

WORLD WRESTLING ENTERTAINMENT, INC.

SummerSlam Reading Jam Sweepstakes

OFFICIAL RULES

NO PAYMENT, ENTRY FEE OR PURCHASE REQUIRED.

OPEN TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA. ENTRANTS MUST BE AT LEAST TEN (10) YEARS OLD BUT NO MORE THAN EIGHTEEN (18) YEARS OLD AT THE TIME OF ENTRY AND MUST ALSO BE MEMBERS OF A PARTICIPATING PUBLIC LIBRARY. VOID WHERE PROHIBITED.

ELIGIBILITY: Sweepstakes open only to legal residents of the fifty (50) United States and the District of Columbia who are at least ten (10) years of age but no more than eighteen (18) years of age at the time of entry and who are members of a participating public library. Employees, officers and directors of the Young Adult Library Services Association (“YALSA”) and World Wrestling Entertainment, Inc. (“WWE” or “Sponsor”), and their respective parent companies, subsidiaries, affiliates (i.e., entities controlling, controlled by or under common control with, any of the foregoing entities), promotion and advertising agencies and anyone involved in the Sweepstakes’ development or execution, the immediate family members (meaning spouses, parents, siblings, children and their respective spouses) and members of the households of such employees, officers and directors and performing talent are not eligible. By taking part in this Sweepstakes, participants agree to be bound by these Official Rules. WWE reserves the right to permanently disqualify from this Sweepstakes any person it believes has intentionally violated these Rules.

HOW TO ENTER: Enter the Sweepstakes by being one of the first twenty-five (25) individuals to check out two (2) books from a participating public library between June 24, 2009 and July 16, 2009 (the “Entry Period”). The first twenty-five (25) individuals to check out two (2) books from a participating public library during the Entry Period will receive a WWE mini-poster which has a number printed on the front (the “Poster Number”). Posters will be distributed by each participating library on a first come – first serve basis. Only one poster per person. In the event of a dispute as to the identity of the holder of a poster, the poster will be deemed to belong to the library member who returns to the library with the poster. If a dispute cannot be resolved, the entry will be deemed ineligible. **NO PURCHASE NECESSARY.** A purchase will not increase your chances of winning.

DRAWING: On July 17, 2009, WWE will randomly select two (2) Poster Numbers as Grand Prize Winners, ten (10) Poster Numbers as First Prize Winners and an additional fifteen (15) Poster Numbers as alternates. At 3:00pm Eastern Time on July 17, 2009, WWE will post these winning and alternate numbers on its website at WWW.WWEKIDS.com (the “Website”). Two (2) Poster Numbers will be listed as Grand Prize Winners, ten (10) Poster Numbers will be listed as First Prize Winners and fifteen (15) Poster Numbers will be listed as alternates. Winners and alternates will be listed in order of priority in the event that a prize or prizes are not timely claimed, as described below. Each participant must check the posted Grand Prize, First Prize and alternate numbers against his or her Poster Number. Note that if a participant’s Poster Number matches an alternate number listed on the Website, he or she is not automatically qualified to receive a prize. If a participant’s Poster Number matches one of the Grand Prize numbers, one of the First Prize numbers or one of the alternate numbers, the participant must return to the participating library from which he received the poster **no later than the close of business on Wednesday, July 22, 2009** and show his or her poster to a librarian. The librarian will verify whether the poster has one of the winning or alternate numbers printed on it. If the poster indeed has one of the

winning or alternate numbers printed on it, the librarian will ask the potential winner for his or her name, address, email and telephone number and will call WWE with such information. Failure to return to the library with a poster containing a winning or alternate Poster Number on or prior to **Wednesday, July 22, 2009**, for any reason, will result in forfeiture of any potential prize. If either or both of the Grand Prizes remain unclaimed at the end of Wednesday, July 22, 2009, the First Prize Winners will move up, in the order that they are listed on the website, so that one or two First Prize Winners, as applicable, are upgraded to Grand Prize Winners. In the event that either (i) two (2) Grand Prize Winners are not confirmed or (ii) after two (2) Grand Prize Winners are confirmed, there are fewer than ten (10) First Prize Winners, WWE will award the remaining prizes to alternate winners in the order in which they were listed on the Website. Alternates who become prize winners will be notified on or about Friday, July 31, 2009. WWE will mail each First Prize Winner his or her prize no later than four (4) weeks following each First Prize Winner's confirmation as a winner. The Grand Prize Winners will be required to complete and sign an Affidavit of Eligibility, a Liability Release and, where legal, a Publicity Release, and any other documentation that Sponsor may require and to see to it that Sponsor is in receipt of these documents within three (3) days of having received the same. If a selected Grand Prize Winner is a minor in his or her state of residence at the time he or she is asked to sign these documents, the minor's parent or legal guardian also will be required to sign these documents. In all cases, Sponsor reserves the right to request proof of residency, age and parenthood or guardianship, and a winner will be deemed to have forfeited the prize if Sponsor, in its sole discretion, finds that the proof is unsatisfactory.

If a potential Winner does not timely return requisite documents or cannot be reached within two (2) days from initial notification attempt, if prize is returned as non-deliverable, or in the event of non-compliance with any of the requirements of these Official Rules, the prize will be forfeited and an alternate winner will be confirmed in accordance with these Official Rules.

PRIZES: Two (2) Grand Prizes: Two (2) Grand Prize Winners will receive a trip for two (2) to Los Angeles, CA for Grand Prize Winner and one (1) guest to attend WWE's SummerSlam live event currently scheduled for August 23, 2009. Each trip includes roundtrip economy class air transportation for Grand Prize Winner and one (1) guest over the age of twenty-one (21) to Los Angeles, CA from a major commercial airport near Grand Prize Winner's residence; two (2) nights' standard hotel accommodations (standard room, double occupancy); two (2) tickets to the SummerSlam event; and \$200 spending money. Approximate retail value ("ARV") of each Grand Prize: \$2,000.00. Actual value will depend on point of departure and any airfare fluctuations.

Air transportation to Los Angeles, CA provided only if Grand Prize Winner resides at least 100 miles from Los Angeles, CA. Grand Prize Winner and his/her guest must take air travel on same itinerary and must travel on dates specified by Sponsor. Lost or stolen tickets, travel vouchers or certificates will not be replaced. Once booked, no change, extension, or substitution of trip dates is permitted, except by Sponsor at its discretion.

All expenses not specified in these Official Rules, including, without limitation, taxes, insurance, transportation, spending money, beverages, food and merchandise at the Event and all other personal and incidental costs are solely each Grand Prize Winner's responsibility.

A Grand Prize Winner who is under the age of majority in his or her state of residence must be accompanied by a parent or legal guardian as his or her chosen guest, who must travel with and participate in all aspects of the Grand Prize trip, including attending SummerSlam. If the Grand Prize Winner is over the age of majority but under the age of twenty-one (21) as of the date of prize fulfillment, the Grand Prize Winner must travel with, and be accompanied by, a guest who is at least twenty-one (21) years old. WWE reserves the right to request proof of guest's age, parenthood or guardianship, and a Grand Prize Winner will be deemed to have forfeited the Grand Prize if WWE, in its sole discretion, finds

that the proof is unsatisfactory. Grand Prize Winner and guest are responsible for obtaining all necessary and required travel documents.

Ten (10) First Prizes: Ten (10) First Prize Winners will each receive a WWE Encyclopedia. ARV of each First Prize: \$20.00.

Total ARV of all Grand and First Prizes: \$4,200.00

Prize may not be substituted, transferred or redeemed for cash, except by WWE, who reserves the right to substitute the prizes with prizes of comparable or greater value in its sole discretion. Winners shall be responsible for all applicable taxes including but not limited to sales and income taxes, if any.

ODDS OF WINNING: For participants holding a poster, the odds of winning are 1 in 1,042. The odds of winning are based on distribution of all posters. The odds of receiving a poster depend on the number of eligible library members who participate.

GENERAL CONDITIONS: Sweepstakes entrants agree to be bound by the terms of these Official Rules and decisions of Sponsor which are final and binding on all matters relating to this Sweepstakes. All federal, state and local taxes are solely the responsibility of the Grand Prize Winner. By entering, participants (and parent/legal guardian if participant is a minor) release and hold harmless Sponsor and its subsidiaries, affiliates, representatives, promotion, advertising and online technology agencies, prize suppliers and all others associated the development or execution of this Sweepstakes, and each of their respective directors, officers, employees and agents (the "Releasees") from any and all liability or any injuries, loss or damage of any kind arising from or in connection with participation in this Sweepstakes or acceptance, use, misuse or nonuse of any prize or parts thereof (including activity or travel related thereto), including, without limitation, liability for death, personal injury, damage or loss of any kind, and from liability to any other persons relating to or resulting from entering or downloading materials or software in connection with this Sweepstakes. The Releasees do not make any warranty, representation or guarantee, express or implied, in fact or in law, relative to the use of any prize, including, without limitation, quality, merchantability, and fitness for a particular purpose. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. Posters are void if (a) not obtained in accordance with these Official Rules, (b) they are counterfeit, altered, reproduced, tampered with, mutilated or irregular in any way, (c) obtained where prohibited or (d) they contain printing, typographical or other errors. Sponsor's liability for defective posters is limited to replacement while supplies last. Releasees are not responsible for printing, distribution or production errors and Sponsor may rescind, cancel or revoke this Sweepstakes based upon any printing, distribution, production or other error, without liability at its sole discretion. Sponsor reserves the right to modify this Sweepstakes in any way it deems necessary or appropriate. Entry constitutes permission for Sponsor and its designees to use winners' name, likeness, performance, hometown and state for advertising and promotional purposes in any and all media at the discretion of Sponsor without additional compensation unless prohibited by law.

DATA COLLECTION: Sponsor collects personal information from you when you participate in the Sweepstakes. See Sponsor's privacy policy at www.wwe.com/help/generalfaq/privacypolicy for information about how personal information may be used.

LIST OF WINNERS: For a list of prize winners, available after August 20, 2009 send a self-addressed, stamped envelope (Vermont residents may omit return postage) to: SummerSlam Reading Jam Sweepstakes Winners' List, World Wrestling Entertainment, Inc., 780 3rd Avenue – 11th Floor, New York, NY 10017. Requests must be received by September 20, 2009.

MISCELLANEOUS: Participants agree that this Sweepstakes is governed solely by the laws of the United States. Any claims arising out of or relating to this Sweepstakes or any other Prize may be brought only in a federal or state court in Connecticut. If any provisions of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.

SPONSOR: This Sweepstakes is sponsored by World Wrestling Entertainment, Inc., 1241 East Main Street, Stamford, CT 06902.

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