

LAKERS TXT2WIN ON-AIR SWEEPSTAKES

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. **Eligibility:** Open to legal U.S. residents of the counties of Los Angeles, Orange, San Bernardino, Ventura or Riverside, 18 years of age or older as of date of entry. Employees and their immediate family members (parents, siblings, children and spouse, and persons residing in the same household whether related or not) of Verizon Wireless (“Sponsor”), The Los Angeles Lakers, Inc., the National Basketball Association and its member Teams, NBA Properties Inc. (“Co-Sponsor”), and Fan Drive Media (“Sweepstakes Administrator”), and their respective parent and affiliated companies, subsidiaries, and advertising and promotion agencies, and all other companies associated with the Sweepstakes, and their respective agents, officers, and directors, and all individuals, including, but not limited to, consultants, independent contractors, so-called “temporary employees,” former employees and interns (and their immediate family members), who have, within the past six months, performed services for Sponsor, Co-Sponsor, or Sweepstakes Administrator, are not eligible to enter or win. Void in Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and anywhere outside of the U.S., and where prohibited by law.

2. **Sweepstakes Period:** Sweepstakes will be run as twenty-four (24) separate sweepstakes as follows (“Sweepstakes Periods”):

Sweepstakes Date	Sweepstakes Start Time	Sweepstakes End Time	Drawing Date (on or about)
December 31, 2011	When announced during game on FS West TV	End of game	January 2, 2012
January 3, 2012	When announced during game on FS West TV.	End of game	January 4, 2012
January 6, 2012	When announced during game on FS West TV	End of game	January 9, 2012
January 8, 2012	When announced during game on FS West TV	End of game	January 9, 2012
January 10, 2012	When announced during game on FS West TV	End of game	January 11, 2012
January 13, 2012	When announced during game on FS West TV	End of game	January 16, 2012
January 22, 2012	When announced during game on FS West TV	End of game	January 23, 2012
January 25, 2012	When announced during game on FS West TV	End of game	January 26, 2012
January 31, 2012	When announced during game on FS West TV	End of game	February 1, 2012
February 14, 2012	When announced during game on FS West TV	End of game	February 15, 2012
February 17, 2012	When announced during game on FS West TV	End of game	February 20, 2012
February 20, 2012	When announced during game on FS West TV	End of game	February 21, 2012
February 29, 2012	When announced during game on FS West TV	End of game	March 1, 2012
March 2, 2012	When announced during game on FS West TV	End of game	March 3, 2012

March 16, 2012	When announced during game on FS West TV	End of game	March 19, 2012
March 18, 2012	When announced during game on FS West TV	End of game	March 19, 2012
March 23, 2012	When announced during game on FS West TV	End of game	March 26, 2012
March 25, 2012	When announced during game on FS West TV	End of game	March 26, 2012
March 31, 2012	When announced during game on FS West TV	End of game	April 2, 2012
April 1, 2012	When announced during game on FS West TV	End of game	April 2, 2012
April 3, 2012	When announced during game on FS West TV	End of game	April 4, 2012
April 6, 2012	When announced during game on FS West TV	End of game	April 9, 2012
April 13, 2012	When announced during game on FS West TV	End of game	April 16, 2012
April 17, 2012	When announced during game on FS West TV	End of game	April 18, 2012

Entries received for one game will not be carried over to next game for drawing.

3. **Entry:** To enter the Sweepstakes entrants must do one of the following:

A. VIA TXT: You can enter by sending a text message with the word "TICKETS" from your handset addressed to "525377". Once you send the text message and it is received by Sponsor, you will be automatically entered in the Sweepstakes. You will be charged for the message that originates from your handset according to the terms in your Rate Plan with your wireless provider. All entries must be received no later than the end of the game. If you enter by text messaging, you must have a text messaging two-way capable handset and digital service. Text messaging is not available in all areas. You may enter as often as you like from your handset.

B. VIA EMAIL: Enter by emailing the word "TICKETS" in the subject line and a valid phone number in the body of the email to losangeleslakers@la-lakers.com during the Sweepstakes Period. You may enter as often as you like. All entries become the sole property of Sponsor, and receipt of entries will not be acknowledged or returned. Incomplete entries are void.

4. **Random Drawing:** A total of One (1) winner will be selected from all eligible entries in a random drawing to be held as outlined in Section 2 above. The Winners will be notified by phone within 5 days after the drawing. Winners must respond to the notice within 1 day or alternative winners may be selected.

5. **Prize:** One (1) winner from each drawing will receive two (2) tickets to a future home Lakers game, date to be determined by the Lakers. Approximate retail value [\$74]. All other expenses, including travel, meals and incidentals, are the sole responsibility of winner. Sponsor reserves the right, in its discretion, to substitute tickets for a different event in lieu of the foregoing. Location of tickets to be determined by Sponsor in its discretion. All federal, state, and local taxes and fees, including income tax, sales tax and license fees, and any other expenses arising out of the receipt and use of the prizes, are solely the responsibility of the winner. Any difference between the stated estimated value of a prize and its actual value will not be awarded. Winner agrees to accept prize "as is."

6. **Odds of Winning:** Odds of winning depend on the number of eligible entries received during the Sweepstakes Period.

7. Restrictions: Prizes are not replaceable if lost, damaged or stolen. Prizes are nonrefundable and nontransferable. Sponsor is not required to offer any substitutions, cash redemptions, or alternative to prizes awarded under this Sweepstakes. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Recipients of prizes must have a U.S. mailing address. All prizes awarded are subject to the restrictions and limitations noted in these Official Rules, on the prizes and/or included with the prizes.

8. General Entry Rules: Any individual who attempts or otherwise encourages, directly or indirectly, false contact information under multiple identities, by cellular phone, Internet, or otherwise, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Sponsor or Sweepstakes Administrator, will be disqualified. The use of automated entry devices or any other conduct that impedes the integrity of the Sweepstakes is prohibited. Mutilated, lost, illegible, or incomplete entries will be deemed ineligible and disqualified. In the event of a dispute, entry information will be declared made by the authorized account holder of the telephone number/email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a telephone number/email address by a telephone company, wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning email addresses, telephone numbers or wireless phone numbers for the telephone exchange associated with the submitted telephone number/email address or the domain associated with the submitted telephone, as applicable. Sponsors, together with any Co-Sponsor and Sweepstakes Administrator, and their respective parents, subsidiaries and affiliates, advertising and promotion agencies, suppliers (including all prize providers), printers, and distributors, and the respective officers, directors, employees, representatives and agents of each and any other person or entity related in any way to this Sweepstakes (collectively "Sweepstakes Entities"), are not responsible for late, lost, incomplete, misdirected, or damaged entries or for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the sender, or by any of the equipment or programming associated with or utilized in this Sweepstakes which may limit the ability to play or participate, or by any human error that may occur in the processing of the entries in this Sweepstakes, or for any printing errors in these Official Rules. If for any reason (including infection by computer virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of Sweepstakes Entities that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes) the Sweepstakes is not capable of being conducted as described in these Official Rules, Sponsor shall have the right, at its sole discretion, to cancel, terminate, modify or suspend this Sweepstakes, and select the prize winners from entries received prior to the action taken, or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right to prosecute any fraudulent entries to the fullest extent of the law. At Sponsor's sole discretion, entrants, winners and guests who do not comply with these Official Rules or attempt to interfere with this Sweepstakes in any way may be disqualified.

9. Release and Indemnification: By entering, entrants and winners agree to be bound by these Official Rules and the decisions of Sponsor, together with any Co-Sponsor and Sweepstakes Administrator, which shall be final for all purposes hereunder, and agree: (1) Sweepstakes Entities may use (unless prohibited by law) their names, likenesses, images, photographs, voices, cities/states of residence, and biographical information for advertising, trade and promotion in any media or format now or hereafter known, including on the Internet or via wireless application protocol, without further compensation, permission or notification, except where prohibited by law; and (2) to release, hold harmless and indemnify Sweepstakes Entities, The Los Angeles Lakers, Inc., the National Basketball Association and its member Teams, NBA Properties Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, governors, employees, distributors, advertising agencies, promotional agencies, and agents from and against any and all liability, damages or causes of action (however named or described) with respect to or arising out

of either (i) entrants' participation in the Sweepstakes or in any Sweepstakes-related activity; or (ii) the receipt, possession, or use or misuse of the prizes awarded in the promotion, including but not limited to any claims for damage to property, personal injury or death, or claims based on defamation, rights of privacy, rights of publicity or merchandise delivery. Winner will be required to complete, sign and return an Affidavit of Eligibility and Publicity/Liability Release or prize may be forfeited and awarded to an alternate.

10. Miscellaneous Conditions: Except to the extent pre-empted by federal or other applicable state law, the Sweepstakes shall be governed by the laws of the State of New Jersey, without giving effect to any conflict of law provisions thereof. By participating in the Sweepstakes, entrants agree that any and all disputes which cannot be resolved between entrant and Sponsor, and causes of action arising out of or connected with this promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in the County of Somerset, State of New Jersey, having competent jurisdiction, which court shall apply the laws of the State of New Jersey without giving effect to any conflict of law provisions thereof. Any personal information supplied by any entrant to Sweepstakes Entities will be subject to Verizon Wireless' privacy policies posted at <http://www.verizonwireless.com>.

11. Winners' List and Official Rules: You may request the names of winners and official rules by sending a self-addressed, stamped envelope by May 30, 2011 to: Lakers TXT2WIN Sweepstakes, *Verizon Wireless, Southern California Marketing, 15505 Sand Canyon Avenue, Irvine, CA 92618*. Verizon Wireless is the Sponsor for the Sweepstakes.