

Official Rules
Amazon.com Heroes Custom Xbox 360 Giveaway Sweepstakes

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

Please read these rules before entering the Amazon.com Heroes Custom Xbox 360 Giveaway Sweepstakes (the "Sweepstakes"). By submitting an entry, you agree to be bound by these Official Rules and acknowledge that you satisfy all sweepstakes eligibility requirements.

Eligibility. The Sweepstakes is open to legal residents of the 50 United States and the District of Columbia, who are 18 or older. The Sweepstakes is not open to employees or to immediate family members (spouses, domestic partners, parents, grandparents, siblings, children and grandchildren) of employees of Sponsor (as "Sponsor" is defined below) or any of its affiliates, advisors or advertising/promotion agencies.

How to Enter. To enter the Sweepstakes, beginning at 12:00:01 a.m. (PT) on October 15, 2007 and ending at 11:59:59 p.m. (PT) on November 14, 2007, complete the online entry form at www.amazon.com/HeroesXbox360Giveaway. Sponsor is not responsible for (a) lost, misdirected, late, incomplete, or unintelligible entries or for inaccurate entry information, whether caused by you or by any of the equipment or programming associated with or utilized in the Sweepstakes, or by any technical or human error that may occur in the processing of entries; or (b) any printing or typographical errors in any materials associated with the Sweepstakes. Incomplete, duplicate, mechanically reproduced, or automated entries are not permitted and will be deemed void. Limit one entry per person. By entering the Sweepstakes, you consent to being placed on a mailing list for promotional and other materials for Amazon.com unless you have indicated otherwise by your selection in your "Customer Communication Preferences" in your Amazon.com account. You may update or change your Customer Communication Preferences at www.amazon.com/youraccount.

PLEASE NOTE THAT SPONSOR MAY BE RUNNING SIMILAR SWEEPSTAKES SIMULTANEOUSLY AND EACH MUST BE ENTERED SEPARATELY. ENTRIES SUBMITTED FOR THIS SWEEPSTAKES WILL NOT BE ELIGIBLE TO RECEIVE ANY PRIZE AWARDED IN ANY OTHER SWEEPSTAKES OR SWEEPSTAKES RUN BY EITHER SPONSOR OR ANY OF ITS AFFILIATES.

Prizes. Ninety-three (93) Grand Prizes will be awarded, each consisting of one (1) Custom "Heroes" Xbox 360 Premium, one (1) HD-DVD Player accessory, and one (1) Heroes Season One on HD-DVD. The ARV of each Grand Prize is \$598. Total ARV of all Grand Prizes is \$55,614. Winners are responsible for paying all costs and expenses related to the prizes that are not specifically mentioned, including but not limited to taxes, and any other expenses that might reasonably be incurred by winners in using the prizes.

Prize Drawings. Three (3) prizes will be awarded at random drawings to be held each day beginning October 16, 2007 through November 15, 2007. To be eligible for a drawing, entries

must be received by 11:59:59 p.m. (PT) on the day prior to the drawing. Entries not drawn at any given drawing will remain in entry pool for subsequent drawings, if any. Each potential Grand Prize winner will be notified by e-mail and/or phone within twenty-four (24) hours following the drawing and may be required to sign an Affidavit of Eligibility and Liability/Publicity Release. If any Grand Prize is not claimed within twenty-four (24) hours of notification, or if any potential winner does not meet the eligibility criteria, such winner will be disqualified and an alternate winner will be selected. The prizes will be awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). If any Grand Prize is won by a minor in any state where the age of majority is not 18, then it will be awarded to such minor's parent or legal guardian who must sign and return all required documentation.

Odds of Winning. Odds of winning depend on the number of eligible entries received for each drawing.

Additional Terms. To the maximum extent permitted by applicable law, Sponsor reserves the right, in its sole discretion, to change these rules or cancel the Sweepstakes at any time, or to modify, terminate, or suspend the Sweepstakes should viruses, worms, bugs, unauthorized human intervention or other causes beyond Sponsor's control corrupt or impair the administration, security, fairness or proper play of the Sweepstakes or submission of entries. Sponsor is not responsible for any human or other error that may occur in the processing of the entries, nor is it responsible for any error, omission, interruption, deletion, defect, delay in operation or transmission, theft or destruction or unauthorized access to, or alteration of, entries, or for technical, network, telephone, computer, hardware or software, malfunctions of any kind, or inaccurate transmission of, or failure to receive any entry information on account of technical problems or traffic congestion on the Internet or at any web site. Sponsor is not responsible for injury or damage to any entrant's or any other computer resulting from downloading any materials in connection with the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify any individual found to be tampering with the entry process or the operation of the Sweepstakes or web site; to be acting in violation of these rules; or to be acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. Any use of robotic, automatic, programmed or similar entry methods will void all such entries submitted by such methods. In the event of a dispute as to entries submitted by multiple users having the same e-mail account, the authorized subscriber of the e-mail account used to enter the Sweepstakes at the actual time of entry will be deemed to be the participant and must comply with these rules. The authorized account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization responsible for assigning e-mail addresses for the domains associated with the submitted e-mail addresses. Only the number of prizes stated herein will be awarded. In the event any technical errors occur in the selection of winners and more prizes are claimed than the number of prizes being awarded as provided herein, Sponsor reserves the right to award the prizes by random drawing from among all eligible claimants.

Miscellaneous. The Sweepstakes is governed by the laws of the United States. The Sweepstakes and all accompanying materials are copyright © 2007 by Amazon Services LLC, and/or its affiliates. All rights reserved. By entering, participants agree to be bound by these

rules. No transfer, assignment, cash redemption or substitution of prizes is permitted except by Sponsor due to prize availability, and then with a prize of equal or greater value. By accepting a prize, each winner agrees (for himself or herself and his or her heirs) that Sponsor and its affiliates and agents will have no liability, and will be held harmless by such winner for any liability, loss, injury or damage to property or to person, including death, and reasonable attorney's fees and court costs, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize or participation in the Sweepstakes, even if caused or contributed to by the negligence of Sponsor. Participants agree that the decisions of Sponsor related to the Sweepstakes and all drawings are final. By participating in the Sweepstakes, each winner consents to the use of his/her name, photographs and/or likenesses in any manner and in any medium for promotional purposes without additional compensation, except where prohibited by law.

Winners' List. For an identification of the winners, log onto www.amazon.com/HeroesXbox360Giveaway until November 15, 2008.

Sponsor. Amazon Services LLC, 8329 W. Sunset Road, Suite 220, Las Vegas, NV 89113 referred to in these Official Rules as "Sponsor."

Privacy Notice: All information submitted in connection with this Sweepstakes will be treated in accordance with these Official Rules and Amazon.com's Privacy Notice (www.amazon.com/help).