

02.01.08

NBC5/ Telemundo44 – GM “See It Next” Sweepstakes**OFFICIAL RULES****NO PURCHASE OR TEST DRIVE NECESSARY.****A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.****VOID OUTSIDE OF THE WMAQ AND WSNS TV TERRESTRIAL GEOGRAPHIC BROADCAST SIGNAL AREA (DEFINED BELOW) AND WHERE PROHIBITED BY LAW. ONLINE ACCESS NEEDED TO PLAY INSTANT WIN GAME.**

1. **THE PROMOTION:** NBC5/ Telemundo44 – GM “See It Next” Sweepstakes (the “Promotion”) consists of a) an online instant win game (“Instant Win Game”); b) a series of ten (10) Grand Prize Game Show Events (“GP Events”); and c) a Dealer Showroom Sweepstakes (“Showroom Sweepstakes”). The Promotion begins on February 4, 2008 at 12:00:01 a.m. CT. Instant Win Game ends at 11:59:59 p.m. CT on February 17, 2008 (“Promotion Period”). Showroom Sweepstakes entries end at close of participating GM dealership business hours on March 1, 2008. For purposes of this Promotion, all times refer to Central Time (“CT”).

2. **ELIGIBILITY:** This Promotion is open only to licensed drivers 18 years of age or older as of February 4, 2008 who possess a valid driver’s license issued by the state of Illinois or Indiana and who are permanent legal U.S. residents of Illinois and Indiana residing and located in the terrestrial geographic broadcast signal area of WMAQ and WSNS, which for purposes of this Promotion is defined as the following counties in Illinois and Indiana, only: Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, McHenry and Will in Illinois; Jasper, Lake, La Porte, Newton and Porter in Indiana (“Signal Area”). Employees of NBC Universal, Inc., WMAQ/ NBC5 and WSNS/Telemundo44 (collectively “Sponsor”), General Motors Corporation and its agencies/dealerships including Chicagoland GM dealers and Northwest Indiana GM dealers, Skycastle Entertainment, Inc., Sullivan Compliance Company, PSIAdvantage, Inc., cable operators, multiple service operators, car dealership personnel, their respective advertising or promotion agencies, those involved in production, development, implementation or handling of Promotion, and any agents acting for the above entities, and their respective parent companies, officers, directors, subsidiaries, affiliates, service providers, prize suppliers, or any other person or entity associated with Promotion (collectively “Promotion Entities”) and members of their immediate families (spouses, children, siblings, parents) regardless of where they live, and/or persons living in the same household as such persons, whether related or not, are ineligible to enter the Promotion.

3. **HOW TO ENTER: To enter the Instant Win Game:** During the Promotion Period use a computer to access the online game consumer web site at www.SeeltNext.com or at www.vequesique.com (collectively "Consumer Online Game Web Site"), or use a Promotion kiosk/computer terminal at the 2008 Chicago Auto Show, McCormick Place, North Hall during Auto Show hours to directly access the "McCormick Online Game Web Site," or use a Promotion kiosk/computer terminal a participating Chicagoland and Northwest Indiana GM dealership during business hours to directly access one of the eight (8) GM brand-specific "Dealer Online Game Web Sites," (the eight (8) GM brands/dealerships are Chevrolet, Buick, Pontiac, GMC, Saturn, Hummer, Saab and Cadillac) and then click on the Promotion icon or text link, either of which will take you to the Promotion home page and entry form. Then, complete and thereafter transmit the entry form ("Online Game Entry"). Required entry information consists of your own complete first and last name, complete home address (including zip code, no P.O. Boxes), daytime and evening telephone numbers (including area codes), cell phone number (optional), date of birth (or click on a required "Over 18 years old" check-box), and email address (collectively "Entry Information"), answers to a small number of survey questions and the name of any GM Salesperson who may have assisted you to enter at a dealership (optional). Once you provide your Entry Information, click on the "Play Now" button and you will be taken to the Instant Win Game page and receive one (1) Instant Win Game play. A message with the result of your Instant Win Game play will be instantly displayed. You will receive one of two types of messages: 1) A "Winning Message" with a unique Prize Code stating that you are the potential winner of an Instant Win Game Prize ("Instant Prize"); or 2) An onscreen message without any Prize Code stating that you are a non-winner and inviting you to enter the Showroom Sweepstakes (see below) at a participating GM Dealership. If you receive a Winning Message you are a potential winner of an Instant Prize subject to your timely submission of a prize claim at a participating GM dealership on or before March 1, 2008 (see below), verification of your eligibility, and your compliance with these Official Rules. **All potential winners of Instant Prizes must go to a participating GM dealership and, by showing their Prize Code, learn what type of Instant Prize they have won and must have dealership personnel use a dealership computer to enter their Prize Code at the online "Dealer's Prize Claim Site" to claim their prize. Potential winners of Instant Prizes must have their Prize Code submitted online at a participating GM dealership before the close of dealership business hours on March 1, 2008 or they will forfeit any prize to which they might otherwise have been entitled.** For Instant Prize claim details see Section 6 of these Official Rules. By going to a dealership and having his/her Prize Code submitted at the online Dealer's Prize Claim Site, an Instant Prize winner will also receive an entry into the Showroom Sweepstakes prize drawing (see below).

Three thousand six hundred thirty-two (3,632) random, computer-generated winning times (“Winning Times”), one time for each of the 3,632 Instant Prizes listed below, will be generated during the Promotion Period. If you are the first player to play the Instant Win Game at or after one of the Winning Times, you will be a potential instant winner as indicated in the Winning Message you see on your computer screen. Potential winners of Instant Prizes (defined below) must record (write and save) their Prize Codes, or print out the onscreen Winning Message that displays their Prize Code, and retain that Prize Code to verify their prize claim. No replacement Prize Codes will be issued if an entrant loses his/her Prize Code. In addition to a Winning Message displayed on their computer screens, potential winners will be provided with onscreen instructions for prize claim procedures (see below). Potential Instant Prize winners will also be sent, within a few minutes after their winning game play, a confirming email directed to the email address they submitted as part of their Entry Information. The email will remind them that they are a potential winner of an Instant Prize, and again give them their Prize Code and will again summarize the prize claim procedures they must follow. All potential winners in this Promotion are subject to verification by Sponsor/Sponsor’s representatives whose decisions are final and binding in all matters related to the Promotion. An entrant is not a winner of any prize, even if the Instant Win Game screen message is a Winning Message, unless and until entrant has followed the prize claim procedure in accordance with these Official Rules, entrant’s eligibility has been verified, and entrant has been notified that his/her winning status is official. Screen shots or other evidence of winning without following the online claim submission/validation process set forth in these Official Rules will not be accepted by Sponsor as a valid prize claim. Any Instant Win Game play that occurs after the system has been compromised or failed for any reason is deemed a defective play and is void, and will not be deemed a winning play and will not result in the award of any prize. Instant Win Entries must be received and recorded by the Promotion computer (the official time keeping device for the Promotion) by 11:59:59 p.m. CT on February 17, 2008. **Limit one (1) Online Game Entry, including Showroom Sweepstakes Entry (see below), per person/per email address per day at each of the ten (10) Online Game Web Sites: i.e. one entry at the Consumer Online Game Web Site; one entry at the McCormick Online Game Web Site; and one entry at each of the eight (8) Dealer Online Game Web Sites for each of the eight (8) GM brands.** There are eight (8) GM Brands: Chevrolet, Buick, Pontiac, GMC, Saturn, Hummer, Saab and Cadillac. A consumer can enter at any participating dealership, but once they have entered at a dealership for one specific GM brand, they cannot again enter that same day at that same dealership or at another dealership of the same GM brand. To find a participating GM dealership near you, click on the Dealer Locator icon

on the Online Game Web Sites. For purposes of this Promotion a day begins at 12:00:01 a.m. CT and ends at 11:59:59 p.m. CT that same day. Entries in excess of the stated limit will be disqualified. All required Entry Information must be completed in full. Any attempted form of entry other than as described herein is void.

To enter the Showroom Sweepstakes: Go to any participating Chicagoland and Northwest Indiana GM dealership during normal business hours beginning on Monday, February 4, 2008 and ending at the close of business hours at each dealership on Saturday, March 1, 2008 ("Showroom Sweepstakes Entry Period") and use the dealership's Promotion kiosk or computer terminal to access the Dealer Online Game Web Site and follow instructions to submit your Entry Information along with the name of any dealership personnel who may have assisted you to enter (optional) ("Showroom Sweepstakes Entry.") A Showroom Sweepstakes Entry submitted on or before close of the Instant Win Game Promotion Period will generate one (1) entry into the Showroom Sweepstakes prize drawing and will also be an entry into the online Instant Win Game. A Showroom Sweepstakes Entry submitted after the close of the entry period for the online Instant Win Game (ends February 17, 2008) and before close of participating dealership business hours on March 1, 2008 will generate an entry into only the Showroom Sweepstakes prize drawing. **Limit one (1) Showroom Sweepstakes Entry per person/per email address per day at the Dealer Online Game Web Site for each of the eight (8) specific GM brands.** There are eight (8) GM Brands: Chevrolet, Buick, Pontiac, GMC, Saturn, Hummer, Saab and Cadillac. A consumer can enter at any participating dealership, but once they have entered at a dealership for one specific GM brand, they cannot again enter that same day at another dealership of the same GM brand. **Note: All participating GM dealerships are closed on Sundays.** Showroom Sweepstakes Entries end on March 1, 2008 at close of dealership business hours. To find a participating GM Dealership near you, click on the Dealer Locator icon on the Promotion web sites.

4. **SHOWROOM SWEEPSTAKES DRAWING AND NOTIFICATION:** The potential Showroom Sweepstakes winner will be randomly selected in a drawing by Sponsor/ Sponsor's representatives held on or about March 7, 2008 ("Drawing Date") from among all eligible Showroom Sweepstakes Entries received. The potential Showroom Sweepstakes winner will be notified by phone at the phone number(s) provided on his/her Showroom Sweepstakes Entry within two (2) weeks of Drawing Date. Showroom Sweepstakes potential winner will be required to sign, execute, have notarized and return an Affidavit of Eligibility, a Liability Release, (where legal) a Publicity Release, photocopy of his/her valid Illinois or Indiana drivers license stating date of birth, a signed W-9 IRS Tax Form indicating your valid Social Security tax I.D. number, and any other documentation that Sponsor requires (collectively "Affidavit/Release") within five (5) days

after receipt by potential winner or such potential winner may be disqualified and an alternate potential winner may be selected. By returning the Affidavit/Release and documents, Showroom Sweepstakes winner attests to the authenticity of his/her winning Showroom Sweepstakes Entry. Once submitted, all entries become the sole property of Sponsor and will not be returned. If potential Showroom Sweepstakes winner cannot be reached after a reasonable effort has been exerted, if he/she is found to be ineligible, if he/she cannot or does not comply with these Official Rules, or if his/her prize or prize notification is returned as undeliverable, potential winner will be disqualified and an alternate potential Showroom Sweepstakes winner may be selected from the remaining eligible Showroom Entries, at Sponsor's sole discretion.

5. **PRIZES/ODDS OF WINNING:** This Promotion offers a total of three thousand six hundred sixty-three (3,663) prizes as follows:

Three thousand six hundred thirty-two (3,632) "Instant Prizes."

One Thousand Five Hundred (1,500) AMC Movie Pass Prizes: Each winner receives two (2) passes to select AMC movie theaters; subject to terms, conditions, restrictions and expiration dates; ARV \$20 each Prize;

One Thousand Three Hundred (1,300) iTunes Gift Cards with a value of \$10; ARV \$10 each; Gift Cards are subject to terms and conditions stated thereon;

Four Hundred (400) Giordanos Pizza Gift Cards with a value of \$25; ARV \$25 each; Gift Cards are subject to terms and conditions stated thereon;

One Hundred (100) Kamehaci Restaurant Gift Cards with a value of \$25; ARV \$25 each; Gift Cards are subject to terms and conditions stated thereon;

Eighty (80) Jewelry Prizes from Jewelry TV: Each Prize is an item of jewelry selected by Sponsor at its sole discretion; examples of items include, but are not limited to, earrings, bracelets, necklaces, pendants, etc.; the type of item and the model and design of each item awarded will be selected by Sponsor at its sole discretion; ARV \$249 each;

Forty (40) Apple 16GB I-Pod Touches: ARV \$399 each;

Fifty (50) Gift Cards for Manicures from Mario Tricoci Salon: Each Manicure Gift Card ("Prize Manicure") with a value of \$22. ARV \$22 each. Gift Cards cannot be exchanged or /redeemed for cash or combined with any other offer and are subject to stated terms and conditions. Gift Cards

must be used by the expiration date stated, if any. Gift Cards are subject to terms and conditions stated thereon;

Thirty (30) Cove Gift Cards for one (1) overnight stay at The Cove of Lake Geneva, Lake Geneva, WI; ARV \$300 each. Standard room, double occupancy. Not valid Memorial Day through Labor Day or holiday weekends. Advance booking requirements, restrictions, expirations and blackout dates apply. No transportation is included as part of this prize;

Thirty (30) Chicago Fire Home Game Ticket Prizes: Each winner receives five (5) general admission tickets to a select home game chosen by Sponsor at its sole discretion; subject to terms, conditions, restrictions and expiration dates; ARV \$60 each Prize;

Thirty (30) Macys Gift Cards with a value of \$100; ARV \$100 each; Gift Cards are subject to terms and conditions stated thereon;

Twenty-Five (25) Concert Ticket Prizes: Each winner receives two (2) general admission tickets to a select concert chosen by Sponsor at its sole discretion; concert venues will be either UIC Pavilion, Allstate Arena or Rosemont Theater; dates and performers based on availability and sponsor's discretion; ARV \$200 each Prize.

Twenty (20) Levy Restaurants Gift Cards with a value of \$50; ARV \$50 each; Gift Cards are subject to terms and conditions stated thereon;

Twenty (20) Nordstroms Gift Cards with a value of \$100; ARV \$100 each; Gift Cards are subject to terms and conditions stated thereon;

Three (3) Chicago Fire Home Game Skybox Prizes: Each winner receives ten (10) Skybox admission tickets to a select home game chosen by Sponsor at its sole discretion, including food and non-alcoholic beverages; subject to terms, conditions, restrictions and expiration dates; ARV \$1,500 each Prize;

Two (2) Rolex Watches: Exact model selected by Sponsor at its sole discretion; ARV \$2,500 each;

Two (2) Furniture Prizes from Walter E. Smithe – Each prize is Ten Thousand Dollars (\$10,000) worth of furniture selected by winner from furniture items designated as available by Walter E. Smithe, at Walter E. Smithe's sole discretion; ARV \$10,000 each.

Ten (10) Game Show Automobile Grand Prizes ("GP Automobile Prize"): **One (1) Per Grand Prize Game Show Event ("GP Event"):** The one (1) winner of each GP Event will receive one (1) General Motors vehicle

from the following list. The specific GM vehicles to be awarded and the order in which they will be offered will be determined by Sponsor at its sole discretion; the specific vehicle to be awarded at each GP Event will be announced at the time of that GP Event:

One (1) 2008 CHEVY CORVETTE CONVERTIBLE with a Manufacturer's Suggested Retail Price ("MSRP") of up to \$57,110; ARV of Prize up to: \$57,110;

One (1) 2008 PONTIAC G6 GXP COUPE STREET EDITION with a MSRP up to \$29,325; ARV of Prize up to: \$29,325;

One (1) 2008 SATURN VUE with a MSRP up to \$25,040; ARV of Prize up to: \$25,040.

One (1) 2008 CHEVY SILVERADO 1500 4WD ET LT1 with a MSRP up to \$31,905; ARV of Prize up to: \$31,905;

One (1) 2008 GMC ACADIA AWD SLE with a MSRP up to \$33,905; ARV of Prize up to: \$33,905;

One 2008 SAAB 9-3 2. OT CONVERTIBLE with a MSRP up to \$44,750; ARV of Prize up to: \$44,750;

One (1) 2008 HUMMER H3 with a MSRP up to \$36,795; ARV of Prize up to: \$36,795;

One (1) 2008 CHEVY MALIBU 1LTZ with a MSRP up to \$28,495; ARV of Prize up to: \$28,495;

One (1) 2008 BUICK LUCERNE CXS with a MSRP up to \$38,345. ARV of Prize up to: \$38,345;

One (1) 2008 CADILLAC CTS with a MSRP of up to \$40,435; ARV of Prize up to: \$40,435.

Note: See Automobile Prizes; Terms and Conditions in Section 8, below. Finalists who win a GP Event Automobile Prize do not also receive a Finalist Prize (described below.)

Twenty (20) Finalist Prizes (two per GP Event):

Finalists who participate in a GP Event who do not win a GP Automobile Prize will receive as a Finalist Prize a trip. At each GP Event one Finalist will randomly be selected to receive a Las Vegas, NV Trip for winner and one guest consisting of round trip coach air transportation between Chicago, IL and Las Vegas, NV and two (2) nights standard hotel accommodations

(single room/double occupancy) at a hotel designated by Sponsor. Subject to availability. Winner is solely responsible for any/all applicable air travel and hotel taxes. All required travel documents (government issued photo i.d., etc.) are the responsibility of winner/winner's guest. Advance booking requirements, travel restrictions, blackout dates and expiration dates apply. Prize may not be transferred or redeemed for cash; once booked traveler's names cannot be changed; Ten (10) Las Vegas Finalist Trips: ARV \$1,500 each. At each GP Event, the other Finalist will receive a New York City Trip for winner and one guest consisting of round trip coach air transportation between Chicago, IL and a major airport serving the New York City area and two (2) nights standard hotel accommodations (single room/double occupancy) at a hotel designated by Sponsor. Subject to availability. Winner is solely responsible for any/all applicable air travel and hotel taxes. All required travel documents (government issued photo i.d., etc.) are responsibility of winner/winner's guest. Advance booking requirements, travel restrictions, blackout dates and expiration dates apply. Prize may not be transferred or redeemed for cash; once booked traveler's names cannot be changed; Ten (10) New York City Finalist Trips: ARV \$1,500 each. Note: Finalists who win a GP Event Automobile Prize do not also receive a Finalist Prize.

One (1) Showroom Sweepstakes Prize:

The one (1) winner of the Showroom Sweepstakes will receive his/her choice of any available 2008 GM production vehicle (either Chevrolet, Buick, Pontiac, GMC, Saturn, Hummer, Saab or Cadillac), subject to Sponsor's approval at Sponsor's sole discretion, with an MSRP up to \$40,000. ARV of Prize up to: \$40,000. (See Automobile Prizes; Terms and Conditions in Section 8, below.)

Odds of winning an Instant Prize or the Showroom Sweepstakes Prize or becoming a Finalist on the number of eligible entries received during the Promotion Period for the prize category involved. Odds of a Finalist winning a GP Automobile Prize at a GP Event are 1:3. Odds of a Finalist winning a Finalist Prize at a GP Event are 2:3. **Prize Limit per person for the entire Promotion: No person may win more than one (1) Instant Win Prize at each of the ten (10) Online Game Web Sites, plus one of the following -- One (1) Finalist Prize or one (1) GP Event Automobile Prize or one (1) Showroom Sweepstakes automobile prize.** If the same person claims more than one (1) Instant Win Prize from any one of the ten (10) Online Game Web Sites, he/she will receive only the first such Instant Prize he/she claimed from that specific Online Game Web Site, and any Instant Win Prize(s) in excess of one (1) from the same Online Game Web Site that he/she subsequently attempts to claim will be forfeited.

6. **TO CLAIM AN INSTANT PRIZE:** Print out or write down the Prize Code displayed in your onscreen Winning Message. All potential winners are advised to keep a copy of their Prize Code for their records. Take the

printout of your Winning Message containing your Prize Code, or the confirming email containing your Prize Code, or the Prize Code you have written down to any participating GM dealership before the Instant Prize Claim Deadline (below). An online locator to find participating GM Dealerships is available on the Web Site. **Note: All participating GM dealerships are closed on Sundays.** At the dealership you will be told (if your Prize Code is confirmed as a valid code when it is entered by dealership personnel at the online Dealer's Prize Claim Site) which specific type of Instant Prize you have won, subject to verification and compliance with these Official Rules. **You must have your Instant Prize Claim submitted at a participating dealership by close of participating dealership business hours on March 1, 2008 ("Instant Prize Claim Deadline") to affirmatively claim your Instant Prize. If you do not have your claim submitted at a dealership as described in these rules before the Instant Prize Claim Deadline, or if you are found to be ineligible or otherwise not in compliance with these Official Rules, at Sponsor's sole discretion you will be disqualified and you will forfeit the right to receive any prize.** Your status as an official winner of an Instant Prize cannot be officially determined or declared at any GM dealership or by any GM personnel; such determination can only be made by Sponsor/Sponsor's representatives upon the successful completion of winner verification as described in these Official Rules. If your Instant Prize has an ARV of less than \$600, your submission of an accepted, valid Instant Prize Claim at a dealership may, at Sponsor's sole discretion, be considered verification of your claim and, if you are in accordance with the Official Rules, your Instant Prize will be sent to you within 6-8 weeks at the mailing address you provided at time of entry. If your Instant Prize has an ARV of \$600 or more, or if it involves attendance at a public event, such as attendance at a sports event or concert, after your Instant Prize Claim has been submitted at a dealership and accepted as valid you will need to submit written verification as follows: Within two (2) weeks after your Instant Prize Claim was submitted, you will be sent a written notification by Sponsor's representatives and will be required to sign, execute, notarize and return (in the postage prepaid envelope provided) an Affidavit of Eligibility, a Liability Release, a Publicity Release, a photocopy of your Indiana or Illinois driver's license stating date of birth, (if prize ARV is \$600 or more) a signed W-9 IRS Tax Form indicating your valid Social Security tax I.D. number, and any other documentation that Sponsor requires (collectively "Affidavit/Release") within ten (10) days of the sending of the notification, or you may be disqualified at Sponsor's sole discretion. All prizes / prize notifications will be mailed/shipped to a street address within the Signal Area only. If you are found to be ineligible, if you cannot or do not comply with these Official Rules, and/or your notification documents are returned as undeliverable, then you will be disqualified at Sponsor's sole discretion. A fax copy of your winner's Affidavit/Release and documents may be requested and such fax copy to have the same force and effect as the original document. By

submitting the completed and signed Affidavit/Release and documentation, you attest to the authenticity of your winning entry. Once submitted, entries of any kind become the sole property of Sponsor and will not be returned. Promotion Entities are not responsible for requests/prize claims/ prize notifications/ prize award shipments that are misdirected, lost, altered, irregular, destroyed, damaged, incomplete, late, postage-due, or otherwise not in compliance with these Official Rules. Submission of claim material is the sole responsibility of participant. No sale, barter or exchange (or offering for sale, barter or exchange) of potentially winning prize Winning Messages is permitted.

7. DRAWING AND NOTIFICATION OF POTENTIAL FINALISTS TO PARTICIPATE IN A GRAND PRIZE EVENT:

On or about the following drawing dates, the number of potential Finalists specified for that drawing date (see below) will be drawn at random from among all eligible Online Game Entries received, cumulatively, as of the end of the day prior to each drawing, and they will be invited to participate at one of the ten (10) Grand Prize Events (“GP EVENT”) scheduled to take place between February 8, 2008 and February 17, 2008 (see below). Three (3) Finalists will participate in each of the ten (10) GP Events; making a total of thirty (30) Finalists. To be eligible for the random drawings to select potential Finalists, Online Game Entries must be received by 11:59:59 pm on February 14, 2008. Drawing Dates/ Number of potential Finalists to be drawn per date: February 6, 2008 – nine (9) potential Finalists will be drawn; February 7, 2008 - nine (9) potential Finalists will be drawn; February 11, 2008 - nine (9) potential Finalists will be drawn; February 12, 2008 - two (2) potential Finalists; and the last drawing on February 15, 2008 – one (1) potential Finalist will be drawn. Each Finalist will be assigned to a specific GP Event, to be held at a specific date and time, by Sponsor at its sole discretion. Each of the ten (10) GP Events will take place between February 8, 2008 and February 17, 2008 at the 2008 Chicago Auto Show at McCormick Place, 2301 S. Lake Shore Drive in Chicago, IL, at specific dates, times and McCormick Place locations to be determined by Sponsor at its sole discretion. On or about the date of each Finalist drawing listed above, Sponsor will make two (2) attempts to notify each potential Finalist at the phone number(s) he/she submitted as part of his/her Entry Information at the time of entry and, if contact is made, will begin a verification process (see below). By entering this Promotion, executing/returning the required affidavit/release, and accepting Finalist status, each Finalist agrees that he/she will attend and participate in the specific GP Event during the period February 8 – 17, 2008, inclusive, to which they are assigned by Sponsor at Sponsor’s sole discretion, subject to terms, conditions, restrictions set forth in these Official Rules. Each Finalist understands and agrees that the GP Event will be taped by Sponsor for television broadcast (the “Broadcast”) on WMAQ and/or WSNS, as well as possibly be published online and in any and all other forms of public media. Prior to participation in the GP Event

and the television taping thereof, each Finalist must sign Sponsor's and GP Event producer's standard releases, including television appearance/publicity releases, as well as any other reasonably required documentation. A Finalist's appearance in the GP Event may not actually be taped and any such appearance that is taped may not be included in the final version(s) of the Broadcast as shown on television; that decision being subject to Sponsor's sole discretion. Sponsor/ Promotion Entities are not responsible or liable for cancellation, pre-emption or other failure to televise any Broadcast scheduled to include Finalist. Potential Finalists will be required to follow a written verification process: they must sign, execute, and return (via a method paid for by Sponsor) an Affidavit of Eligibility, a Liability Release, a Publicity Release, a photocopy of their valid Illinois or Indiana drivers license stating date of birth, a signed W-9 IRS Tax Form indicating their valid Social Security tax I.D. number, and any other documentation that Sponsor requires (collectively "Affidavit/Release") within twenty-four (24) hours after such material is sent to such potential Finalist or potential Finalist may be disqualified and an alternate potential Finalist may be selected, at Sponsor's sole discretion, in any reasonable random manner (including, without limitation, by the selection of potential Finalist(s) from eligible persons in the vicinity of the McCormick Place Convention Center during the 2008 Chicago Auto Show, in a reasonable random method consistent with the intent of these Official Rules). If a potential Finalist is found to be ineligible, if he/she cannot or does not comply with these Official Rules, and/or if his/her notification documents are returned as undeliverable, that potential Finalist will be disqualified and an alternate potential Finalist may be selected, at Sponsor's sole discretion, as stated above. A fax copy of a Finalist's Affidavit/Release and documentation may be requested and such fax copy will have the same force and effect as the original document. By submitting the completed and signed Affidavit/Release and documents, each Finalist attests to the authenticity of his/her winning entry. Once submitted, entries become the sole property of Sponsor and will not be returned. If a Finalist is not able, for any reason, to attend the specific GP Event to which he/she is assigned by Sponsor or fails to arrive at the designated location by the designated time, such Finalist may be disqualified and an alternate potential Finalist may be selected, at Sponsor's sole discretion, as stated above. An entrant's status as an official Finalist cannot be officially determined or declared at any GM dealership or by any GM personnel; such determination can only be made by Sponsor/Sponsor's representatives upon the successful completion of winner verification as described in these Official Rules. Finalists (three for each of the ten (10) GP Events) will be required to attend a GP Event scheduled to be held at the Chicago Car Show, as described above, on a date and at the time selected by Sponsor in its sole discretion. In the GP Event, one Finalist will be selected, in a random process, to be the winner of the GP Event Automobile Grand Prize that was announced as the prize available to be won at that specific day's GP Event. Prior to participating in the GP Event, the rules of

the random process will be disclosed to the Finalists and they will be required to acknowledge that the rules have been disclosed to them and that they agree, in addition to being bound by these Official Rules, also to be bound thereby. The two Finalists who do not win the Automobile Grand Prize in each of the GP Events will each be awarded, in a random manner, a Finalist Prize trip that was announced as a prize available to be won at that specific day's GP Event. FINALISTS ARE SOLELY RESPONSIBLE FOR THEIR OWN TRANSPORTATION TO AND FROM GP EVENT, ANY LODGING ELECTED BY SUCH FINALIST, AND TRAVEL AT THEIR OWN RISK.

8. **AUTOMOBILE PRIZES; TERMS AND CONDITIONS:** The winner of the Showroom Sweepstakes automobile prize and each winner of a GP Event Automobile Grand Prize will take vehicle delivery at a dealer location in Illinois or Indiana as determined by Sponsor in its sole discretion. Sponsor will provide instructions to winner as to how to obtain vehicle at a dealership or other specified location, to be designated by Sponsor at its sole discretion. Winner will be required to personally retrieve vehicle and winner is solely responsible for his/her transportation and related costs for collecting vehicle. Sponsor will use reasonable efforts, subject to vehicle availability, to deliver vehicle within 90 days of receipt of completed Affidavit/Release. Promotion Entities are not responsible for delays in delivery. Winners will be required to present adequate personal identification as determined by Sponsor (including a valid U.S. driver's license issued in Illinois or Indiana), evidence of legally required insurance and any other required information/documents before a winner may take possession of vehicle. Winners bear risk of damage to vehicle after delivery to specified location and vehicle will be forfeited and such winner will be disqualified if winner fails to arrange for or accept delivery of vehicle within 30 days of Sponsor's notification to winner that vehicle is available. Vehicle shown at GP Event may not be actual vehicle awarded, and winner does not have choice of color. All depictions of vehicle in Promotion publicity/advertising are for illustrative purposes only. **All local/state/federal sales and excise taxes, and all title/registration fees, as well as all other fees and taxes associated with winning and claiming the prize car, including but not limited to federal, state or other income taxes, are the sole responsibility of each of the car winners.** Winner is solely responsible for any insurance, options that are not factory-installed or manufacturer Service Parts Operations accessories that are not dealer-installed, and all other costs incurred in claiming, registering, delivery, or use of the vehicle that are not expressly included in these Official Rules as being part of the prize awarded. All expenses not specifically mentioned as included are excluded and are the sole responsibility of the winner. Any difference between the stated prize MSRP and actual value will not be awarded. Vehicle will be delivered in the states of Illinois or Indiana only.

9. **ADDITIONAL TERMS AND DISCLAIMERS:** Promotion subject to these Official Rules. Any depictions of a prize are for illustrative purposes only. Winning Messages/ Prize Codes are void and will be rejected if not obtained through authorized, legitimate channels, or if they are in whole or in part illegible, forged, or tampered with in any way. Promotion Entities are not responsible or liable for Winning Messages/ Prize Codes that are illegible, late, destroyed, lost, misplaced, stolen, misdirected, tampered with, incomplete, deleted, damaged, incomplete, or mutilated or otherwise not in compliance with these Official Rules and all such Winning Messages/ Prize Codes will be void and ineligible for prizes. Promotion Administrator is not the supplier or guarantor of any prizes. Promotion Entities are not responsible for Winning Messages/ Prize Codes that contain printing, typographical, mechanical or other errors and such Winning Messages/ Prize Codes are void and ineligible for prizes. Promotion Entities are not liable for errors or issuance of any void, misprinted or irregular Winning Messages/ Prize Codes. In any event, sole liability, if any, for any void, disqualified, misprinted or irregular Winning Messages/ Prize Codes will be limited to the provision of another Instant Win Game play during the Promotion Period. In the event that production of Winning Messages/ Prize Codes, seeding of Winning Messages/ Prize Codes, printing or any other errors cause claims for more than the stated number of prizes, Sponsor reserves the right to award only the stated number of prizes by random drawing among all eligible legitimate claimants for such prizes. Only the advertised number of prizes as specified in these Official Rules are available to be won in the Promotion. Sponsor reserves the right to cancel or modify the Promotion if fraud, misconduct or technical failures destroy or interfere with the integrity or proper administration of the Promotion (as solely determined by Sponsor). In the event of termination of the Promotion a notice will be posted online at Online Game Web Sites and prizes will be awarded to holders of any valid properly claimed Winning Messages/ Prize Codes submitted to and verified by Sponsor prior to such termination. If for any reason an entrant's Instant Win Entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another Instant Win Game play, if and only if such entry is still available. Sponsor, at its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of any such discontinuance for any or all of the available, unawarded prizes offered herein. Any person attempting to forge or tamper with Winning Messages/ Prize Codes or otherwise defraud Sponsor will be prosecuted to the full extent of the law and will be ineligible for prizes. Use of any automated system to participate is prohibited and will result in disqualification. Any attempt by any participant to obtain more than the stated number of plays/entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that participant's plays/entries and that participant may be disqualified. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected

game plays, which will be disqualified. In the event of a dispute as to the identity of the entrant who submitted any entry or engaged in any Instant Win Game play, and/or who claimed a prize, at Sponsor's sole discretion, the authorized account holder of the email address used to enter the Promotion will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Potential winners may be required to show proof of being the authorized account holder. Promotion Entities are not responsible/liable for delays; human error; incorrect or inaccurate transcription of entrant information; any technical malfunctions of the telephone network, including, without limitation, dropped calls, any human error in processing/handling of telephone calls or error in transcription of entrant's data, any computer online system, computer dating mechanism, computer equipment, software, or internet service provider utilized by the Promotion or participant; interruption or inability to access any Promotion web site, or any online service via the internet due to hardware or software compatibility or other problems; any damage to entrant's (or any third person's) computer and/or its contents related to or resulting from any part of the Promotion; any lost/delayed data transmissions, omissions, interruptions, defects; and/or any other errors or malfunctions, even if caused by the negligence of one of the Promotion Entities, or web site/computer programming errors or failures, or any incorrect information due to hacking, tampering or non-authorized intervention. Each participant by participating in this Promotion, for participant and for participant's heirs, executors, administrators and assigns further releases and agrees to indemnify and hold harmless the Promotion Entities from any and all liability for any injury, losses or damages to persons, including death, and property, resulting or arising in whole or in part from the Promotion or participation in the Promotion event and /or GP Event, or acceptance/possession and/or use/misuse of a prize, defects of any prize, or any Promotion or GP Event, and to release all rights to bring any claim, action or proceeding against the Promotion Entities. Promotion Entities are also not responsible for any typographical or other error contained in these Official Rules. Further, participants hereby acknowledge, for participant and for participant's heirs, executors, administrators and assigns, that said Promotion Entities 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 a prize, except that General Motors is solely responsible for the express standard vehicle limited warranties provided solely by GM in the owner's guide for a vehicle prize. 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. **GM automobile makes and models referred to in these Official Rules are registered trademarks of General Motors Corporation and/or the applicable GM division. General Motors Corporation is not affiliated with NBC Universal, Inc. or WMAQ/NBC5, or WSNS/Telemundo44 and has in no way endorsed or sponsored this Promotion or any individual Sweepstakes or any NBC Universal, Inc. or WMAQ or WSNS product.** IN NO EVENT WILL PROMOTION ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID WEB SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEB SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. IN NO EVENT WILL PROMOTION ENTITIES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR PARTICIPATION IN THIS PROMOTION, ANY PRIZE AWARDED HEREUNDER, YOUR ACCESS TO AND USE OF ANY WEB SITE OR THE DOWNLOADING FROM AND/OR PRINTING OF MATERIAL DOWNLOADED FROM SUCH WEB SITE. No transfer, substitution or cash equivalent for prizes, except that Sponsor reserves the right to substitute a Prize (or Prize element) of equal or greater value due to prize unavailability for any reason at its sole discretion. All expenses not specifically mentioned as being included (for example, but not limited to, transportation to GP Event, etc.) are excluded and are each winner's sole responsibility. All prizes involving out-of-town travel are subject to air travel and hotel availability, holiday and black-out dates, expiration dates, and all other prize and travel restrictions. Once determined, no change, extension or substitution of trip dates is permitted, except by Sponsor at its sole discretion. Each winner of a prize involving travel and his/her allotted guest(s), as applicable, will be required to sign appropriate affidavit/releases. If a minor is permitted, under the prize terms, to be a travel guest, his/her parent/legal guardian must sign such documents on his/her behalf and the minor's parent/legal guardian must accompany him/her on the trip, and such person must arrange and pay for all of his/her expenses unless the parent/guardian is determined to be a winner. If a Trip involves air travel,

winner and his/her guest must take air travel on the same travel itinerary. Trip Winners are solely responsible for all costs, incidentals, and any other expenses not specifically mentioned as being included, including but not limited to ground transportation, meals, gratuities, and telephone calls. If a Trip winner elects to travel or partake in trip without his/her allotted guest, no additional compensation will be awarded. For all travel prizes, each Winner and Guest must have valid travel documents (e.g., valid, government photo i.d. and, if needed, passport/visa) prior to departure. Failure to do so will result in forfeiture of Prize. Sponsor shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of a travel prize due to reasons beyond Sponsor's control, and are not responsible or liable for any expenses incurred as a consequence thereof. Prize travel may not be combined with any other offer. All travel will be at the risk of winner and guest. UNCLAIMED OR FORFEITED INSTANT PRIZES WILL NOT BE AWARDED. Promotion void outside the Signal Area and where prohibited by law and subject to all applicable federal, state and local laws. All federal, state or other tax liabilities (including, but not limited to, income taxes) arising from Promotion will be the sole responsibility of each winner. Sponsor will furnish IRS Forms 1099 to winners of Prizes totaling \$600 or more in any one year. Any personal information supplied by entrants to Sponsor or its affiliates will be subject to Sponsor's Privacy Policy and GM's privacy policy, as applicable. Except where prohibited, by entering this Promotion and acceptance of prize grant permission for Promotion Entities to use winner's name, photograph, likeness, statements, voice, biographical information and address (city and state) for advertising/publicity purposes worldwide and in all forms of media now known or hereinafter devised, in perpetuity, without further notice, permission or compensation, in connection with Promotion, or the prize(s) awarded, and/or the advertising and marketing thereof. Promotion Entities shall have no responsibility or liability in connection with any preemption, cancellation, interruption of any broadcast elements that relate to the Promotion. Participants also agree to be bound by the Official Rules and decisions of Sponsor and/or Sponsor's representatives, and Promotion Administrator including, without limitation, decisions regarding the conduct, judging and all other details of the GP Event, which are conclusive, final and binding in all respects, and waive any right to claim any ambiguity in these Official Rules or Promotion materials. Submitted materials become the sole property of Sponsor and will not be returned.

10. **DISPUTES:** THIS PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF ILLINOIS, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN CHICAGO, ILLINOIS. 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 JAMS 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 ILLINOIS. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF COOK, ILLINOIS. 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.

11. **OFFICIAL RULES/WINNERS LIST:** An additional copy of these Official Rules for this Promotion by which all participants are bound, or the names Prize winners, may be obtained by sending a self-addressed, stamped envelope to: NBC5/Telemundo44 – GM See It Next Sweepstakes, “Rules” or “Winners (specify which) P.O. Box 10901, Burbank, CA 91510 to be received no later than April 15, 2008.
12. **PROMOTION ADMINISTRATOR:** Sullivan Compliance Company, P.O. Box 7398, Burbank, CA 91510-7398; and PSI Advantage, Inc. PSI Advantage, Inc., 200 Kirts Blvd., Troy, Michigan 48084.
13. **SPONSOR:** This promotion is sponsored by NBC Universal, Inc., 3000 West Alameda Ave., Burbank, CA 91523, and WMAQ/NBC5 & WSNS/Telemundo44, 454 N. Columbus Drive, Chicago, IL 60611. No purchase or attendance at a sales presentation is necessary to participate. The purpose of any visit is to participate in the Promotion.

© 2008 SCC. Participants may copy these Official Rules for personal use only and not for any commercial purpose whatsoever. All rights reserved.