

Sweepstakes Rules and Prize Winner Terms and Conditions

1. No purchase necessary to enter. By participating in the Sweepstakes, each entrant fully and unconditionally agrees to and accepts these Official Rules and the decisions of Sponsor, which are final and binding. To enter, complete and submit the online entry form. To enter off-line, hand print your name, address, day and evening phone numbers, e-mail address, and age on a 3" x 5" card and mail to VisitBritain/Soccer sweepstakes c/o VisitBritain, 551 Fifth Avenue, New York, New York 10176.

2. Only one entry per person or email address. Duplicate entries will be disqualified. This sweepstakes may be presented in a variety of places and ways and Sponsor is not obligated to make the additional chances to win option available in all presentations. Entries that contain errors, are incomplete, corrupted or illegible will not be accepted. VisitBritain cannot be held responsible for computer system hardware, software or program errors, or other failures in computer transmissions or network connections for any entries lost or delayed through email. VisitBritain can not be held responsible for late, lost, illegible, incomplete, damaged, misdirected or postage due mail entries.

3. Entrants must be at least 18 years of age or older and possess a valid Social Security number on their date of entry, and must be legally resident in the continental United States only. This sweepstakes is not valid in Alaska, Hawaii and Puerto Rico. Promotion also void in Utah and otherwise where prohibited by law; subject to all federal, state, and local laws, rules, and regulations.

4. Employees of VisitBritain, staff and families of related suppliers, tour agents, sponsors, advertising, promotion and production agencies, and their agents and immediate families (spouses, parents, children and siblings and their spouses) are not eligible to participate in the prize drawing.

5. The closing date for an entry is 12 midnight EST on February 19 2010. All email entries must be received by 12 o'clock midnight EST on such date and all mail entries must be postmarked by such time and received no later than 5pm on that date. Winners will be selected in a random drawing, within 5 days of this closing date, from all eligible entries received by the closing date. Drawing will be conducted by VisitBritain, whose decision will be final. No correspondence will be entered into.

6. Winners will be notified within 5 days of drawing. Odds of winning are based on eligible entries received. Winners will be notified by telephone, email or regular mail. Limit one prize per family or household. All entries become the property of VisitBritain and will not be returned. In case of the unavailability of any prize, VisitBritain reserves the right to substitute a prize of equal or greater value.

7. The prize must be taken, and travel completed, by Friday 18th December 2010. Black out dates and restrictions may apply.

8. Prize: See specific prize details below. Prizes are not transferable and no substitutions or cash equivalents are permitted. Travel dates may be subject to blackout periods and other restrictions. If the prize is not claimed within the specified time limit the prize will be forfeited. Federal taxes, local state taxes, airports departure taxes, V.A.T. taxes, and any other fees or costs connected with the

prize will be the sole responsibility of the prizewinner. Entrants waive the right to claim as a cost of winning any prize, any and all costs or expenses associated with redemption or travel to redeem.

9. The prizewinner must accept that that his/her name and/or likeness may be announced in VisitBritain (USA) or prize sponsor literature or on the Internet for publicity or advertising purposes without additional compensation, except where prohibited by law.

10. By accepting any prize, the winner agrees to and releases VisitBritain, the prize sponsors and its employees and agencies, representatives, affiliates and subsidiaries, advertising, promotions agents of each of the above, from all liability of any type whatsoever.

11. VisitBritain reserves the right in its sole discretion, to cancel or suspend any sweepstakes should virus, computer hackers, or any other cause beyond its control impede the administration and or security of such sweepstakes.

12. Anything to the contrary set forth in VisitBritain's Privacy Policy notwithstanding, VisitBritain may use any entrant information obtained in this promotional sweepstakes for purposes of conducting such sweepstakes and does not (except as set forth herein) disclose such information externally to third parties, except with a fulfillment house which VisitBritain uses to help select winners and fulfill prizes and, in some cases, with third-party sponsors. When such third-party sponsors are involved, VisitBritain may share any entrant information with such sponsors but will disclose to potential entrants that such information will be so supplied and the identity of any such third-party sponsors and will provide entrants the ability to opt out of such third-party sponsored contests or sweepstakes. Any information supplied to a third party sponsor may be retained by such sponsor and will be out of the control of VisitBritain.

13. Winner and their companion may be required to execute an Affidavit of Eligibility, which must be signed, notarized and returned to VisitBritain within 5 days of attempted delivery of same. Non-compliance with said return time period will result in disqualification in which case an alternative winner may be selected. If prize notification is returned as undeliverable, the prize will be forfeited and may be awarded to an alternative winner. Winner and winners' travel companion will be required to execute, have notarized, and return a Release of Liability/Publicity prior to departure; if travel companions are under age 18, parent or legal guardian must execute such Release.

14. Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded, other than the administration of the Sweepstakes or the determination of winners shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Southern District of New York or the appropriate New York State Court located in New York County, New York; (ii) 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 (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim 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. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** 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 New York, without giving effect to any choice of law or conflict of law rules (whether of the State of New York or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of New York.

15. The Prize. (please confirm all details)

15a. One (1) winner will be drawn who shall be entitled to two (2) round-trip economy tickets from the US airport to the UK. Both tickets must be used on the same flights and dates.

15b. Winner and guest must depart from same airport and return to that airport. By accepting prize, the winner agrees to abide by these terms and conditions.

15c. Winner must complete travel by Friday 18th December 2010. This offer is subject to availability and does not represent entitlement to book to travel on a specific route on a specific date. Once tickets are issued, they are non-endorsable and non-transferable. As with all tickets, arrangements are subject to availability and space is capacity controlled. Both passengers must travel together and neither one is entitled to frequent flyer mileage. Tickets may not be sold.

15d. Winner will be responsible for supplying valid passports. It is strongly recommended that travelers take out adequate travel insurance.

15e. All flights are subject to the terms and conditions under which they are issued including the airline's general conditions of carriage for passengers and baggage (a copy of which is available upon request).

15f. The airline reserves the right to cancel or amend the terms of this prize promotion and without notice in the unlikely event of major catastrophe, war, earthquake, or any actual, anticipated or alleged breach of any applicable law or regulation or any other similar event.

15g. Lodging is positive confirmed overnight accommodation for 3 nights at a minimum three star hotel, the exact property and location of which will be determined by choice of Premier League game.

Approximate Retail Value of the prize package varies. Value may vary depending upon the actual cost of air transportation from point of departure, and other variables, and does not exceed the amount of \$4,000. Travel subject to all applicable travel restrictions as outlined in prize winner notification letter, which may include availability of lodging at time of booking, blackout dates, fare restrictions, availability of services offered and other criteria.

A seven (7) day advance notice is required. All expenses not expressly stated in the package description, including but not limited to, meals, ground transportation, passport and visa fees, security fees, taxes, insurance, gasoline or otherwise are the responsibility solely of winner. . Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost or stolen tickets, travel vouchers or certificates. No cash or other substitution, assignment or transfer of prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with another of comparable or greater value. Winner is responsible for all taxes surcharges and fees associated with prize receipt and/or use. Accommodations are subject to availability. Prize is non transferable and cannot be redeemed for cash. Excludes soft and alcoholic drinks, and any extras which must be settled on departure.

16. Sweepstakes results and/or a copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to VisitBritain/soccer sweepstakes, Winners/Rules, 551 Fifth

Avenue, New York, New York 10176 U.S.A. Requests must be received by February 19 2010, Vermont residents may omit return postage.

17. SWEEPSTAKES SPONSORS:

VisitBritain, 551 Fifth Avenue, New York, NY 10176

18. SWEEPSTAKES DATES:

Start Date: December 16 2009

End Date: Feb 19 2010

19. If winner is unable to travel by date indicated, prize will be forfeited. Winner's guest must be 18 years of age or older if not a member of winner's immediate family and will be required to execute and return a liability/publicity release (which must also be signed by such guest's parent or legal guardian, if minor) prior to travel. Winner and guest must travel together on the same itinerary including the same departure date, destination and return date. No stopovers are permitted on tickets issued as a prize; if a stopover occurs, the prize will terminate and full fare will be charged from the stopover point for the remaining trip segments, including the return. Sponsors are not liable for expenses incurred due to flight cancellations or flight delays.

20. The prize tickets are issued subject to the relevant Club's Terms and Conditions of Entry (which are available from the relevant Club and will be provided to the winner with the prize). The use of the ticket to enter the Club's stadium constitutes acceptance of the Terms and Conditions of Entry.

21. The prize is non-transferable. Please note that the unauthorized sale of the prize tickets is a criminal offence under English law.