

The Gillette® EA SPORTS™ Champions of Gaming Sweepstakes Official Rules

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Void where prohibited. The Gillette® EA SPORTS™ Champions of Gaming Sweepstakes (“Sweepstakes”) begins on or about 14:00:01 Australia Eastern Standard Time (“AEST”) 1 December 2009 and ends at 13:59:59 AEST 1 January 2010 (“Sweepstakes Period”). IF YOU ARE NOT A LEGAL RESIDENT OF AUSTRALIA, DO NOT PROCEED, AS YOU ARE NOT ELIGIBLE FOR THIS SWEEPSTAKES.

Eligibility: Sweepstakes open to legal residents of Australia, 16 years of age or older at time of registration. All entrants below the age of 18 years prior to the end date of the promotion must have the prior consent from a parent/guardian to enter.

Employees, members, officers and directors, their immediate family members (spouse, siblings, children and parents, regardless of where they live) or members of the same households (whether related or not) of The Procter & Gamble Distributing LLC (the “Sponsor”); Electronic Arts Inc. (“EA”); Microsoft Corporation (collectively, the “Sweepstakes Operators”); The National Football League (“NFL”), its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC and NFL Enterprises LLC (collectively, the “NFL Entities”) and the National Hockey League Players’ Association and any of its affiliates or subsidiaries (collectively, the “NHLPA”); and each of their respective parents, affiliates, subsidiaries, printers, advertising and promotion agencies and any and all companies associated with the development, distribution or implementation of, or others providing services in connection with this Sweepstakes or the Gillette EA SPORTS Champions of Gaming Asia Tournament (“Tournament”) are not eligible to participate.

Participating Games: The following five (5) EA SPORTS Game Titles are eligible for participation: EA SPORTS FIFA Soccer 10, Fight Night Round 4, Madden NFL 10, NHL 10 and Tiger Woods PGA TOUR® 10 (“Game Title,” individually, “Game Titles,” collectively).

How To Enter: There are 2 ways to enter:

(1) In-game: During the Sweepstakes Period, register for and compete in the Tournament by playing one (1) online game to completion of one (1) of any of the Participating Games to receive one (1) Sweepstakes entry. You need not achieve a minimum score or earn a place on the Tournament Leaderboards in order to receive an entry in the Sweepstakes. If you participate in the Tournament AFTER 13:59:59 AEST on 1 January 2010, you will NOT receive an entry in the Sweepstakes. For full details regarding Tournament participation (including Game Play instructions), see the Official Rules of the Tournament which are made a part of these Official Rules and incorporated herein by reference.

For entry via Tournament participation, players must have a valid e-mail address, access to a Microsoft Xbox 360® video game and entertainment system, a copy of the Participating Game(s), a valid EA Account in good standing, a valid Gold Member Xbox LIVE account,, a valid Windows Live™ ID with their Xbox LIVE Gamertag linked and be in good standing on xbox.com and the Xbox LIVE online service. To obtain an Xbox LIVE account, Windows Live ID or Xbox LIVE Gamertag, access www.xbox.com and follow the applicable instructions. To obtain an EA Account, access www.ea.com and follow the applicable instructions.

Limit one (1) entry per Gamertag, per person, per day regardless of number of Tournament Games played.

OR, (2) Mail In: inside a hand-addressed envelope mail in a 3"X5" card with your full name, street address, city, state, postal code, daytime phone number and e-mail address (if any) to: The Gillette Champions Of Gaming Sweepstakes, PO Box 594, Eastern Suburbs MC NSW 2004, Australia. Mail-in entries must be handwritten, postmarked by 2 January 2010 and received by 11 January 2010.

Limit one (1) mail-in entry per outer mailing envelope, per person, per day.

Limit of 31 entries in total per person during the Sweepstakes Period, regardless of method of entry. Any attempt by any entrant to obtain more than the stated number of entries using multiple/different identities or any other methods will void such entries, and that entrant may be disqualified.

Drawing: On or about 20 January 2010 independent judges will select 1 Grand Prize, 10 First Prize and 50 Second Prize winners from among all eligible entries received. Judges' decisions are final and binding in all respects. By participating in Sweepstakes, entrant (parent/legal guardian if minor in his/her jurisdiction of residence) agrees to these Official Rules and the decisions of the judges and Sponsor. Limit one (1) Sweepstakes Prize per person, per household.

Odds: Odds of winning a prize depend on the total number of eligible entries received.

Prizes: One (1) Grand Prize: Invitation to attend as an observer the Gillette EA SPORTS Champions of Gaming Global Final Event, currently scheduled to be held on or about 8 March 2010 in Miami, Florida, USA (once Global Final Event date and location are finalized they will be posted online at www.easports.com), a Custom Champions of Gaming Xbox 360 Carrying Case, three (3) EA SPORTS Game Titles (TBD by Sponsor) a 12-Month Xbox LIVE Gold Subscription and 1,600 Microsoft Points (redeemable for the purchase of merchandise on Xbox LIVE and on Zune Marketplace). Trip for Grand Prize Winner and Guest includes round-trip coach-class air transportation for two (2) from a major commercial airport closest to winner's residence (selected by Sponsor in its sole discretion) and the Global Final Event location (currently planned as Miami, Florida, USA), 2-nights standard hotel accommodations (double occupancy) and admission for Grand Prize Winner and Guest to the Gillette EA SPORTS Champions of Gaming Global Final Event.

Total Approximate Retail Value ("ARV") of Grand Prize: \$6,459.

Dates and/or location are subject to change at the sole discretion of the Sponsor. Therefore, winner must have flexible travel capabilities. Actual value depends on date/time/point of departure/destination, and any difference between ARV and stated value will not be awarded. Grand Prize Winner and Guest are solely responsible for any other expenses not listed in these Official Rules. Grand Prize Winner and Guest must travel on same itinerary and all travel arrangements must be made with Sponsor or Sponsor's agent. Travel subject to availability and must be completed on dates specified by Sponsor or prize will be forfeited and awarded to an alternate winner if time allows. Some restrictions may apply. No cancellation of reservation or transfer of reservation to another date after reservation has been made. Admission to Global Final Event is subject to Grand Prize Winner and Guest acting in a courteous, respectful manner at all times, and following all requirements and instruction of judges and Sponsor; in the event of violation of such requirements/instructions or if Grand Prize Winner and/or Guest acts in an inappropriate manner (as determined by judges/Sponsor in the sole discretion of either party), Winner and/or Guest will be ejected from Global Final Event and the Trip will be terminated without any further liability of Sponsor or Judges to Grand Prize Winner and/or Guest (as appropriate). If the Global Final Event is cancelled or postponed for any reason, Sponsor shall have no

further obligation to the winner other than to provide the travel portion and merchandise components of the Prize minus admission to the Global Final Event. Attendance at the Global Final Event has no retail value. If Grand Prize Winner is a minor, his/her Guest must be a parent or legal guardian. If Grand Prize Winner's Guest is a minor, he/she must be accompanied by his/her parent or legal guardian at his/her own expense if the parent/legal guardian is not the Grand Prize Winner. Grand Prize Winner and Guest are solely responsible for obtaining any necessary travel documents.

Ten (10) First Prizes: A Gillette Shave Kit, an EA SPORTS game title (TBD by Sponsor) a 3-Month Xbox LIVE Gold Subscription and 1,600 Microsoft Points (redeemable for the purchase of merchandise on Xbox LIVE and on Zune Marketplace). ARV: \$172, each.

Fifty (50) Second Prizes: A Gillette Fusion Razor and 1,600 Microsoft Points (redeemable for the purchase of merchandise on Xbox LIVE and on Zune Marketplace). ARV: \$33, each.

Total ARV of all prizes: \$9,829.

All federal, state/provincial and local taxes are the sole responsibility of the winners. All properly claimed prizes will be awarded provided a sufficient number of eligible entries are received, but in no event will Sponsor award more prizes than are listed in these Official Rules. Prizes are non-transferable except at Sponsor's sole discretion. No substitutions or cash redemptions except at Sponsor's sole discretion, in which case a prize of equal or greater value will be awarded. Sponsor reserves the right, at its sole discretion, to substitute a prize/prize component of equal or greater value if entire prize or a component of the prize is unavailable for any reason. Specifics of prizes are subject to availability. Any and all guarantees and warranties are subject to the manufacturer's/service provider's terms and conditions, and winners and guests agree to look solely to such manufacturers/service providers for any such warranty or guarantee claim.

Claiming Prizes: Sponsor will attempt to notify potential prize winners via e-mail and/or overnight delivery (if potential winner entered via mail-in method) within 3 – 5 business days of drawing. Potential prize winners will be required to execute and return (except where prohibited by law) a Declaration of Eligibility, Release of Liability and Publicity Release ("Release") within five (5) business days of attempted delivery, per Sponsor's directions. If potential prize winner is a minor in his/her jurisdiction of residence, Release must be executed by his/her parent or legal guardian. In the event a winner is a minor in his/her jurisdiction of residence, Sponsor may award prize in the name of or to winner's parent or legal guardian. In the event of non-compliance with Official Rules, if a potential winner is deemed ineligible, declines prize or fails to return Release within the time period specified, or Release, prize and/or prize notification is returned as undeliverable, prize will be forfeited and an alternate winner may be selected, time permitting. Unclaimed prizes will not be awarded. Prizes will be shipped to verified winners within 8 – 10 weeks of verification of eligibility. Acceptance of a prize constitutes winner's (parent's/legal guardian's in the event winner is a minor in his/her jurisdiction of residence) permission for Sweepstakes Operators, the NHLPA or any of their respective agents to use winner's name, Gamertag (if any), likeness and/or biographical information for advertising/marketing purposes without notice or further compensation. Winners agree to provide such consent in writing.

Grand Prize Winner's Guest (parent/legal guardian if Guest is a minor in his/her jurisdiction of residence) must execute and return a Release of Liability and, where lawful, a Publicity Release, within five (5) business days of winner's attempted notification.

Conditions: All entries become property of Sponsor and will not be acknowledged or returned, and no correspondence thereafter will be entered into by Sponsor with entrant. Any entry obtained outside of authorised, legitimate channels, not in compliance with these Official Rules and/or the Tournament Official Rules (as appropriate), or made via robotic, automated, mechanical, macro, programmed or like method will void all such entries and disqualify any entrant using such methods. Sponsor reserves the right to disqualify any person found or suspected of tampering with the entry process or the operation of this Sweepstakes, to be acting in violation of these Official Rules (or the Tournament Rules, if appropriate), to be acting in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. Disqualification from the Tournament will automatically result in disqualification from the Sweepstakes, regardless of method of entry. If, for any reason, the Sweepstakes is not capable of running as planned by reason of, but not limited to, tampering, unauthorised intervention, fraud, technical failures, or any other causes which Sponsor deems could corrupt or affect the administration, security, fairness or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, modify, suspend or terminate the Sweepstakes and select the winners from among all eligible in-game/Tournament play entries received prior to the action taken and all eligible mail-in entries postmarked and received by the dates specified above, or as otherwise may be deemed fair and equitable by Sponsor, in its sole discretion. Sponsor shall post notice of such action at www.easports.com. Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of this Sweepstakes may be a violation of Criminal and Civil Laws. Should such an attempt be made, Sponsor reserves the right to seek damages from any such individual to the fullest extent permitted by applicable law and/or to take other actions deemed necessary by Sponsor in its sole discretion so as to protect its rights.

Any information collected in relation to this Sweepstakes shall be used only in a manner consistent with the consent given by entrants at the time of Registration, with these Official Rules, with the Procter & Gamble Privacy Notice, which can be found at www.pg.com/privacy/english/privacy_notice.html and with the EA Privacy Notice, which can be found at <http://privacy.ea.com>. All In-Game Registration information is collected and maintained in the United States of America.

These Official Rules relate to this Sweepstakes only, and entrants acknowledge that in addition to these Official Rules, the Xbox LIVE Terms of Use, available at www.xboxlive.com, and the EA Terms & Conditions, available at <http://privacy.ea.com>, shall apply. In the event of any inconsistency between these Official Rules, the Xbox LIVE Terms of Use and the EA Terms & Conditions, these Official Rules shall prevail.

Limitations of Liability: The Sweepstakes Operators assume no responsibility for undeliverable e-mails resulting from any cause, including any form of active or passive e-mail filtering by a user's Internet Service Provider and/or e-mail client or for insufficient space in user's e-mail account to receive e-mails. By participating in this Sweepstakes entrants (parent/legal guardian in the event entrant is a minor in his/her jurisdiction of residence) agree to release and hold harmless Sponsor, Electronic Arts Inc., Microsoft Corporation, the NFL Entities, the NHLPA, their respective parents, affiliated companies, subsidiaries, printers, advertising and promotion agencies and each of their respective employees, members, officers, directors, representatives and agents (collectively, the "Releasees") from any and all liability for any injuries, losses or damages of any kind to persons, including death, or property arising in whole or in part, directly or indirectly, from acceptance, use or misuse of a prize, participation, or inability to participate, in Sweepstakes or any Sweepstakes-related activity. Releasees are not responsible for late, lost, stolen, postage-due, illegible, misdirected, damaged, incomplete or delayed entries or entries misdirected, damaged, or lost due to: (a) telephone, computer, hardware, software,

programming or interrupted or unavailable network, server or other connections, network malfunction, or other technical failures or errors, or failure to properly process entries; (b) communication disruption or other forces beyond the control of the Sponsor, including inability to access any Sweepstakes-related web site or EA or Xbox LIVE Servers, submit entries or other disruption related to Internet traffic, virus, bug- or non-authorized intervention; (c) damage caused by computer virus or otherwise resulting to any computer from entrant's access of any Sweepstakes and/or Tournament-related web site, whether human, mechanical or electronic, or (d) incorrect or inaccurate information whether caused by any Sweepstakes and/or Tournament-related web site users or by any of the programming or equipment associated with or used in the Sweepstakes. Proof of submitting information in-game is not considered proof of delivery or receipt.

The NFL Entities, the NHLPA and each of their respective subsidiaries, affiliates, shareholders, members, officers, directors, agents, representatives and employees will have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes and/or Tournament or any prize awarded.

Releasees shall not be liable to any winner or any other person for failure to supply a prize or any part thereof, by reason of any acts of God; any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entities (whether or not they prove to be valid); equipment failure; terrorist acts; earthquake; fire; flood; war; explosion; unusually severe weather; hurricane; embargo; labor dispute or strike (whether legal or illegal); labor or material shortage; transportation interruption of any kind; work slow-down; civil disturbance; insurrection; riot; or any other cause beyond Sponsor's sole control. Releasees shall not be liable to any winner or any other person for damage to such person's computer or its contents.

Winners List: Winners will be posted on www.easports.com on or about 15 February 2010 and will remain posted at least through 15 March 2010.

Sponsor: The Procter & Gamble Distributing LLC, One Procter & Gamble Plaza, Cincinnati, Ohio 45202, USA.

Partners: Electronic Arts, Inc., 209 Redwood Shores Parkway, Redwood City, CA 94065, USA.
Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA.

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