

## **OFFICIAL RULES AND REGULATIONS**

### **NO PURCHASE NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.**

The Tweet Your Medical Miracles Contest ("Promotion") is open to legal residents of the 50 United States, 18 years of age or older. Employees, officers, directors and agents (and their immediate family and household members (whether or not related) of Cable News Network, Inc. ("CNN" or "Sponsor"), and their respective parents, subsidiaries, divisions, trustees, franchisees, participating vendors, distributors, advertising and promotion agencies and affiliated entities (collectively, with the Sponsor, the "Promotion Entities") are not eligible to enter or win. Void wherever prohibited by law. Promotion is governed by U.S. law and subject to all applicable federal, state and local laws and regulations. By entering the Promotion, participants agree to accept and be bound by all terms of these Official Rules and Regulations ("Official Rules").

**HOW TO ENTER:** To enter and remain eligible, participants must have an active Twitter account, become a follower of the CNN Sanjay Gupta page on Twitter, and remain a follower of the page for the entirety of the Promotion. From 12:00 am Eastern Time (ET) on October 12, 2009 through 11:59 pm ET on November 06, 2009 ("Promotional Period"), participants should submit a Tweet regarding a miraculous medical recovery that has touched them or a miraculous medical recovery they hope to see occur based on scientific and medical advances (the "Tweet"). Participants must submit their Tweet by tweeting to @sanjayguptacnn and must include the hashtag "#Miracle" at the end of the Tweet. To be eligible, each Tweet must be received by 11:59 pm ET on November 6, 2009. Tweets must be 140 characters or less (including the hashtag) and in a Twitter compatible format. TWEETS LONGER THAN 140 CHARACTERS WILL BE DISQUALIFIED. Sponsor will Tweet participants using @replies, requiring additional information regarding the Tweet as well as participant's name, address, telephone number (including the area code), e-mail address (if any) and birth date. All @replies that go unanswered for twenty-four (24) hours will disqualify participants. All entries must be submitted in the name of one (1) individual and the prize can only be awarded to the individual whose name is on the winning entry. Limit one (1) entry per person.

**HOW TO WIN:** Twenty (20) Daily Winners ("Daily Winners") will be selected by a panel of judges ("Judges") each day of the Promotional Period from among all eligible entries received. The Judges will select one (1) Grand Prize Winner ("Grand Prize Winner") from the Daily Winners on or about November 13, 2009. Selection of the Winners will be based upon the following criteria ("Selection Criteria"): creativity, originality and relevance to the topic presented. The decision of the Judges and Sponsor will be final and binding in all matters. The odds of winning will depend on the total number of eligible entries received during the Promotional Period. Winners will be confirmed via Twitter direct message and must meet all eligibility requirements, including the timely execution and return of all necessary releases and documents (if any) required by Sponsor.

**GENERAL CONDITIONS ON TWEETS:** Tweets: (a) must be intended for a family audience and contain only content that is suitable for a general audience; (b) must not contain any nudity, sexually explicit, disparaging, libelous, threatening, harassing, hateful, racially or ethnically offensive, or other inappropriate content; (c) must not be unlawful, obscene, vulgar, lewd, defamatory, libelous, derogatory, or otherwise not in good taste; (d) must not contain falsehoods or misrepresentations that could damage Sponsor or any third party; (e) must not contain any commercial content that promotes any product or service; (f) must not contain or refer to any trademarks, copyrighted works or other intellectual property without permission; (g) must be participant's original creation and may not contain any third party material without the permission; (h) must not have been published previously or won any other award; (i) defame or invade publicity rights or privacy of any person, living or deceased or otherwise infringe upon any personal or proprietary rights; (j) must not have any restrictions upon participant's right to submit the Tweet; (k) must not impersonate another person;

and (l) **must not identify individuals (other than participant) by name or provide details or information in a manner that would allow identification of such individuals.**

**LICENSE:** By submitting a Tweet, Participant grants Promotion Entities and their respective designees the right, but not the obligation, to edit, remove, modify, publish, license, print, transmit, display or otherwise use the Tweet and all elements of the Tweet, in whole or in part, alone or in combination with other material, or as a basis for new material, via all forms of media now known or hereafter devised, worldwide in perpetuity, without notice to participant or any third party and without compensation. Participant agrees that Promotion Entities are not responsible for any unauthorized use of Tweets by third parties. Promotion Entities do not guarantee the posting of any Tweet. Participants agree that they will not use their Tweets for any other purpose, including, without limitation, posting the Tweet to any online social networks, without the express consent of Sponsor in each instance.

**PRIZES:** One (1) winner per day for Twenty (20) days will each receive one (1) signed copy of Sanjay Gupta's book "Cheating Death," at an approximate retail value ("ARV") of Twenty Five Dollars (\$25.00) each. One (1) Grand Prize Winner will receive twelve (12) autographed copies of Sanjay Gupta's book "Cheating Death," at an ARV of Three Hundred Dollars (\$300.00) and a Skype interview with Sanjay Gupta with up to twelve (12) guests, including Grand Prize Winner. Skype interview with Sanjay Gupta is subject to talent availability. All prize details are at Sponsor's sole discretion. **TOTAL ARV OF PROMOTION:** Eight Hundred Dollars (\$800.00.00).

No substitution or transfer of prizes or cash redemptions permitted by the Winners. Sponsor reserves the right to substitute for any reason whatsoever a prize (or portion thereof) of comparable or greater value, at its sole discretion. Prizes are awarded "as is" with no warranty or guarantee, either expressed or implied by the Sponsors. Winners are responsible for the reporting and payment of all taxes (if any) as well as any other costs and expenses associated with acceptance and use of prize not specified herein as being awarded.

**GENERAL RULES AND REGULATIONS:** By entering this Promotion, participants grant Sponsor and their designees the right, unless prohibited by law, to request additional detailed information in regards to the Tweet and to use their names, cities and states of residences, voices, pictures and likenesses, without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Sponsor and all matters related to the Promotion, in any manner or medium, now or hereafter known, throughout the world in perpetuity. Winners may each be required to execute an affidavit of eligibility, liability release, tax acknowledgment form and, except where prohibited by law, a publicity release and return within five (5) business days of issuance of notification. Noncompliance within this time period or failure of potential winner to respond after three (3) notification attempts may result in disqualification and, at Sponsor's discretion, an alternate winner may be selected. If: (a) any prize or prize notification is returned as undeliverable; (b) a potential Winner declines his or her prize; or (c) a potential Winner fails to comply with any of the Official Rules as outlined herein, such potential Winner will be disqualified and an alternate winner will be selected based upon the Selection Criteria. The Promotion Entities expressly disclaim any responsibility and participants agree to indemnify and hold harmless the Promotion Entities from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in this Promotion (regardless of the cause of such injury, damage or loss) and/or the delivery and/or subsequent use or misuse of any of the prizes awarded (including any travel or activity related thereto).

Entries generated by script, macro or other automated means will be void. The Promotion Entities are not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit or affect a person's ability to participate in the Promotion, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of

entries, the announcement of the prizes or in any Promotion-related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsors' control, which corrupt the integrity, administration, security or proper operation of the Promotion, Sponsors reserve the right, in their sole discretion, to modify, cancel or suspend the Promotion. In the event of cancellation, Sponsors reserve the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. All Tweets, Video Reports, and entries become the property of the Sponsors and will not be acknowledged or returned.

Sponsor shall have the right to disqualify any entries that do not comply with these Official Rules, including any Tweet that Sponsor deems, in its sole discretion, not to comply with the General Conditions on Tweets listed above.

**OFFICIAL RULES OR WINNERS' LIST:** For a copy of the Official Rules or the Winners List (available on or about December 6, 2009), send a self-addressed, stamped envelope to the following address by January 6, 2010 (Please specify "Official Rules" or "Winners") – The "Tweet Your Medical Miracles Contest," One CNN Center, NT1001H, Atlanta, Georgia 30303.

**SPONSOR:** Cable News Network, Inc., One CNN Center, Atlanta, Georgia 30303.

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