result in disqualification and an alternate winner will be selected. By accepting prize, winner consents to the use of his/her name and/or likeness for advertising, Internet and promotional purposes without further compensation, except where prohibited. Taxes, fees and other expenses not specified herein are the sole responsibility of the prize winner. Prize winner will be responsible for applicable taxes. ANY ATTEMPT BY AN ENTRANT TO DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR MAY SEEK DAMAGES OR OTHER REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

ELIGIBILITY: This promotion is open to legal U.S. residents who are 18 years of age or older and who reside in the U.S. at the time of entry. Void wherever prohibited. Employees of Sponsor, its affiliates, advertising and promotional agencies, their clients, their employees and the immediate families or those living in the same household of each are not eligible to enter or win. All federal, state and local laws and regulations apply.

USE OF INFORMATION: By entering this promotion, each entrant gives Sponsor permission to contact him/her with promotional information.

WINNERS LIST/RULE REQUESTS: For the names of the prize winners and/or for a copy of the Official Rules, send a self-addressed, stamped envelope by February 5, 2010 with your specific request to: International CES Attendee Survey Promotion, Attn: Strategic Research, Market Research Department, 1919 South Eads Street, Arlington, VA 22202.