

HERO DOG AWARDS SWEEPSTAKES OFFICIAL RULES

THIS IS A CLOSED PROMOTION OPEN ONLY TO ACTIVE (DEFINED BELOW) SUBSCRIBERS WHO HAVE A U-verse ACCOUNT AS OF AUGUST 12, 2016.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW AND OUTSIDE THE TERRITORY (DEFINED BELOW).

WINNER MAY BE REQUIRED TO PARTICIPATE IN THE PRIZE FULFILLMENT PROCESS AND SIGN DOCUMENTATION, SUCH AS A RELEASE, WITHIN FIVE (5) DAYS, AS MORE FULLY DETAILED BELOW.

BY ENTERING THE SWEEPSTAKES YOU AGREE TO THESE OFFICIAL RULES, WHICH ARE A CONTRACT, SO READ THEM CAREFULLY BEFORE ENTERING. WITHOUT LIMITATION, THIS CONTRACT INCLUDES INDEMNITIES TO THE SPONSOR (DEFINED BELOW) FROM YOU AND A LIMITATION OF YOUR RIGHTS AND REMEDIES.

1. **HOW TO ENTER.** Hero Dog Awards Sweepstakes (“**Sweepstakes**”) begins at 12:00:00 a.m. Pacific Time (“**ET**”) on August 12, 2016, and ends at 11:59:59 p.m. PT on August 13, 2016 (the “**Sweepstakes Period**”). To enter the Sweepstakes, eligible individuals (see Section 2 below for eligibility requirements) must retweet with a comment using #sweepstake on any tweet posted during the Sweepstakes Period on Twitter from @Uverse Twitter handle containing the hashtag #sweepstakes. Limit one (1) entry per person over the course of the entire Sweepstakes. Crown Media United States, LLC (“**Sponsor**”) may sponsor similar sweepstakes during the Sweepstakes Period; entry into this Sweepstakes does not constitute entry into any other sweepstakes and vice versa. Entries must be received during the Sweepstakes Period through the Web Site. For purposes of this Sweepstakes, an entry is “received” when the Web Site’s servers record the entry information. Proof of sending (such as, without limitation, a printed, saved or copied automated receipt confirming entry, a “thanks for entering” screen or message) does not constitute proof of actual receipt of an entry for purposes of this Sweepstakes. Those who do not provide the required information in their entry form or abide by these Official Rules and other instructions of Sponsor will be disqualified. All entries become property of Sponsor and will not be acknowledged. Entries that are forged, altered, incomplete, lost, late, misdirected, mutilated, illegitimate, garbled, postage-due, illegible, or generated by a macro, bot, or other automated means will not be accepted and will be void. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including, without limitation, commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. As a condition of entering the Sweepstakes, each entrant gives consent for Sponsor to obtain and deliver his or her name, address and other information to third parties for the purpose of administering this Sweepstakes and complying with applicable laws, regulations and rules. Any attempt made to submit entries in excess of any limit or otherwise in violation of these Official Rules by using multiple or false contact information or otherwise may be disqualified.

2. **ELIGIBILITY:** The Sweepstakes is open only to legal residents of any one (1) of the fifty (50) United States or the District of Columbia (collectively, “**Territory**”) who are at least the age of majority in their jurisdiction of primary residence and who have an active U-verse account as of August 12, 2016. Corporate entities are not eligible and have no right to claim any prize won by their employees. Employees, officers, directors, members, managers, representatives, and agents of the Sponsor, Hothouse, Inc. (“**Administrator**”), AT&T Services, Inc., and their respective parents, divisions, affiliates, subsidiaries, advertising agencies or promotional partners associated with this Sweepstakes (collectively, the “**Sweepstakes Entities**”), and relatives of and those living in the same household as such individuals are not eligible to enter or win a prize. For the purpose of this Sweepstakes, relatives are defined as spouse, domestic partner, parent, legal guardian, legal ward, in-law, grandparent, sibling, children and grandchildren. This Sweepstakes is void in all U.S. territories (including Puerto Rico), possessions and overseas military installations, outside the Territory, and where prohibited by law.

3. **ODDS/SELECTION OF WINNER:** Odds of winning depend on number of eligible entries received. On or about September 1, 2016 a random drawing from among all eligible entries will be conducted by Sponsor’s or Administrator’s designated agent/representative, whose decisions are final, to determine the one (1) grand prize

winner, from U-verse subscribers. Sponsor or its designee will attempt to notify each potential winner that he or she may have won the prize in this Sweepstakes by e-mail or telephone (at Sponsor's sole discretion) within five (5) days, or, where applicable, Sponsor may choose (in its sole discretion) to mail the prize won to the selected winner without prior notice. Each winner may be required to complete, sign, have notarized (if applicable) and return, without alteration and in the form presented by Sponsor, an affidavit of eligibility and liability/publicity release (unless prohibited by law), and tax forms, both of which may require such winner to provide his or her Social Security Number, within the time frame specified by Sponsor or prize may be forfeited. In the event of noncompliance with these requirements, the prize may be forfeited. The affidavit of eligibility and liability/publicity release are subject to verification by Sponsor. If any prize, prize notification or Sweepstakes-related communication is rejected, faulty or returned as undeliverable, if a winner cannot attend or participate in any portion of the prize, or if a potential winner cannot be reached after a reasonable attempt has been made by Sponsor or does not respond according to the notification's or Sponsor's instructions (as determined by Sponsor in its sole discretion), that winner or potential winner may be disqualified and an alternate winner may be randomly selected; the Sponsor will not be obligated to pursue more than three (3) alternate winners for any reason, in which case some prizes may go unawarded. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winner, if any.

4. **PRIZES:** One (1) grand prize winner, subject to verification, will receive the grand prize in this Sweepstakes. The grand prize consists solely of a trip for winner and one (1) guest to Los Angeles from September 9-11. The trip consists solely of two (2) round-trip, economy class airfare tickets from a major airport near the winner's residence in the Territory (as selected by Sponsor in its sole discretion) to an airport in Los Angeles selected in Sponsor's or sole discretion, hotel accommodations (based on double occupancy) for two (2) nights at a hotel in Los Angeles selected in Sponsor's or sole discretion, ground transportation to and from the airport and hotel in Los Angeles, two (2) tickets to the Hero Dog Awards and \$500 spending cash. ARV of grand prize: \$4000. Actual retail value of the grand prize may vary depending on the winner's residence, market conditions, changes in value of components (e.g., air transportation and hotel rates) and other reasons. In the event the winners live within close proximity to the trip destination (as determined in Sponsor's sole discretion), Sponsor will substitute airfare with ground transportation, and any difference in value will not be awarded to the winner. **The winners must travel during selected dates or the prize may be forfeited and an alternate randomly selected winners chosen. Failure to complete the trip prize does not relieve the winners of his/her tax obligations associated with winning the trip prize.** Specific travel arrangements and all prize details not specified herein will be made and determined in Sponsor's sole discretion. All transportation tickets are subject to the terms and conditions specified thereon. Travel must originate from and end at the same airport. The winner and his/her guest must travel together on the same itinerary. If the winner elects to travel without the guest, no additional compensation will be awarded to the winner and any portion of the prize allocated to the guest that is not used will be forfeited. It is the winner's and his/her guest's sole responsibility to comply with all travel requirements, which may include, without limitation, presenting necessary identification (including photograph) at the time of travel. Flight schedules are subject to change without notice. Sponsor is not liable for any missed prize events, opportunities or expenses incurred as a consequence of flight cancellation/delay or ground transportation delay. Winner may be required to provide a credit card at time of hotel check-in to cover hotel incidentals. Winner's guest must be the age of majority in the guest's state of residence, unless winner is the guest's parent or legal guardian. Winner agrees that his/her guest must comply with Sponsor's and each prize provider's procedures and policies and must complete, sign, have notarized and return a release of liability and, where legal, a publicity release to Sponsor in the timeframe specified by Sponsor or travel will not be allowed. Once selected by winners, guest cannot be changed without the express consent of Sponsor, which may be withheld for any reason. By entering this Sweepstakes and accepting the prize, the winner agrees to maintain his/her behavior in accordance with all applicable laws and generally accepted social practices in connection with participation in any Sweepstakes or prize-related activity. The winner understands and agrees that Sponsor or prize providers have the right, in their sole discretion, to disqualify and remove the winners or his/her guest from any activity at any time if the winner's or his/her guest's behavior at any point is uncooperative, disruptive, or may or does cause damage to person, property, or the reputation of Sponsor or otherwise violates the policies of the prize providers, and in such a case, the winner will still be solely responsible for all taxes and other expenses related to the prize. Entrants waive the right to assert as a cost of winning any prize, any and all costs of verification and redemption or travel to claim the prize and any liability and publicity which might arise from claiming or seeking to claim said prize.

The following language is applicable to all prizes: Total ARV of all prizes in the Sweepstakes: \$4000. All prize details not specified in these Official Rules will be determined in Sponsor's sole discretion. Sponsor is not responsible for and winner will not receive the difference, if any, between the actual value of the prize at the time of award and the stated ARV in these Official Rules or in any Sweepstakes-related correspondence or materials. **Where applicable, prizes will only be mailed to the verified winner's physical mailing address (no P.O. Boxes) in the Territory, except in Sponsor's sole discretion.** If legitimately claimed, the prize will be awarded. All taxes (federal, state and local), meals, gratuities, in-room charges, travel expenses, travel and other insurance, carrier fees, government charges, transfers, ground transportation, and other expenses not specified in these Official Rules as being provided as part of the prize are the sole responsibility of the winner. Sponsor will not replace any lost, mutilated or stolen prize or any prize that is undeliverable or does not reach the winner because of an incorrect or changed address or other contact information. If winner does not accept or use the entire prize, the unaccepted or unused part of the prize will be forfeited and Sponsor will have no further obligation with respect to that prize or portion of the prize. No transfers, prize substitutions or cash redemptions will be made, except at Sponsor's sole discretion. Sponsor reserves the right to substitute the stated prize or portion thereof with another prize or portion thereof of equal or greater value for any reason, including, without limitation, prize unavailability. No more than the stated prize will be awarded. Winner is strictly prohibited from selling, auctioning, trading or otherwise transferring any part of the prize.

5. LIMITATION OF LIABILITY: EACH ENTRANT AGREES TO RELEASE, HOLD HARMLESS AND INDEMNIFY THE SWEEPSTAKES ENTITIES AND THE RESPECTIVE OFFICERS, DIRECTORS, MEMBERS, MANAGERS, EMPLOYEES, REPRESENTATIVES AND AGENTS OF EACH (COLLECTIVELY "RELEASED PARTIES") FOR ANY LIABILITY WHATSOEVER FOR INJURIES OR DAMAGES OF ANY KIND SUSTAINED IN CONNECTION WITH THE USE, ACCEPTANCE, POSSESSION, MISUSE OR AWARDED OF THE PRIZE, WHILE PREPARING FOR, PARTICIPATING IN AND/OR TRAVELING TO OR FROM ANY PRIZE- OR SWEEPSTAKES-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY INJURY, DAMAGE, DEATH, LOSS, OR ACCIDENT TO PERSON OR PROPERTY. WINNER AGREES (AS BETWEEN EACH WINNER AND THE RELEASED PARTIES) THAT THE PRIZE IS PROVIDED AS-IS WITHOUT ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, WHETHER NOW KNOWN OR HERINAFTER ENACTED, RELATIVE TO THE USE OR ENJOYMENT OF THE PRIZE, INCLUDING, WITHOUT LIMITATION, ITS QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. FURTHER, THE RELEASED PARTIES ARE NOT RESPONSIBLE IN ANY WAY FOR ANY ADDITIONAL EXPENSES, OMISSIONS, DELAYS, OR RE-ROUTING RESULTING FROM ANY ACTS OF ANY GOVERNMENT OR AUTHORITY. GRAND PRIZE WINNER ACKNOWLEDGES THAT HE/SHE IS SOLELY RESPONSIBLE FOR ANY ACTIONS, CLAIMS OR LIABILITIES OF HIS/HER GUEST RELATED TO ANY SWEEPSTAKES-RELATED ACTIVITY, INCLUDING, WITHOUT LIMITATION, ANY ACTIONS, CLAIMS OR LIABILITIES RELATED TO THE GUEST'S USE OF THE PRIZE.

EACH ENTRANT UNDERSTANDS AND AGREES THAT ALL RIGHTS UNDER SECTION 1542 OF THE CIVIL CODE OF CALIFORNIA AND ANY SIMILAR LAW OF ANY STATE OR TERRITORY OF THE UNITED STATES ARE HEREBY EXPRESSLY WAIVED BY HIM/HER. SECTION 1542 READS AS FOLLOWS:

"CERTAIN CLAIMS NOT AFFECTED BY A GENERAL RELEASE. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS OR HER FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM OR HER MUST HAVE MATERIALLY AFFECTED HIS OR HER SETTLEMENT WITH THE DEBTOR."

6. ADDITIONAL DISCLAIMERS: Released Parties are not responsible and/or liable for any of the following, whether caused by a Released Party, the entrant or by human error: entries that are submitted by illegitimate means (such as, without limitation, by an automated computer program) or entries in excess of the stated limit; any lost, late, incomplete, illegible, mutilated, or misdirected entries, e-mail, mail, or Sweepstakes-related correspondence or materials or postage-due mail; any error, omission, interruption, defect, or delay in transmission or communication; viruses or technical or mechanical malfunctions; interrupted or unavailable cable or satellite systems; errors, typos or misprints in these Official Rules, in any Sweepstakes-related advertisements or other materials; failures of

electronic equipment, computer hardware or software; lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications or entry information. Released Parties are not responsible for electronic communications that are undeliverable as a result of any form of active or passive filtering of any kind, or insufficient space in entrant's e-mail account to receive e-mail messages. Released Parties are not responsible, and may disqualify an entrant, if his or her e-mail address, telephone, or other contact information does not work or is changed without entrant giving prior written notice to Sponsor. Released Parties are not responsible for any changes or unavailability of the Web Site that may interfere with the Sweepstakes (including any limitations, any restrictions, or any conditions on Sponsor's ability to use the Web Site for the Sweepstakes as set forth herein that are not acceptable to Sponsor) or ability of entrant to timely enter, receive notices or communicate with Sponsor, in which case Sponsor, in its sole discretion, may terminate or modify the Sweepstakes. Without limiting any other provision in these Official Rules, Released Parties are not responsible or liable to any entrant or winner or any person claiming through such entrant or winner for failure to supply the prize or any part thereof in the event that any of the Sweepstakes activities or the Released Parties' operations or activities are affected, as determined by the Sponsor in its sole discretion, including, without limitation, by reason of any acts of God, any action, regulation, order or request by any governmental or quasi-governmental entity (whether or not the action, regulations, order or request proves to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, 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 law, rule, regulation, order or other action adopted or taken by any governmental, federal, state or local government authority, or any other cause, whether or not specifically mentioned above.

7. **GENERAL RULES:** By entering the Sweepstakes (except where prohibited by law), each entrant grants the Sweepstakes Entities the irrevocable, sublicensable, absolute right and permission to use, publish, post or display his or her name, photograph, likeness, voice, prize information, biographical information, any quotes attributable to him or her and any other indicia of persona (regardless of whether altered, changed, modified, edited, used alone, or used with other material in the Sweepstakes Entities' sole discretion) for advertising, trade, promotional and publicity purposes without further obligation or compensation of any kind to him or her, anywhere, in any medium now known or hereafter discovered or devised (including, without limitation, on the Internet), world-wide, without any limitation of time and without notice, review or approval and **each entrant releases all Released Parties from any and all liability related thereto.** Nothing contained in these Official Rules obligates Sponsor to make use of any of the rights granted herein and winner waives any right to inspect or approve any such use.

Sponsor's decisions will be final in all matters relating this Sweepstakes, including interpretation of these Official Rules and awarding of the prizes. All entrants, as a condition of entry, agree to be bound by these Official Rules and the decisions of Sponsor. Failure to comply with these Official Rules may result in disqualification from this Sweepstakes. Entrants further agree to not damage or cause interruption of the Sweepstakes and/or prevent others from using the Sweepstakes. Sponsor reserves the right to restrict or void online entries or participation from any IP address if any suspicious entry and/or participation is detected. Sponsor reserves the right, in its sole discretion, to void entries of any entrants who Sponsor believes have attempted to tamper with or impair the administration, security, fairness or proper play of this Sweepstakes. Sponsor's failure to or decision not to enforce any provision in these Official Rules will not constitute a waiver of that or any other provision. In the event there is an alleged or actual ambiguity, discrepancy or inconsistency between disclosures or other statements contained in any Sweepstakes-related materials and/or these Official Rules (including any alleged discrepancy or inconsistency in these Official Rules), it will be resolved in Sponsor's sole discretion. Entrants waive any right to claim ambiguity in the Sweepstakes or these Official Rules. If Sponsor determines at any time in its sole discretion that the winner or potential winner is disqualified, ineligible, in violation of these Official Rules, or engaging in behavior that Sponsor deems obnoxious, inappropriate, threatening, illegal or that is intended to annoy, abuse, threaten or harass any other person, Sponsor reserves the right to disqualify that winner or potential winner, even if the disqualified winner or potential winner may have been notified or displayed or announced anywhere. The invalidity or unenforceability of any provision of these Official Rules will not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules will otherwise remain in effect and will be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. If the Sweepstakes is not capable of running as planned for any reason, Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend the Sweepstakes and award the prize from eligible entries received prior to cancellation, modification, or suspension or as otherwise deemed fair and appropriate by

Sponsor. If any person supplies false information, obtains entries by fraudulent means or is otherwise determined to be in violation of these Official Rules in an attempt to obtain any prize, Sponsor may disqualify that person and seek damages from him or her and that person may be prosecuted to the full extent of the law. In the event of a dispute concerning who submitted an entry, the entry will be declared to have been made by the registered account holder of the e-mail address submitted at time of entry, but only if that person meets all other eligibility criteria, otherwise the entry may be disqualified and any potential prize won will be forfeited in Sponsor's sole discretion. A registered account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Potential winner may be required to provide Sponsor with proof that he/she is the registered account holder of the e-mail address associated with the potentially winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. **CAUTION: ANY ATTEMPT TO DAMAGE ANY ONLINE SERVICE OR WEB SITE OR UNDERMINE THE LEGITIMATE OPERATIONS OF THE SWEEPSTAKES MAY VIOLATE CRIMINAL AND CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, SPONSOR MAY DISQUALIFY ANY ENTRANT MAKING SUCH ATTEMPT AND MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.**

8. DISPUTES/GOVERNING LAW. Except where prohibited, as a condition of participating in this Sweepstakes, each entrant agrees that any and all disputes that cannot be resolved between the entrant and any Released Party, claims and causes of action arising out of or connected with this Sweepstakes, or the prize awarded, or the determination of the winner must be resolved individually, without resort to any form of class action. Further, in any such dispute, under no circumstances will an entrant be permitted or entitled to obtain awards for, and hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-pocket expenses (if any), not to exceed ten dollars (\$10), and entrant further waives all rights to have damages multiplied or increased.

This Sweepstakes and any dispute arising under or related thereto (whether for breach of contract, tortious conduct or otherwise) will be governed by the internal laws of the State of California, without giving effect to its conflicts of law or choice of law principles. Any legal actions, suits or proceedings related to this Sweepstakes (whether for breach of contract, tortious conduct or otherwise) will be brought exclusively in the state or federal courts located in Los Angeles, California and each entrant accepts and submits to the personal jurisdiction of these California courts with respect to any legal actions, suits or proceedings arising out of or related to this Sweepstakes.

9. WINNERS' LIST/OFFICIAL RULES. To find out who won, send a legal-size, self-addressed, stamped envelope to: Hero Dog Awards Sweepstakes Winner, c/o Hothouse, Inc., PO BOX 5869, Atlanta, GA 30307. Requests must be received no later than three (3) months following the end of the Sweepstakes Period. For a copy of these Official Rules, print out these pages or send a legal-size, self-addressed, stamped envelope to: Hero Dog Awards Sweepstakes Rules, c/o Hothouse, Inc., **PO Box 5869, Atlanta, GA 30307** the end of the Sweepstakes Period. Only one (1) request of either type per outer envelope, mailed separately, will be fulfilled.

10. THE SPONSOR OF THIS SWEEPSTAKES IS: Crown Media United States, LLC, 12700 Ventura Boulevard, Studio City, CA 91604.

11. THE ADMINISTRATOR OF THE SWEEPSTAKES IS: Hothouse, Inc., 621 North Avenue, NE, Suite A-100, Atlanta, Georgia 30308.