

**THE INCREDIBLE HULK “HULK OUT” YOUR HOME ENTERTAINMENT
SWEEPSTAKES
OFFICIAL RULES**

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

THE INCREDIBLE HULK “HULK OUT” YOUR HOME ENTERTAINMENT SWEEPSTAKES (“Sweepstakes”) starts at 12:01 p.m. Pacific Daylight Time (“PDT”) on 10/03/08 and ends at 11:59 p.m. (PDT) on 11/7/08 (“Entry Period”). The sponsor of this Sweepstakes is Universal Studios Home Entertainment LLC, 100 Universal City Plaza, 1440/6, Universal City, CA 91608 (“Sponsor”). The Sweepstakes shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein.

ELIGIBILITY: SWEEPSTAKES IS OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, EIGHTEEN (18) YEARS OF AGE OR OLDER AS OF ENTRY DATE. THIS SWEEPSTAKES IS VOID OUTSIDE THE AREA SPECIFIED ABOVE AND WHERE PROHIBITED BY LAW. Employees and their families (spouses, domestic partners, parents, grandparents, siblings, children and grandchildren) of Sponsor, Amazon Services LLC, West Coast Marketing, a division of The Susquehanna Hat Company (“West Coast Marketing”), their respective affiliates, subsidiaries, parent companies and agencies (collectively, the “Promotion Parties”) and those living in the household of same whether related or not are not eligible to enter or win. By entering this Sweepstakes, entrants agree to abide by all terms of these Official Rules. A prize won by a minor will be awarded in the name of the minor’s parent or legal guardian.

HOW TO ENTER: During the Entry Period you may enter via the Internet by logging onto the website at <http://incrediblehulk.marvel.com/sweeps> (the “Entry Site”) and following the Sweepstakes entry directions, providing your first and last name, street address (no P.O. boxes), city, state, zip code, daytime telephone number, date of birth and e-mail address. Once you have followed all of the forgoing requirements you will be entered into the Sweepstakes (“Online Entry”). **ONLY ONE (1) ONLINE ENTRY PER PERSON, HOUSEHOLD ADDRESS AND/OR E-MAIL ADDRESS PER DAY WILL BE ACCEPTED. ALL ONLINE ENTRIES MUST BE RECEIVED BY 11:59 P.M. (PDT) ON 11/7/08.**

The Promotion Parties, their respective affiliates, subsidiaries, parent corporations, and their respective officers, directors, shareholders, employees and agents, and any and all Internet server(s) and access provider(s), and each of their respective affiliates, subsidiaries, parent corporations and advertising and promotional agencies, and all of their officers, directors, shareholders, employees and agents (collectively, “Releasees”) are not responsible for any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone network, computer online systems, computer equipment, servers, providers, or software, including without limitation any injury or damage to participant’s or any other person’s

computer relating to or resulting from participation in the Sweepstakes; inability to access the Entry Site or any web pages thereof; theft, tampering, destruction, or unauthorized access to, or alteration of, entries; data that is processed late or incorrectly or is incomplete or lost due to telephone, computer or electronic malfunction or traffic congestion on telephone lines or the Internet or any web site (including the Entry Site) or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof. Proof of entering information at the Entry Site is not considered proof of delivery or receipt. Illegible, incomplete, mechanically reproduced and entries in excess of the number stated above from any one (1) valid e-mail address, household address and/or person will be disqualified. All entries become the property of Sponsor and will not be acknowledged or returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. By entering the Sweepstakes, entrants affirm that they have read and accepted these Official Rules. The Sweepstakes shall be governed by and construed in accordance with the laws of the state of California within the United States. By entering the Sweepstakes, entrants hereby submit to the jurisdiction and venue of the federal and state courts of the State of California within the United States and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum. The information obtained via the Online Entry will be used by Sponsor and its affiliates for marketing purposes. Sponsor and its affiliates would like to use this information to contact you either by mail or e-mail with updates about special promotions or offers. If you prefer not to receive updates please indicate such preference at the time of your Online Entry. Any information collected by registering to enter the Sweepstakes shall be used only in a manner consistent with these Official Sweepstakes Rules and with the Sponsor's Privacy Policy, which can be found at the Entry Site.

WINNER SELECTION: One (1) Grand Prize Winner will be selected in a random drawing on or about 11/14/08 by West Coast Marketing, an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. Grand Prize Winner will be notified by e-mail, certified mail and/or telephone on or about 11/28/08 and will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability and (except where prohibited) Publicity Release form and a completed IRS W-9 form within ten (10) days of date of issuance. Failure to return all required forms in this ten (10) day time period may result in the Grand Prize winner being disqualified and an alternate winner selected at Sponsor's sole discretion.

If any prize notification or prize is returned as undeliverable for any reason, it may at Sponsor's sole discretion, be awarded to an alternate.

All Federal, state and local tax liabilities, if any, are the responsibility of the Grand Prize Winner. Acceptance of the Grand Prize constitutes permission (except where prohibited) to use the Grand Prize Winner's name, likeness, picture, voice, biographical information and statements for publicity, advertising, trade and promotional purposes in any and all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without additional compensation or limitation of any kind.

PRIZE: GRAND PRIZE (one [1] will be awarded): The Grand Prize shall consist of the following: (i) an LG (26LG30) HDTV; (ii) a Sony (BDPS300) Blu-ray Player; (iii) an Incredible Blu-ray Hi-Def Disc Pack with one (1) Blu-ray disc of each of the following titles: *The Incredible Hulk*, *The Mummy*, *The Mummy Returns*, *The Scorpion King* and *The Scorpion King 2*; and (iv) a *The*

Incredible Hulk (2008) script signed by director Louis Leterrier & Stan Lee. The approximate retail value of the Grand Prize is \$1,145.

Prize is non-transferable, assignable and has no cash value. No prize substitution or cash redemption allowed by Grand Prize Winner. Sponsor reserves the right to substitute prize of comparable value if advertised prize becomes unavailable. Prize may not be sold, bartered or exchanged by Grand Prize Winner. Grand Prize is provided "as is" and without any warranty of any kind except as provided by manufacturer. By accepting the Grand Prize, the Grand Prize Winner acknowledges compliance with these Official Rules.

Prize will only be shipped within the United States.

The odds of winning the Grand Prize are determined by the total number of eligible entries received.

LIMITATIONS ON LIABILITY: Releasees shall not be liable to winner or any other person for failure to supply the 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 entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, 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.

GENERAL: Entrants release and waive any claims they may have against Releasees for any and all injuries, claims, damages, losses, costs, or expenses of any kind (including without limitation attorney's fees) resulting from acceptance, use, or misuse of any prize or element thereof, or from participation or inability to participate in this Sweepstakes.

If for any reason this Sweepstakes is not capable of running as planned, or if this Sweepstakes or any web site associated therewith (or any portion thereof) becomes corrupted or does not allow the proper playing of the Sweepstakes and processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right, at their sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Sweepstakes or any portion thereof. In the event this Sweepstakes is cancelled, the Sponsor will conduct a random drawing to award the Grand Prize from among all eligible, non-suspect on-line entries received prior to the time of the action or event warranting such cancellation. If such cancellation, termination, modification, or suspension occurs, notification will be posted at the Entry Site. ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE (INCLUDING THE ENTRY SITE) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. If a dispute arises about who submitted an entry on the Entry Site, the entry will be deemed

submitted by the authorized account holder of the e-mail account entered. The authorized account holder is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider, or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry and that all eligibility requirements are met.

NOTE: Online Entry must be made by the entrant, only at the Entry Site. Entries made by any other individual or any entity, and/or originating at any other web site or e-mail address, including but not limited to commercial sweepstakes subscription notification and/or entering service sites, will be declared invalid and disqualified for this Sweepstakes. The use of any device or computer software to automate the entry process is prohibited.

WINNERS LIST: For an Official Winners List (available after 12/15/08), or a copy of these Official Rules, send a self-addressed, stamped envelope to: THE INCREDIBLE HULK “HULK OUT” YOUR HOME ENTERTAINMENT SWEEPSTAKES (*please specify Official Winners’ List or Official Rules*), PO Box 56436, Sherman Oaks, CA, 91413. Residents of Vermont may omit the return postage on their request for Official Rules. Official Rules are also available during the Entry Period at the Entry Site.

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