

## Verizon Wireless Wednesdays Official Rules

**NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.**

**1. Eligibility:** Verizon Wireless Wednesdays (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and are either full or part-time students in good standing at one of the twenty-one (21) participating colleges or universities (each a "School"), listed at [www.vzwcampus.com](http://www.vzwcampus.com). Employees of Verizon Wireless, TMP Worldwide Advertising & Communications ("TMP"), Marketing Werks, ePrize, LLC, and each of its parent, subsidiaries, affiliates, distributors, agents, and advertising or promotion agencies, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations and is void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**2. Sponsor:** Verizon Wireless, One Verizon Way, Basking Ridge, NJ 07920. **Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

**3. Timing:** The Sweepstakes begins on October 4, 2011 at 10:00 a.m. local time at Central Connecticut State University and for all other schools on October 5, 2011 at 10:00 a.m. local time at each School and ends on April 4 at 2:00 p.m. local time at each School (the "Promotion Period"). The Promotion consists of four (4) Wireless Wednesday entry periods, (each a "Wireless Wednesday Entry Period") as set forth in the chart below.

Entry Period	Begins	Ends
<b>Wireless Wednesday #1</b>	October 4, 2011 at Central Connecticut State University at 10:00 a.m. ET and October 5, 2011 at 10:00 a.m. LOCAL TIME (at each of the remaining Schools)	October 4, 2011 at Central Connecticut State University at 2:00 p.m. ET and October 5, 2011 at 2:00 p.m. LOCAL TIME (at each of the remaining Schools)
<b>Wireless Wednesday #2</b>	November 2, 2011 at 10:00 p.m. LOCAL TIME at each School	November 2, 2011 at 2:00 p.m. LOCAL TIME at each School
<b>Wireless Wednesday #3</b>	February 1, 2012 at 10:00 a.m. LOCAL TIME at each School	February 1, 2012 at 2:00 p.m. LOCAL TIME at each School
<b>Wireless Wednesday #4</b>	April 4, 2012 at 10:00 a.m. LOCAL TIME at each School	April 4, 2012 at 2:00 p.m. LOCAL TIME at each School

Sponsor's computer is the official time-keeping device for the Sweepstakes.

**4. How to Enter:** During any of the Wireless Wednesday Entry Periods, visit the Verizon Wireless booth at your school and complete the electronic registration form to receive one (1) entry into the applicable Wireless Wednesday Entry Period. Limit: One (1) Sweepstakes

entry per person per Wireless Wednesday; four (4) total Sweepstakes entries per person for all Wireless Wednesdays. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register 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. Each potential winner may be required to show proof of being an authorized account holder.

**5. Drawings:** Sponsor's and Administrator's decisions as to the administration and operation of the Sweepstakes and selection of potential Sweepstakes winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select one (1) potential Sweepstakes winner per School, per Wireless Wednesday from among all eligible entries received for the applicable Wireless Wednesday and School, on or around five (5) business days after the end of each Wireless Wednesday Entry Period. Non-winning entries will not carry over into subsequent drawings. Sponsor will notify each potential winner by email at that time. Each potential winner will be required to provide a valid mailing address (P.O. Boxes are not permitted), and a copy of his/her government issued identification which must be received by Sponsor within five (5) days of the date notice or attempted notice is sent, in order to claim the prize. Receiving a prize is contingent upon compliance with these Official Rules. If a potential winner cannot be contacted, fails to provide the required information within the required time period, or if a prize is returned as undeliverable, potential winner forfeits the prize. In the event that a potential winner is disqualified for any reason, an alternate winner will be determined by the Sponsor. Administrator will randomly select alternate potential winners for Wireless Wednesday Sweepstakes. If after three (3) attempts, a winner is not determined, the applicable prize will remain unawarded. Prizes will be fulfilled 8 – 10 weeks after the end of the applicable Wireless Wednesday Entry Period.

**6. Prizes:** EIGHTY-FOUR (84) GRAND PRIZES (TWENTY-ONE (21) EACH WIRELESS WEDNESDAY): \$500 Visa gift card (terms and conditions apply). Approximate Retail Value ("ARV"): \$500. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the Promotion Period. Limit: One (1) prize per person. Total ARV of all prizes: \$42,000.

**7. Release:** By receipt of any prize, winners agree to release and hold harmless Sponsor, TMP, Marketing Werks, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

**8. Publicity:** Except where prohibited, participation in the Sweepstakes constitutes each winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph,

voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

**9. General Conditions:** Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

**10. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, if it is possible. If the Sweepstakes, or any part of it, is discontinued for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

**11. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) or the appropriate Michigan State Court located in Oakland County, Michigan; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Michigan without giving effect to any choice of law or conflict of law rules (whether of the State of Michigan or any other jurisdiction), which would cause the

application of the laws of any jurisdiction other than the State of Michigan.

**12. Entrant's Personal Information:** Information collected from entrants is subject to ePrize, LLC's Privacy Policy <http://www.eprize.com/privacy-policy> and Sponsor's Privacy Policy <http://www22.verizon.com/privacy/>.

**13. Winner List:** For a winner list, visit <http://bit.ly/pdESrN>. The winner list will be posted after winner confirmation is complete.

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## **Verizon Wireless Wednesday** Abbreviated Rules

### **ABBREVIATED RULES for Print**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) 18 YEARS AND OLDER WHO ARE FULL OR PART-TIME STUDENTS IN GOOD STANDING AT ONE OF THE TWENTY-ONE (21) PARTICIPATING COLLEGES OR UNIVERSITIES. VOID WHERE PROHIBITED. Sweepstakes ends 4/4/12. For Official Rules, prize descriptions and odds disclosure, visit [www.vzwcampus.com](http://www.vzwcampus.com). Sponsor: Verizon Wireless, One Verizon Way, Basking Ridge, NJ 07920.

### **Abbreviated rules for online Ads – Banner**

NO PURCHASE NECESSARY. Ends 4/4/12. To enter and for Official Rules, visit [www.vzwcampus.com](http://www.vzwcampus.com).

### **Abbreviated Rules for online Ads – Not a Banner**

NO PURCHASE NECESSARY. Legal residents of the 50 United States (D.C.) 18 years and older who are full or part-time students in good standing at one of the twenty-one (21) participating colleges or universities. Ends 4/4/12. To enter and for Official Rules, including odds and prize descriptions, visit [www.vzwcampus.com](http://www.vzwcampus.com). Void where prohibited.