

**OFFICIAL RULES  
PBS VIEWER PANEL SWEEPSTAKES**

- 1. ELIGIBILITY: NO PURCHASE NECESSARY. PURCHASE WILL NOT ENHANCE CHANCES OF WINNING.** Open and offered only to legal residents of the 50 United States, the District of Columbia and Puerto Rico, who are 18 years of age or older (except residents of Alabama and Nebraska who must be 19 years of age or older) at the time of entry. Employees, officers and directors of PBS (“Sponsor”), Vision Critical (“Administrator”), and their respective parent entities, subsidiaries and affiliated companies, advertising, promotion, or production agencies, and Web masters and Web suppliers (and each of their respective IRS dependents, immediate family members [children, spouse, parents, siblings, and their respective spouses, regardless of where they reside] and individuals residing in the same household of each, whether or not related) are not eligible to participate. Void where prohibited by law. By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes.
- 2. ENTRY PERIODS:** Sweepstakes begins 12:00:01 a.m. Eastern Time (“ET”) on January 2, 2014, and ends 11:59:59 p.m. ET on December 31, 2014 (“Promotional Period”). There will be twelve (12) drawing periods (“Drawing Periods”) during the Promotional Period, as defined below:

<b>Drawing Period</b>	<b>Entry Start Time/Date</b>	<b>Entry End Time/Date</b>
1	12:00:01 a.m. ET on January 2, 2014	11:59:59 p.m. ET on January 31, 2014
2	12:00:01 a.m. ET on February 1, 2014	11:59:59 p.m. ET on February 28, 2014
3	12:00:01 a.m. ET on March 1, 2014	11:59:59 p.m. ET on March 31, 2014
4	12:00:01 a.m. ET on April 1, 2014	11:59:59 p.m. ET on April 30, 2014
5	12:00:01 a.m. ET on May 1, 2014	11:59:59 p.m. ET on May 31, 2014
6	12:00:01 a.m. ET on June 1, 2014	11:59:59 p.m. ET on June 30, 2014
7	12:00:01 a.m. ET on July 1, 2014	11:59:59 p.m. ET on July 31, 2014
8	12:00:01 a.m. ET on August 1, 2014	11:59:59 p.m. ET on August 31, 2014
9	12:00:01 a.m. ET on September 1, 2014	11:59:59 p.m. ET on September 30, 2014
10	12:00:01 a.m. ET on October 1, 2014	11:59:59 p.m. ET on October 31, 2014
11	12:00:01 a.m. ET on November 1, 2014	11:59:59 p.m. ET on November 30, 2014
12	12:00:01 a.m. ET on December 1, 2014	11:59:59 p.m. ET on December 31, 2014

During the Promotional Period, Sponsor will email a monthly questionnaire to each eligible entrant to the email address provided by entrant upon registration, as described in Paragraph 3 below. Only the person to whom the e-mail is addressed to is allowed to participate, complete and submit the questionnaire. Questionnaire's that are not completed and submitted by each Entry End Time/Date as listed in the chart above for each Drawing Period are void. All non-winning entries WILL be carried over into subsequent Drawing Periods.

**3. HOW TO PARTICIPATE/ENTER:** Eligible participants will receive an email invitation to register to join the PBS Viewer Panel. Upon receipt of the email, follow the links to sign up on the Web site, or visit [www.viewerslikeyouadvisors.org](http://www.viewerslikeyouadvisors.org) ("Web site") and follow the online instructions on the Web site to register to join the PBS Viewer Panel and become a Panelist by providing your complete name, street address, city, state, zip code, email address, and daytime telephone number. Then, throughout the Promotional Period, each eligible Panelist will receive one (1) questionnaire via email for each Drawing Period (sent to the email address provided during registration) (each a "Panelist Questionnaire"). To enter, Panelists will be required to complete and submit that month's Panelist Questionnaire by the Entry End Time/Date set forth in the chart in Paragraph 2 above for each Drawing Period. The answers to the survey will have no effect on a Panelist's ability to participate or win. Upon completion of the survey and submission of each Panelist Questionnaire, the Panelist will receive one (1) Sweepstakes entry for the Drawing Period during which the entry is received. **Limit one (1) Panelist Questionnaire per Drawing Period per Panelist.** Any attempt by any Panelist to obtain more than the stated number of entries by using multiple/different e-mail accounts or any other methods will void all of that Panelist's entries and that Panelist will be disqualified. Any form of entry not stated in these Official Rules is void. Internet entries must be received and recorded by the Sponsor's computer between the Entry Start Time/Date and Entry End Time/Date set forth in Paragraph 2 above for each respective Drawing Period to be eligible for that Drawing. Sponsor's computer is the official time clock for this Sweepstakes. Proof of submission is not proof of receipt.

To enter without completing and submitting a Panelist Questionnaire for any Drawing Period, hand print your name, complete address, city, state, zip code, daytime phone number, and e-mail address on a 3" x 5" card and mail in a first class stamped envelope to: PBS Viewer Panel Sweepstakes, c/o Vision Critical 505 Fifth Avenue, 18th Floor, New York, NY 10017 US. Mail-in entries must be postmarked by the first business day after the last day of a Drawing Period and received by the seventh business day following the last day of the Drawing Period to be eligible for entry into that Drawing Period. For purposes of these Official Rules, Saturday, Sunday, and postal holidays will not be considered business days. Limit one (1) mail-in entry per Drawing Period. No copies, facsimiles or mechanical reproductions will be accepted.

**4. DRAWINGS:** Potential winners will be selected for each Drawing Period (as described in Paragraph 2) in separate random drawings from all eligible entries received for the respective Drawing Period. Each Drawing Period's drawing will award three (3) Grand Prizes. The drawing for

each Drawing Period will be held approximately fifteen (15) business days following the end of the Drawing Period. **Non-winning entries for any Drawing Period WILL NOT be carried over to subsequent Drawing Periods.** The drawings will be performed by Administrator, an independent judging agency, whose decisions are final and binding in all matters related to this Sweepstakes. Administrator will notify potential winners by mail, e-mail, overnight courier, and/or phone at the address/e-mail address/phone number provided upon registration, approximately ten (10) days after each drawing.

5. **PRIZES/ODDS: 36 Grand Prizes** (Three (3) per Drawing Period): A \$50.00 Amazon Gift Card. Approximate Retail Value (“ARV”): \$50.00 each. Total ARV of all prizes \$1,800.00. Gift Cards are redeemable for future purchases only, subject to terms, conditions and restrictions contained on Gift Card. Winners may not substitute, assign or transfer prizes, or redeem prizes for cash, but Sponsor reserves the right to substitute prize with a prize of equal or greater value should the advertised prize become unavailable for any reason. Taxes on prizes are solely the winner’s responsibility. Prizes will not be fulfilled outside of the 50 US or D.C. Limit one (1) prize per Panelist/person/e-mail address per Drawing Period. Taxes on prizes are solely the winner’s responsibility. Odds of winning in any Drawing Period depend upon the total number of eligible entries received for that Drawing Period.
  
6. **CONDITIONS OF PARTICIPATION:** Panelists agree (a) that Sponsor, Administrator, and their respective parent entities, subsidiaries and affiliated companies, advertising and promotion agencies, any companies who are promotional participants or prize providers, and Web masters and Web suppliers, and all of their respective officers, directors, employees, representatives and agents (collectively, “Released Parties”), will have no liability whatsoever for, and shall be held harmless by Panelists against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in this Sweepstakes or any Sweepstakes related activity, or for any printing, production, technical, typographical, human, or other error in the printing, offering or announcement of any prize; and (b) except where legally prohibited, winners grant (and agree to confirm that grant in writing) permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising, trade and/or publicity purposes without additional compensation in all media now known or hereafter discovered, worldwide and on the Internet and/or World Wide Web, in perpetuity, without notice, review or approval. Potential prize winners may be required to complete, sign and return an Affidavit of Eligibility, a Liability

Release and, where lawful, a Publicity Release within four (4) days of attempted notification. If documents are not returned on a timely basis, or if prize notification or the prize is returned as non-deliverable, or if a potential winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and, at Sponsor's discretion, awarded to an alternate winner. Prizes may be sent to verified winners by mail, certified mail, or overnight courier at Sponsor's sole discretion. By participating in this Sweepstakes, you acknowledge and agree that Sponsor may collect the personal information submitted by you, and use the information pursuant to Sponsor's privacy policy available online at <http://www.pbs.org/about/policies/privacy-policy/>.

- 7. LIMITATIONS OF LIABILITY:** Released Parties are not responsible for illegible, lost, late, damaged, destroyed, inaccurate, delayed, incomplete, unintelligible, non-delivered, misdirected, postage due, or stolen entries; or for incomplete, inaccurate, lost, interrupted or unavailable network, server, satellite, Internet Service Provider (ISP), Web site, telephone networks or lines, cellular towers or equipment (including handsets), computer online systems, computer equipment, software, viruses or bugs, servers or providers, or other connections, availability or accessibility; or for unauthorized access to, or alteration of entries; or miscommunications, failed computer, telephone, cellular, satellite, or cable transmissions, lines, or other technical failure; or for jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties; or for any other errors of any kind, whether human, technical, mechanical, electronic or network, including, without limitation, any errors which may occur in connection with the administration of the Sweepstakes or in any Sweepstakes-related materials; or for the incorrect or inaccurate capture of entry or other information, or the failure to capture, or loss of, any such information. Persons who tamper with or abuse any aspect of the Sweepstakes or Web site, as solely determined by the Sponsor, will be disqualified (and all associated entries will be void), and Sponsor reserves the right to terminate such entrant's eligibility in this or any other promotion offered by Sponsor. Entries generated by a robotic, programmed, script, macro or other automated means or by any means which subvert the entry process will be disqualified. Released Parties are not responsible for injury or damage to Panelist's or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading materials from or use of the Web site. Should any portion of the Sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, Sponsor reserves the right at its sole discretion to modify, suspend or terminate the Sweepstakes, and select winners for the corresponding drawing from all non-suspect, eligible entries received for such drawing prior to

action taken or as otherwise deemed fair and appropriate by Sponsor. Without limiting the release provided above, and for greater certainty, Released Parties will not be liable for (a) any incomplete or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Sweepstakes, or by any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, or technical or human error which may occur in the processing of entries; (b) the theft, destruction or unauthorized use of or access to, or alteration of, entries; (c) any problems with or technical malfunctions of telephone networks or lines, computer online systems, servers or providers, computer equipment, software, viruses or bugs; (d) any failure of any message to be received by or from Sponsor for any reason including but not limited to traffic congestion on the Internet or wireless waves or at any Web site or combination thereof; or (e) damage to a Panelist's or other person's system or equipment occasioned by participation in this Sweepstakes. In the event of a dispute regarding prize claims or online entries received from multiple users having the same billing address, telephone number and/or e-mail account, the authorized subscriber of the e-mail account used at the time of entry will be deemed to be the Panelist and must comply with these Official Rules, and for entry by e-mail notifications distributed by Sponsor, the named e-mail recipient will be deemed to be the Participant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), online service provider, or other organization responsible for assigning e-mail addresses.

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**YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS.**

- 8. GOVERNING LAW:** Except where prohibited by law, all issues concerning the construction, validity and enforcement of these Official Rules, or the rights and obligations of the entrant and Sponsor, shall be construed and governed by the laws of the state of Virginia, without regard to conflicts of law. All suits or claims brought in connection with this Sweepstakes must be brought in a state or federal court in Virginia.
  
- 9. WINNERS LIST/OFFICIAL RULES REQUEST:** For the names of winners or a copy of these Official Rules, mail your name and complete address on a 3” x 5” card in a first class stamped envelope to: PBS Viewer Panelist Sweepstakes “Winners List” or “Official Rules” (designate which), c/o Vision Critical 505 Fifth Avenue, 18th Floor, New York, NY 10017 US or receipt by January 10, 2014. Winners list will be sent after all winners have been determined for the Promotional Period. Official Rules will also be available on the Web site during the Promotional Period.
  
- 10. SPONSOR:** PBS, 2100 Crystal Drive, Arlington, VA 22202.  
**ADMINISTRATOR:** Vision Critical, 505 Fifth Avenue, 18th Floor, New York, NY 10017 US