

# Nielsen Homescan Consumer Panel

## 2010 Sweepstakes Official Rules

THIS PROMOTION IS INTENDED FOR PLAY IN THE UNITED STATES AND THE DISTRICT OF COLUMBIA ONLY AND WILL BE GOVERNED BY U.S. LAW. DO NOT ENTER IF YOU ARE NOT ELIGIBLE AND LOCATED IN THE UNITED STATES OR THE DISTRICT OF COLUMBIA AT THE TIME OF ENTRY. NOT OPEN TO THE GENERAL PUBLIC.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

- 1. Eligibility:** Each individual sweepstakes (each a "Sweepstakes") is only open to individuals who are residents of the United States or the District of Columbia and members of the Nielsen Homescan Consumer Panel ("Members") at the time of entry. New members who join the Homescan Consumer Panel in the middle of a Homescan Year must wait until the following Homescan Year to enter the Homescan Ultimate Shopping Spree Sweepstakes. New members who join the Homescan Consumer Panel in the middle of a Quarter may enter the Extra Special Super Scanner Sweepstakes drawing for that Quarter but must wait until the beginning of the next Quarter to enter a drawing for the Grand Prix Sweepstakes. New members who join the Homescan Consumer Panel in the middle of a Month may participate in the Monthly Sweepstakes drawing for that Month. New members who join the Homescan Consumer Panel in the middle of a Week must wait until the following Week to enter the Homescan Lucky Weeks Sweepstakes. No entry fee, payment or proof of purchase is required to enter these Sweepstakes. You must be a member at the time of entry and awarding of any prize. Employees, officers and directors, including members of their immediate families (parent, child, sibling, or spouse of each of the foregoing) or their households, and affiliates of the Nielsen Company ("Sponsor"), its subsidiaries, are not eligible to enter. SWEEPSTAKES ARE NOT OPEN TO THE GENERAL PUBLIC. The Sweepstakes are subject to all applicable state, federal and local laws and regulations and are void where prohibited by law.
- 2. Sweepstakes Details:** There will be five (5) separate sweepstakes: the Homescan Lucky Weeks Sweepstakes ("Lucky Weeks Sweepstakes"); the Monthly Sweepstakes ("Monthly Sweepstakes"); the Extra Special Super Scanner Sweepstakes ("Super Scanner Sweepstakes"); the Grand Prix Sweepstakes ("Grand Prix Sweepstakes"); and the Homescan Ultimate Shopping Spree Sweepstakes ("Ultimate Shopping Sweepstakes"). The details of each sweepstakes are described below. For the purposes of each Sweepstakes a "Week" is defined as Sunday 12:01:01 a.m. Eastern Time ("ET") through Saturday 11:59:59 midnight ET. The specific dates for each Week in the Homescan Year are listed in the Exhibit A following these Official Rules. By participating, entrants agree to these Official Rules, which are final and binding in all respects. All entries become the property of Sponsor and none will be returned.

  - a. Lucky Weeks Sweepstakes: Sweepstakes Period:** The Homescan Lucky Weeks Sweepstakes begins December 13, 2009 at 12:00:01 a.m. ET and ends December 11, 2010 at 11:59:59 a.m. ET ("Lucky Weeks Sweepstakes Period" or "Homescan Year"). To Enter: Members may enter through any of the methods described in Rule

- #4, detailed below, during a Week. Limit one (1) entry per Member per Week. The specific dates for each Week in the Homescan Year are listed in the Exhibit following these Official Rules. Winner Selection: Ten (10) winners will be chosen each Week by a random drawing, to be held within five (5) days after each such Week, from among all eligible entries for that Week by Sponsor whose decisions are binding and final for all Sweepstakes matters. Members may win more than one (1) Lucky Weeks Sweepstakes drawing during the Homescan Year. Non-winning entries will not be rolled over into subsequent drawings for the Lucky Weeks Sweepstakes. Odds of winning a Lucky Weeks Sweepstakes drawing depend on the number of eligible entries received during the applicable Week. Prizes (520 total / ten [10] per Week): Each winner will receive a \$25 American Express® Rewards Card.
- b. **Monthly Sweepstakes: Sweepstakes Period:** The Monthly Sweepstakes begins December 13, 2009 at 12:00:01 a.m. ET and ends December 11, 2010 at 11:59:59 a.m. ET ("Monthly Sweepstakes Period"). To Enter: Members may enter by using any of the methods described in Rule #4, detailed below, at least once during a Month during the Monthly Sweepstakes Period. Limit four (4) entries per Member per Month. The specific dates for each Month in the Homescan Year are listed in the Exhibit A following these Official Rules. Winner Selection: Fifteen (15) winners will be chosen each Month by a random drawing, to be held within ten (10) days of the end of each Month, from among all eligible entries for that Month by Sponsor whose decisions are binding and final for all Sweepstakes matters. Members may win more than one (1) Monthly Sweepstakes drawing during the Homescan Year. Non-winning entries will not be rolled over into subsequent drawings for the Monthly Sweepstakes. Odds of winning each Monthly Sweepstakes drawing depend on the number of eligible entries received during the applicable Month. Prizes (180 total / fifteen [15] per Month): Each winner will receive a check for \$1,000, payable to winner.
- c. **Extra Special Super Scanner Sweepstakes: Sweepstakes Period:** The Extra Special Super Scanner Sweepstakes begins December 13, 2009 at 12:00:01 a.m. ET and ends December 11, 2010 at 11:59:59 a.m. ET ("Super Scanner Sweepstakes Period"). To Enter: Members may enter by using one of the entry methods described in Rule #4, detailed below, at least four (4) times in one Month, one (1) time per Week, during the Super Scanner Sweepstakes Period. Members who use one of the Entry Methods at least four (4) times in one Month, will receive one (1) entry into the Super Scanner Sweepstakes for the applicable Quarter. Limit three (3) entries per Member per Quarter (one [1] entry per Month in the applicable Quarter). For the purposes of the Super Scanner Sweepstakes, a Quarter is defined as detailed in the attached Exhibit. The specific dates for each Quarter in the Homescan Year are listed in the Exhibit A following these Official Rules. Winner Selection: Thirty (30) winners will be chosen each Quarter by a random drawing, to be held within ten (10) days of the end of each Quarter, from among all eligible entries for that Quarter by Sponsor whose decisions are binding and final for all Sweepstakes matters. Members may win more than one (1) Super Scanner Sweepstakes drawing during the Homescan Year. Non-winning entries will not be rolled over into subsequent drawings for the Super Scanner Sweepstakes. Odds of winning a Super Scanner Sweepstakes drawing depend on the number of eligible entries received during the applicable Quarter. Prizes (120 total / thirty (30) per Quarter): Each winner will receive a \$500 American Express® Rewards Card.

- d. **Grand Prix Sweepstakes: Sweepstakes Period:** The Grand Prix Sweepstakes begins December 13, 2009 at 12:00:01 a.m. ET and ends December 11, 2010 at 11:59:59 a.m. ET ("Grand Prix Sweepstakes Period"). To Enter: Members may enter by using one of the entry methods described in Rule #4, detailed below, during each and every Week of a Quarter. Members who use one of the Entry Methods during each and every Week of a Quarter, will receive one (1) entry into the Grand Prix Sweepstakes for the applicable Quarter. Limit one (1) entry per Member per Quarter. The specific dates for each Quarter in the Homescan Year are listed in the Exhibit A following these Official Rules. Winner Selection: Two (2) winners will be chosen each Quarter by a random drawing, to be held within ten (10) days of the end of each Quarter, from among all eligible entries for that Quarter by Sponsor whose decisions are binding and final for all Sweepstakes matters. Members may win more than one (1) Grand Prix Sweepstakes drawing during the Homescan Year. Non-winning entries will not be rolled over into subsequent drawings for the Grand Prix Sweepstakes. Odds of winning a Grand Prix Sweepstakes drawing depend on the number of eligible entries received during the applicable Quarter. Prizes (eight [8] total / two [2] per Quarter): Each winner may select one (1) of the following prizes:
- i. Option A: a 2010 Ford Escape, Ford Focus Sedan, Ford Mustang, Ford Ranger, Mercury Mariner, or Mercury Milan ("Vehicle"). Approximate Retail Value ("ARV"): \$25,000. Vehicle is subject to availability and will be delivered with standard equipment, as described above; any upgrades and options are at the sole expense of the winner. Color, package, factory options, and other prize specifics to be determined by Sponsor and are subject to availability. Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Vehicle including but not limited to its quality, fitness for purpose or mechanical condition. Any and all warranties and/or guarantees on a Vehicle (if any) are subject to the respective manufacturers' terms therefore, and winners agree to look solely to such manufacturers for any such warranty and/or guarantee. Winner (or such winner's parent or legal guardian, if applicable) must have proof of a valid U.S. driver's license from their state or place of residence in the United States and proof of insurance to take delivery of vehicle; failure to show same may result in prize forfeiture. Winner will be responsible for all optional equipment, title, license, insurance and registration fees required in claiming the Vehicle, applicable taxes as well as all other expenses relating to the receipt and use of Vehicle, including any travel and transportation costs associated with collecting the vehicle. All other costs not specifically stated herein as being awarded are the responsibility of the winner. Winner will be provided instructions to obtain his/her Vehicle at a the selected manufacturer's dealership to be determined by Sponsor, in its sole discretion. Winner must take delivery of vehicle within 30 days of notification that dealership has received vehicle.
  - ii. Option B: A trip for the winner and one or up to three guests depending on the trip, to one of the below destinations and a ten thousand dollar (\$10,000) spending allowance. ARV: \$25,000 (value is inclusive of spending cash).

**1. Eastern Caribbean Cruise:** includes roundtrip airfare from passengers' regional airport to Fort Lauderdale, Florida; roundtrip transfers between hotel, airport, and cruise ship; one-night hotel stay in Fort Lauderdale prior to cruise departure; seven-night cruise aboard the new Oasis of the Seas; ocean view cabin with balcony; all meals on board; shipboard gratuities; trip interruption/cancellation insurance.

**2. Atlantis (Nassau, The Bahamas):** includes roundtrip airfare from passengers' regional airport to Nassau; roundtrip transfers between hotel and airport; seven-night accommodations in waterview room at Atlantis; casual dining plan, including breakfast and dinner daily; trip interruption/cancellation insurance.

**3. Walt Disney World (Orlando, Florida):** includes roundtrip airfare from passengers' regional airport to Orlando; roundtrip transfers between hotel and airport; seven-night accommodations in one-bedroom villa at Disney's Beach Club Villas (or similar); eight-day Magic Your Way Ticket with Park Hopper and Water Park Fun & More; Magic Your Way Dining Package, including one table-service meal, one quick-service meal, and one snack per person per day; trip interruption/cancellation insurance.

**4. Alaska Cruise Tour:** includes roundtrip airfare from passengers' regional airport to Fairbanks, with return from Vancouver; roundtrip transfers between airport and pier; 13-night Alaska Cruise Tour on the Coral Princess (or similar) in mini-suite; all meals on board; trip interruption/cancellation insurance.

**5. Trip of Your Dreams:** Land or Cruise & Air Package: No space is currently being held. Package prices cannot be guaranteed until such time as this or an amended proposal is agreed upon by Nielsen and Carlson Travel Group..

iii. Option C: A check for twenty thousand dollars (\$20,000) made payable to the winner.

e. Homescan Ultimate Shopping Spree Sweepstakes: Sweepstakes Period: The Ultimate Shopping Spree Sweepstakes begins December 13, 2009 at 12:00:01 a.m. ET and ends December 11, 2010 at 11:59:59 a.m. ET ("Ultimate Shopping Spree Sweepstakes Period"). To Enter: Members who enter by using one of the entry methods described in Rule #4, detailed below, during each and every Week of the Homescan Year, will receive one (1) entry into the Ultimate Shopping Spree Sweepstakes. Limit one (1) entry per Member for the entire Ultimate Shopping Spree Sweepstakes Period. Winner Selection: One (1) winner will be chosen in a random drawing, to be held within ten (10) days after the end of the Homescan Year, from among all eligible entries received by Sponsor whose decisions are binding and final for all Sweepstakes matters. Odds of winning the Homescan Ultimate Shopping Spree Sweepstakes depend on the number of eligible entries received during the applicable Homescan Year. Prizes: The winner will receive a choice of any ten (10) gifts from the Sponsor's Gift Catalog and/or Gift Flyer that is current at the time the winner is chosen/notified subject to any terms and conditions imposed by Nielsen and its participating vendors. ARV: up to \$2,500.

**3. Prize Conditions:**

a. Total ARV of All Prizes: \$400,000

- b. For All Prizes: Prize will be awarded in the name of the Nielsen Homescan Consumer Panel winning Member. Prizes are non-transferable, and may not be substituted, except in Sponsor's sole discretion. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Non-cash prizes may not be redeemed for cash. Prizes won by minors will be awarded in the name of the child to the parent or legal guardian who must sign and return all applicable documentation. An Affidavit of Eligibility and Compliance with these Official Rules and a Liability and (unless prohibited) Publicity Release must be executed and returned by each winner within 14 days after prize notification is sent to the winner. Winners must supply a Social Security number for tax filing purposes. Failure of any winner (or any traveling companion(s), if a trip is the prize) to complete, sign and return any requested documents within such period or the return of any prize notification or prize as undeliverable, or the disqualification of any winner for any reason may result in forfeiture of any prize. You are not a winner unless and until your submissions are validated. Prizes won by an eligible entrant who is a minor in his/her state of residence will be awarded to minor's parent or legal guardian who must sign and return all required documents. Potential Winners will be notified by e-mail, phone and/or express mail after the applicable drawing. Sponsor is not responsible for any change of e-mail address, mailing address and/or telephone number of entrants. All taxes on prizes are the sole responsibility of winner. Unclaimed prizes will not be awarded.
- c. Additional Conditions For Trip Prizes: Actual value of trip varies based upon point of departure and airfare fluctuations, difference between approximate value and actual value of prize will not be awarded. Winner is responsible for all expenses not expressly included, including but not limited to meals, gratuities, sightseeing activities not expressly included, beverages, travel insurance, personal expenses, and incidental hotel expenses. Carlson Travel Group strongly recommends that guests purchase insurance to travel delays, missed connections, baggage and personal effects loss, baggage delay, medical expenses, and emergency medical transportation. Such insurance shall be at passenger's own expense. Travel must be completed by Sept. 30, 2011. Prize will be forfeited if winner is unable to travel by the specified date. Nielsen is not responsible for any fees or additional charges resulting from winner's change of travel plans. Specific flights and accommodation details will be determined by Sponsor in its sole discretion. Carlson Travel Group and/or the tour operator reserve the right to substitute comparable hotels and/or make adjustments to the itinerary to ensure the safety of passengers and the quality of the trip. Price adjustments due to fuel surcharges and currency fluctuations will be the responsibility of the purchaser. Reservations are subject to availability at time of booking and should be made at least 30 days in advance. Trip prizes may not be booked for travel or stay during Christmas and New Year's weeks. Air transportation must be booked in advance, may require travel on certain days of the week and is non-refundable once tickets are issued. Tour rates have been priced for one piece of luggage per person. Additional surcharges will be applied for additional and/or excess baggage. Further descriptions and additional restrictions and limitations on each Grand Prix Sweepstakes prize trip may be listed in the Nielsen monthly newsletter, or are available by calling the Panel Support Center. A government issued picture ID is required for airline travel. A valid passport is required for travel to destinations

outside the United States. Passport fees are the responsibility of the passenger. Passports and any other required travel documents are the responsibility of winner. Sponsor is not responsible if winner and/or traveling companion(s) are denied entry into any country. If winner is eligible, but a minor in his/her state of residence, the travel guest must be winner's parent or legal guardian. If winner's guest on trip prize is a minor, he/she must be accompanied by parent or legal guardian who must sign and return all required documentation. Minors must be accompanied at all times during trip (including, but not limited to, in-flight, hotel stay and all prize-related events) by minor's parent or legal guardian. Guests accompanying winner must sign and return release of liability/publicity prior to booking travel. Winner and travel guest(s) must travel on same itinerary. Rental Car portion of prize, if applicable, is subject to terms and conditions of rental car company, including age restrictions.

#### **4. Entry Methods:**

- a. How to Enter with the NPD 500 Scanner (Scanner with the beam located on the side of the unit.)
  - i. Transmit purchase information and/or surveys once during each Week; or
  - ii. Transmit a "Won't Be Shopping" survey once during the Week if unable to perform (i) above; or
  - iii. Transmit an empty scanner once during the Week if unable to perform (i or ii) above; or
- b. How to Enter with the Mega Scanner–Internet version
  - i. Scan purchase information and/or surveys once during each Week and transmit via the Internet.
  - ii. Scan responses to the "Won't Be Shopping" survey and transmit via the Internet once during the Week if unable to perform (i) above; to let us know you are unable to shop.
  - iii. Transmit an empty scanner once during the Week if unable to perform (i or ii) above.
- c. How to Enter with the Mega Scanner–Modem version
  - i. Scan and transmit purchase information and/or surveys once during each Week.
  - ii. Scan and transmit responses to the "Won't Be Shopping" survey once during the Week if unable to perform (i) above; to let us know you are unable to shop.
  - iii. Transmit an empty scanner once during the Week if unable to perform (i or ii) above.
- d. How to Enter with the Cipherlab version
  - i. Scan your purchase information and/or surveys and ensure they are transmitted once during each Week.
  - ii. Scan your responses to the "Won't Be Shopping" survey and ensure they are transmitted once during the Week if unable to perform (i) above; to let us know you are unable to shop.
  - iii. If you did not purchase anything during the week, press the 2 Key at the main menu to select No Purchases, and ensure this information is transmitted to Homescan once during the Week if unable to perform (i or ii) above.
- e. How To Enter By Calling In: A member can qualify for each Sweepstakes by calling the Homescan Panel Support Center at 1-800-962-6700 once during each Week in which they are unable to perform one of the methods set forth above. This "alternative means of entry" is available for any given week but is only valid for that

week in which a member is calling. Nielsen is not responsible for non-connecting or incomplete transmissions or telephone calls to the Panel Support Center (for example, if telephone lines are down due to a storm, etc.). Entries that are inaudible or unintelligible will be disqualified. A member will not be disqualified from entering any of the Sweepstakes for failing to enter by methods (i), (ii) or (iii) using any scanner as detailed above during any Week in which the member's scanner is broken, provided member has called the Homescan Panel Support Center during such Week at 1-800-962-6700 to report a broken scanner and has entered as described this section. Sponsor is not responsible if the panelist does not contact the Panel Support Center before the Week has ended. After the scanner is fixed, the member must transmit purchase and/or survey information as set forth above (or perform one of the alternative methods set forth herein) to enter any of the Sweepstakes drawings.

- 5. Terms and Conditions:** Unless otherwise prohibited by law, acceptance of the prize constitutes permission to use each winner's name, city and state of residence for advertising and publicity purposes regarding the Homescan Lucky Weeks Sweepstakes, the Monthly Sweepstakes, the Extra Special Super Scanner Sweepstakes, the Grand Prix Sweepstakes and Homescan Ultimate Shopping Spree Sweepstakes without additional compensation.
  
- 6. Limitation of Liability:** Sponsor is not responsible for incorrect or inaccurate entry information whether caused by Internet users or by any of the equipment or programming associated with or utilized in the sweepstakes or by any technical or human error which may occur in the processing of the entries. Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature, including but not limited to non-connecting or incomplete computer and telephone transmissions, or calls to the Panel Support Center (for example, if telephone lines are down due to a storm, scanner is left out of the homebase, or unplugged, etc.). Sponsor reserves the right, in its sole discretion to modify, cancel or suspend this Sweepstakes, and randomly award the prizes from among all eligible entries received prior to action taken by Sponsor, should fraud, virus, bugs or other causes beyond the control of Sponsor corrupt the administration, security or proper play of the game. Sponsor reserves the right at its sole discretion, to disqualify any individual (and all of his or her Sweepstakes entries) who tampers with the entry process. Should multiple users of the same scanner enter the Sweepstakes and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said scanner at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned a scanner by Nielsen, according to Nielsen's records at the time of prize awarding. Automated entries are prohibited, and any use of such automated devices will cause disqualification. Carlson Travel Group and the Nielsen Company maintain no control over the personnel, equipment, or operations of any air, water, or surface carrier, ship line, bus, or limousine company, transportation company, hotel, restaurant, or other person or entity furnishing services, products, or accommodations as part of this trip because all the suppliers are independent contractors. Carlson Travel Group and Sponsor shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or irregularity that may be caused

or contributed to by any wrongful, negligent, or unauthorized act or omission on the part of any of these suppliers or any of their agents, servants, employees, or independent contractors; by any defect in or failure of any vehicle, equipment, instrumentality, service, product, or accommodation which is owned, operated, furnished or otherwise used by any of these suppliers; by any wrongful, negligent, or unauthorized act or omission on the part of any other person or entity not under the direct control of Carlson Travel Group or Sponsor or by any other cause, condition, or event whatsoever beyond direct control of Carlson Travel Group or Sponsor. In connection with any trip prize, the traveler may have the opportunity to participate in various optional activities such as excursions and side trips. Carlson Travel Group and Sponsor shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience, or irregularity arising out of or relating to said participation. Carlson Travel Group shall not be liable for any act or omission of Sponsor. BY ACCEPTING PRIZE, WINNER ACCEPTS THE INHERENTLY DANGEROUS NATURE AND RISK IN TRIP EVENTS SUCH AS HELICOPTER RIDES, INCLUDING PERSONAL INJURY AND/OR DEATH, ACKNOWLEDGES THAT HIS/HER PARTICIPATION IN THE PRIZE EVENT IS VOLUNTARY, ACKNOWLEDGES THAT THERE ARE NATURAL FACTORS AND OCCURRENCES WHICH MAY IMPACT ON OR AFFECT THE SAFETY OF THE ACTIVITIES HE/SHE IS PARTICIPATING IN AND HE/SHE ASSUMES THE RISK OF SUCH FACTORS AND OCCURRENCES AND AGREES THAT PROMOTIONAL PARTIES SHALL NOT BE IN ANY WAY RESPONSIBLE FOR ANY RESULTING INJURY AND/OR DEATH. As a condition of entering, entrants (or their parent or legal guardian if an eligible minor) agree (and agree to confirm in writing): (a) to release Sponsor, its affiliates, subsidiaries, retailers, advertising and promotional agencies and each of their officers, directors, employees and agents (“Promotional Parties”), from any and all liability, loss or damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of any prize, including any traveling related thereto; (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) all causes of action arising out of or connected with these Sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys’ fees and court costs.

- 7. Governing Law:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Sweepstakes Official Rules, or the rights and obligations of Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Illinois without regard to Illinois conflicts of law principles. All entrants consent to the jurisdiction and venue of Cook County, Illinois.
  
- 8. Winners List and Set of Official Rules:** For the names of the Homescan Lucky Weeks Sweepstakes winners for each Week, the Monthly Sweepstakes winners for each Monthly Sweepstakes Period (and the Extra Special Super Scanner Sweepstakes and Grand Prix Sweepstakes winners in each Qualifying Quarter, and the Homescan Ultimate Shopping Spree Sweepstakes winner at the end of the Homescan Year), send a self-addressed, stamped envelope with your request to: Homescan Sweepstakes



Winners, Homescan Consumer Panel, 6800 Jericho Tpke., Ste. 102E, Syosset, NY 11791-4401. Winners list will be sent when applicable winners have been verified and prizes have been awarded. Additional copies of these Official Rules may be obtained by sending a self-addressed, stamped envelope to: Official Rules, Nielsen, 6800 Jericho Tpke., Ste. 102E, Syosset, NY 11791-4401. Requests for additional copies of these Official Rules must be received by December 13, 2010.

**9. Sponsor:** The Nielsen Company, 6800 Jericho Tpke., Ste. 102E, Syosset, NY 11791-4401. The Nielsen Company will be known as the National Consumer Panel beginning 2010. Please go to our website for updated rules after the official change.

## \*Exhibit A Homescan Year 2010

### 1st Quarter

12/13/2009–12/19/2009	12/27/2009–01/02/2010
12/20/2009–12/26/2009	01/03/2010–01/09/2010
01/10/2010–01/16/2010	01/24/2010–01/30/2010
01/17/2010–01/23/2010	01/31/2010–02/06/2010
02/07/2010–02/13/2010	02/28/2010–03/06/2010
02/14/2010–02/20/2010	03/07/2010–03/13/2010
02/21/2010–02/27/2010	

### 2nd Quarter

03/14/2010–03/20/2010	03/28/2010–04/03/2010
03/21/2010–03/27/2010	04/04/2010–04/10/2010
04/11/2010–04/17/2010	04/25/2010–05/01/2010
04/18/2010–04/24/2010	05/02/2010–05/08/2010
05/09/2010–05/15/2010	05/30/2010–06/05/2010
05/16/2010–05/22/2010	06/06/2010–06/12/2010
05/23/2010–05/29/2010	

### 3rd Quarter

06/13/2010–06/19/2010	06/27/2010–07/03/2010
06/20/2010–06/26/2010	07/04/2010–07/10/2010
07/11/2010–07/17/2010	07/25/2010–07/31/2010
07/18/2010–07/24/2010	08/01/2010–08/07/2010
08/08/2010–08/14/2010	08/29/2010–09/04/2010
08/15/2010–08/21/2010	09/05/2010–09/11/2010
08/22/2010–08/28/2010	

### 4th Quarter

09/12/2010–09/18/2010	09/26/2010–10/02/2010
09/19/2010–09/25/2010	10/03/2010–10/09/2010
10/10/2010–10/16/2010	10/24/2010–10/30/2010
10/17/2010–10/23/2010	10/31/2010–11/06/2010
11/07/2010–11/13/2010	11/28/2010–12/04/2010
11/14/2010–11/20/2010	12/05/2010–12/11/2010
11/21/2010–11/27/2010	