

Official Rules

“2010 mtvU Study Break at Spring Break Sweepstakes”

Sponsored by

MTV Networks on Campus Inc., a subsidiary of Viacom International Inc. and Citicorp Credit Services, Inc.

1. **NO PURCHASE OR TEXT MESSAGING NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE OR TEXT MESSAGE WILL NOT INCREASE YOUR CHANCES OF WINNING. SUBJECT TO ALL FEDERAL, STATE AND LOCAL LAWS AND REGULATIONS. VOID IN ALASKA AND HAWAII AND WHERE PROHIBITED OR RESTRICTED BY LAW.**

2. **Entry Period:** The “2010 mtvU Study Break at Spring Break Sweepstakes” (the “Sweepstakes”) commences at 12:00:01 AM (ET) on November 16, 2009 and ends at 11:59:59 PM (ET) on December 31, 2009 (the “Sweepstakes Period”).

3. **Eligibility:** This Sweepstakes is open to legal residents of the 48 contiguous United States and District of Columbia, EXCLUDING ALASKA AND HAWAII. Entrants must be at least 18 years of age or older at time of entry. Entrants who have not yet reached the age of majority in the jurisdiction in which they reside must obtain parental or legal guardian consent to be eligible to enter Sweepstakes. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of MTV Networks on Campus Inc., a subsidiary of Viacom International Inc. (“MTVNOC”) and Citicorp Credit Services, Inc. (“CCSI” and, together with MTVNOC, the “Sponsors”), Telescope, Inc. (“Mobile Administrator”) and each of their respective affiliated companies, sponsors, subsidiaries, advertising agencies and third party fulfillment agencies, and their respective agents, employees, officers, directors, successors and assigns (collectively, with Sponsors, the “Released Parties”) are not eligible to enter Sweepstakes. By participating in this Sweepstakes, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by Sponsors and by the decisions of the Sponsors, which are final in all matters relating to the Sweepstakes; (b) to release and hold harmless the Released Parties against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of the Grand Prize (as hereinafter defined); and (c) acknowledge compliance with these Official Rules.

4. **To Enter: There are three (3) methods of entry:**

(a) **First Method of Entry:** Visit studybreak.mtvU.com, a web site owned and controlled by MTVNOC (the “Web Site”), and complete all required fields on the online entry form. Entrants must also electronically acknowledge and agree to the terms of MTVNOC’s [Privacy Policy](#) and [Terms of Use](#) and submit the online entry form as instructed. All entries submitted under this paragraph 4(a) in accordance with these Official Rules shall be hereinafter referred to as “Online Entries”. Online entrants may enter as many times as they wish. In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the e-mail account used to participate in the Sweepstakes at the actual time of entry, will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned an e-mail address by an Internet access provider, online service provider or other organization (e.g. business, education, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

(b) **Second Method of Entry:** All Citi mtvU Credit Card holders that meet the eligibility requirements of these Official Rules will automatically be entered into the Sweepstakes each time they make an eligible purchase on their Citi® mtvU™ Platinum Select® Visa® (“Credit Card”) during the Sweepstakes Period. Eligible purchases include all purchases excluding credit insurance premiums (and any other insurance premiums). Returned goods and services, cash advances, convenience checks, transferred balances, credits, fees, finance charges and other adjustment transactions are not eligible for Sweepstakes entry. Entries resulting

from purchases made with lost, canceled, stolen or fraudulent credit cards are void. All entries submitted under this paragraph 4(b) in accordance with these Official Rules shall be hereinafter referred to as “Card Entries”.

(c) Third Method of Entry: Using your mobile phone, send a text message with your valid e-mail address to the short code number 22444. **MESSAGE AND DATA RATES MAY APPLY, TERMS AND CONDITIONS APPLY. MAY NOT BE AVAILABLE FROM ALL SERVICE PROVIDERS OR FOR ALL HANDSETS.** You will receive a text message confirming receipt of your entry with the opportunity to opt-in to further information from MTVNOC. You must have a mobile phone capable of sending text messages from a participating carrier in order to enter. By sending a text message with your e-mail address, you hereby agree to these Official Rules, to receiving promotional e-mail from MTVNOC to the e-mail address you provided, to the terms of Mobile Administrator’s Terms of Use and Privacy Policy located at <http://www.telescope.tv/privacyPolicy.html> and to the mtvU.com Terms of Use and Privacy Policy located at www.mtvU.com. Message and data rates may apply to each text message sent and received which will appear on entrant’s mobile phone bill or deducted from entrant’s prepaid phone balance. Please contact your service provider for pricing plans and service availability. Neither MTVNOC nor Mobile Administrator is responsible for charges entrants may incur as a result of wireless phone transmissions. Cell phone or text message service may not be available in all areas. To enter using text messaging, you must use one of the following participating wireless carriers: Alltel, AT&T, Boost, Nextel, Sprint, Verizon Wireless, MetroPCS, Virgin Mobile, Cricket and T-Mobile. MTVNOC and/or Mobile Administrator may change wireless carriers at any time and from time to time. MTVNOC and/or Mobile Administrator reserve the right to add or delete the short code set forth above at any time and from time to time. Entrants are solely responsible for all fees and taxes incurred through their wireless phone service, for text messages or otherwise, associated with participation in this Sweepstakes. All entries submitted under this paragraph 4(c) in accordance with these Official Rules shall be hereinafter referred to as “Text Message Entries”. Text message entrants may enter as many times as they wish. Text STOP to 22444 to cancel. Text HELP to 22444 for help with this service.

The Online Entries, Card Entries and Text Message Entries shall be collectively referred to hereinafter as the “Eligible Entries”. **All Online Entries, Card Entries and Text Message Entries must be received by 11:59:59 PM (ET) on December 31, 2009.** All entries become the property of Sponsors and will not be acknowledged or returned. The odds of winning the Sweepstakes depend on the number of Eligible Entries received. Entry into Sweepstakes is limited as specified in each of the above entry methods. There is a limit of one (1) Prize per entrant.

5. Potential Grand Prize Winner Selection/Notification: There will be one (1) grand prize winner (the “Grand Prize Winner”) randomly selected from all of the Eligible Entries by a third party fulfillment agency (“Fulfillment Agency”) on or about January 18, 2010. Sponsors will make up to two (2) attempts over the 48 hour period following Grand Prize Winner selection to contact the potential Grand Prize Winner via the telephone number(s) provided on his/her entry form or via the mobile number associated with his/her winning text message entry or via the telephone number associated with his/her winning Credit Card. If the potential Grand Prize Winner cannot be reached directly during the 48 hour period in which he/she is called (no messages will be left on answering machines or voicemail systems) or text messaged, the potential Grand Prize Winner will be disqualified and an alternate Grand Prize Winner will be selected from among the remaining applicable Eligible Entries received in Sponsors’ sole discretion.

6. Grand Prize Winner Verification: The potential Grand Prize Winner must prove eligibility, including, without limitation, proof of age and residence, within three (3) business days of being notified as the potential Grand Prize Winner. In the event of non-compliance by the potential Grand Prize Winner such potential Grand Prize Winner shall be disqualified and an alternative potential Grand Prize Winner may be chosen from among all of the remaining applicable Eligible Entries received in Sponsors’ sole discretion. The Grand Prize Winner and each Guest (as hereinafter defined), must sign (his/her parent/legal guardian if Grand Prize Winner or if Guest is a resident of a jurisdiction that deems him/her to be a minor) within three (3) days of receipt of such

documents from MTVNOC: (a) an affidavit of eligibility and release of Sponsors and their respective officers, directors, employees, agents, members, affiliated companies and subsidiaries, from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of the Grand Prize or any portion thereof to be eligible for the Grand Prize; and (b) except where prohibited by law, a promotional release granting Sponsors the right to use their name and likeness for advertising and publicity purposes without additional compensation. In the event of non-compliance by the potential Grand Prize Winner such potential Grand Prize Winner shall be disqualified and all privileges otherwise due as the Grand Prize Winner shall be terminated and an alternative potential Grand Prize Winner may be chosen from among all of the remaining applicable Eligible Entries received in Sponsors' sole discretion. Entry into this Sweepstakes constitutes agreement to sign such releases. The Grand Prize Winner and each Guest (his/her parent/legal guardian if Grand Prize Winner or Guest is a resident of a jurisdiction that deems him/her to be a minor), also must acknowledge that Sponsors have not and will not obtain or provide insurance of any kind relating to the Grand Prize and that the Grand Prize Winner and each Guest will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. The Grand Prize Winner (or, if a minor, his/her parent or legal guardian) must also complete any additional legal documents provided by Sponsors (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the timeframe specified by Sponsors or Grand Prize Winner may forfeit Grand Prize at Sponsors' sole discretion. All decisions of Sponsors relating to the Sweepstakes are final. Sponsors expressly reserve the right to delay the announcement of the Grand Prize Winner for creative or technical reasons or for any other reason Sponsors deem necessary.

7. **Grand Prize:** One (1) Grand Prize Winner will receive a trip for four (4) for the Grand Prize Winner and three (3) guests (the "Guest" or "Guests") to attend MTVNOC's Spring Break, currently contemplated to take place between February 2010 and April 2010 at a destination to be determined by MTVNOC in its sole discretion (the "Destination"). If Grand Prize Winner is a resident of a jurisdiction that deems him/her to be a minor, he/she must be accompanied by his/her parent/legal guardian and such person must pay his/her own expenses unless deemed to be one (1) of the allotted Guests. The trip will include: (i) roundtrip coach class air transportation for Grand Prize Winner and Guests which shall originate from a major airport of Sponsors' choice nearest Grand Prize Winner's primary residence to the Destination. Sponsors reserve the right to substitute ground transportation for air transportation if the Grand Prize Winner resides within 150 miles of the Destination; (ii) seven (7) nights hotel accommodations based on quadruple occupancy in Destination for Grand Prize Winner and Guests. One (1) hotel room will be provided for Grand Prize Winner and Guests (meals, telephone calls, tips and other incidentals and costs are not included); (iii) roundtrip ground transportation for Grand Prize Winner and Guests (to be taken together) between airport and hotel in Destination (iv) VIP admittance for Grand Prize Winner and Guests to MTVNOC events taking place at Destination to be determined by MTVNOC in its sole discretion (the "Grand Prize").

8. **General Grand Prize Terms:** If Grand Prize Winner is not available to travel on the dates specified by Sponsors in their sole discretion, Grand Prize Winner privileges and Grand Prize will be terminated and an alternative Grand Prize Winner will be selected from the remaining applicable Eligible Entries. Grand Prize Winner and all Guests must travel on the same itinerary. Guests traveling with Grand Prize Winner must be at least 18 years of age at time of Prize fulfillment. If any Guest is a resident of a jurisdiction that deems him/her to be a minor, he/she must be accompanied by his/her parent/legal guardian, and such person must pay his/her own expenses unless he or she is the Grand Prize Winner or one (1) of the other Guests. Sponsors will select the airline and hotel in their sole discretion. Travel restrictions, conditions and limitations may apply. Grand Prize Winner and Guests must possess valid travel documents in order to travel. Travel arrangements are subject to availability and must be roundtrip. Sponsors shall not be responsible for any cancellations, delays, diversions or substitutions or any act or omissions whatsoever by the air carriers, hotels or other transportation companies or any other persons providing any of these services and accommodations necessitated by same. Sponsors shall not be liable for any loss or damage to baggage. All travel dates are subject to change in Sponsors' discretion.

All costs and expenses not specifically listed above, including, without limitation, meals, snacks, beverages, mini-bar, entertainment, tips, souvenirs, personal expenses, damages to hotel rooms, baggage fees and any equipment to be used in connection with the Grand Prize are solely Grand Prize Winner's responsibility. The value of the Grand Prize will be taxable to Grand Prize Winner as income. Grand Prize Winner must supply Sponsors with his/her social security number for tax purposes. An IRS Form 1099 will be issued in the name of Grand Prize Winner (or if a minor, in the name of his/her parent or legal guardian) for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Grand Prize Winner (as well as all other entrants) are required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes, and any other costs not specifically provided for in these Official Rules are solely the Grand Prize Winner's responsibility. Sponsors shall have no responsibility or obligation to the Grand Prize Winner or potential Grand Prize Winner who is unable or unavailable to accept or utilize Grand Prize as described herein.

The approximate retail value ("ARV") of the Grand Prize is \$4,000.

The Grand Prize ARV is subject to change based on current market conditions at time of Grand Prize fulfillment and, when applicable, the time of travel and the distance between departure and destination. Any difference between the ARV and the actual value, if any, will not be awarded. If for any reason any Grand Prize related event is delayed, cancelled or postponed, Sponsors reserve the right, but are not obligated, to cancel or modify the Sweepstakes in their discretion and shall award a substitute prize of equal or greater value, which may include, but is not limited to, a cash prize equivalent to the ARV of the trip portion of the Grand Prize, as applicable, as set forth in these Official Rules. Arrangements for fulfillment of the Grand Prize, including all travel arrangements will be made by Sponsors. The dates for fulfillment of the Grand Prize will be between February 2010 and April 2010 and such dates are subject to change in Sponsors sole discretion as applicable.

No substitution, transfer or cash equivalent of the Grand Prize or any portion thereof permitted, except by Sponsors, in which case a prize of equal or greater value may be awarded. Unclaimed prize will not be awarded.

9. **General Terms:** Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY THE GRAND PRIZE WINNER OR ANY BEHAVIOR BY THE GRAND PRIZE WINNER THAT WILL BRING SUCH GRAND PRIZE WINNER OR SPONSORS INTO DISREPUTE (IN SPONSORS' SOLE DISCRETION) WILL RESULT IN SUCH GRAND PRIZE WINNER'S DISQUALIFICATION AS THE GRAND PRIZE WINNER OF THIS SWEEPSTAKES AND ALL PRIVILEGES AS THE GRAND PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

Released Parties assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. Sponsors are not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or at any web site, or any combination thereof, including, without limitation, any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Sweepstakes. Sponsors are not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Grand Prize and the Grand Prize Winner. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, changes in MTVNOC's on-air programming, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsors reserve the right in their sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on studybreak.mtvU.com

and the Grand Prize may be awarded to a winner to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsors. All interpretations of these Official Rules and decisions by Sponsors are final. No software-generated, robotic, programmed, script, macro or other automated online or text message entries are permitted. Sponsors reserve the right in their sole discretion to disqualify any individual they suspect or find: (i) to have used a software-generated, robotic, programmed, script, macro or other automated online or text message entry; (ii) to have tampered with the entry process or the operation of this Sweepstakes; (iii) to be acting in violation of these Official Rules; (iv) to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person; or (v) to have provided inaccurate information on any legal documents submitted in connection with this Sweepstakes. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS ENTITIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless Released Parties from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against Released Parties, and 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 the Grand Prize.

10. Request for Name of Grand Prize Winner and Official Rules: For the name of the Grand Prize Winner and/or Official Rules, send a self-addressed stamped envelope to:

mtvU
“2010 mtvU Study Break at Spring Break Sweepstakes”
1540 Broadway, 33rd Floor
New York, NY -10036

All requests for a copy of the Official Rules and for the name of the Grand Prize Winner must be made by February 28, 2010. Please note on the front left-hand corner of your outer envelope whether you are requesting “Official Rules” or the names of the “Grand Prize Winner”. Vermont residents may omit return postage if requesting Official Rules.

11. Mobile Administrator: The administrator for the mobile portion of this Sweepstakes is Telescope, Inc., 11845 West Olympic Blvd., Suite 695, Los Angeles, CA 90064.

12. Sponsors: This Sweepstakes is sponsored by MTV Networks on Campus, Inc., a subsidiary of Viacom International Inc., 1515 Broadway, New York, NY 10036 and Citicorp Credit Services, Inc., One Court Square, Long Island City, NY 11120.