

VERIZON WIRELESS
Text-to-Win Skill Contest
OFFICIAL CONTEST RULES
No Purchase Necessary

1. To Enter: Participants may register at the Verizon Wireless on-site location at the Williamson County Fair ("Fair") during normal business hours of the Fair from 8/6/10 – 8/13/10. Each participant will be given the opportunity to register for a specific time slot on game day 8/14/10 during the contest registration period. There will be a limit of 4 contestants per bracket as well as up to 4 back-up contestants per bracket. Each contestant will receive a confirmation for the time and bracket for which they are registered as well as a wristband for re-entry to the Fair for the competition on 8/14/10. The contest will begin at 11:00 am on Saturday, 8/14/10 at the Main Stage Ag Expo, 4215 Long Lane Franklin, TN 37064. The Round One brackets will be played at approximately the following times: 11:00 am, 11:20 am, 11:40 am, 12:00 pm, 12:20 pm, 12:40 pm, 1:00 pm, 1:20 pm, 1:40 pm, 2:00 pm, 2:20 pm, 2:40 pm, 3:00 pm, 3:20 pm, 3:40 pm, and 4:00 pm.

2. Prize Details: 1st Place Prize – Netbook HP 1046 and \$100 cash, Approximate ARV is \$600.00. 2nd Place Prize: Droid Eris, \$75 and 2 University of Tennessee ("UT") Men's Football Tickets to the UT vs. Oregon game scheduled for 9/11/10. Approximate ARV is \$250.00. 3rd Place Prize: Droid Devour, \$50 cash and 2 Vanderbilt University Men's Football Tickets to the Vanderbilt vs. University of South Carolina game scheduled on 10/23/10. Approximate ARV is \$200.00. 4th Place Prize: University of Tennessee Prize Pack to include 4 University of Tennessee Men's Football Tickets to the UT vs. Mississippi scheduled on November 13, 2010 branded University of Tennessee/Verizon Wireless items and \$50 cash. Approximate ARV is \$150.00. The aggregate ARV for the contest is \$1200.00. Taxes, if any, are the sole responsibility of the winners. Prizes are non-transferable, non-assignable, and not redeemable for cash. The Sponsor reserves the right to substitute a prize of equal or greater value if the featured prize becomes unavailable. No more than the stated number of prizes will be awarded. Sponsor is not responsible for any costs or services that may be required to use the prize, unless specifically included in the prize, including, without limitation, wireless service, games or accessories. No more than the stated number of prizes will be awarded. All prize values are in U.S. currency. Sponsor is not responsible for the cancellation of any sporting events awarded as prizes ("Events"). Sponsor assumes no liability cancellation of any of the Events and will not award an alternative prize if any such Event(s) is cancelled.

3. Contest Details and Awarding of Prize(s): Each contestant will use a Casio G'zOne Boulder handset provided by Sponsor. There will be a two-minute period at the beginning of each bracket competition. During these two minutes the contestants will be able to become familiar with the handset. A countdown will commence for the final 10 seconds of the two minute phone adjustment period. At the end of the countdown, a phrase will be shown on a screen placed where visible by all players. The phrase will change for each bracket of the contest. The winner of each bracket will be the person with no errors that is received first by the Sponsor. If a bracket is played and all texts come in with errors, that bracket will be re-played with a new phrase. Each bracket will have different phrases in place for each round and a possible re-play. **Round One:** The player who sends his or her text message that is received first with no errors will be declared the winner of that bracket in round one and that player will advance to Round Two at approximately 4:30 pm. All other players in that bracket are eliminated from the contest. After Round One, 16 players will advance to Round Two at approximately 4:30 pm on 8/14/10. **Round Two:** All 16 winners will be grouped as follows: First Group Bracket: winners from the 11:00 am, 11:20 am, 11:40 am, 12:00 pm brackets. Second Group Bracket: winners from 12:20 pm, 12:40 pm, 1:00 pm, 1:20 pm brackets. Third Group Bracket: winners from 1:40 pm, 2:00 pm, 2:20 pm, 2:40 pm brackets. Fourth Group Bracket: winners from 3:00 pm, 3:20 pm, 3:40 pm, 4:00 pm brackets. Round Two will be comprised of four players during each bracket. The player who sends his or her text message that is received first with no errors will be declared the winner of that bracket in Round Two and that player will advance to the final round. All other players in that bracket are eliminated from the contest. After Round Two, four players will advance to the final round. **Final Round:** The Final Round will be played at approximately 5:00 pm. Of the four players advancing to the final round, the player who sends his or her text message that is received first with no errors will be declared the 1st place winner of the contest the remaining winners will be awarded based on timing of their text entry. All prizes or certificates to receive the prize(s) will be awarded immediately following the determination of the contest winners. The determination of each winner of each bracket and each round will be made by the Sponsor, whose decisions shall be final and binding in all matters related to this contest.

4. List of Winners: You may request the name of the winner (available after August 16, 2010) by sending a stamped, self-addressed envelope to Verizon Wireless, Attn: Verizon Wireless 701 Brookfield Pkwy, Greenville, SC 29607,

5. Eligibility: This contest is open to legal Tennessee residents 13 years of age or older. Contestants under the age of 18 must have parental/legal guardian consent at time of registration. Employees of the Sponsor, its affiliates, subsidiaries, distributors and advertising and promotion agencies, and immediate family and households of each, including spouses, parents and children, are not eligible. All federal, state and local laws apply. This contest shall be governed by the laws of the state of Tennessee without regard to its conflict of laws provision. Void where prohibited. Sponsor and its respective parents, subsidiaries and affiliates are not responsible for late, lost, incomplete, misdirected, stolen, 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 the contest which may limit the ability to play or participate, or by any human error that may occur in the processing of the entries in the contest or other failures of any sort, fire, epidemic, explosion, act of God, riot or civil disturbance, war, terrorist threat or activity, any federal, state or local government law, or any other cause not reasonably within Sponsor's control. Sponsor is not responsible for printing errors in these Official Contest Rules. This contest may be terminated by the Sponsor(s) without liability and at its sole discretion.

6. Winner Liability Release. Each Prize Winner by accepting the prize agrees to and hereby does release, discharge and hold harmless the Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives, and agents from and against any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of any prize while preparing for, participating in, and/or traveling to or from any prize-related activity including personal injuries sustained while attending or traveling for the prize-related event. Except for residents of the State of Tennessee that choose not to grant Sponsor these publicity rights, by accepting a prize, each Prize Winner grants to the Sponsor the right to use winner's name, likeness, image, voice, hometown, and biographical information in advertising, trade and promotion, including on the Internet or via wireless application protocol, without further notice, compensation or permission, except where prohibited by law. Each Prize Winner will be

required to complete and sign an Affidavit of Eligibility and Publicity/Liability Release prior to the winner's receipt of the prize or the prize may be forfeited and awarded to an alternate winner.

7. **Sponsor: Verizon Wireless**, 701 Brookfield Pkwy, Greenville, SC 29607