

## **OFFICIAL RULES AND REGULATIONS**

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

The CNN Retweet Promotion ("Promotion") is open to legal residents of the 50 United States and the District of Columbia, age eighteen (18) years or older at the time of entry, with an active Twitter account, except employees, officers, and directors (and their immediate family and household members (whether or not related) of Cable News Network, Inc. ("CNN"), Toyota Motor Sales, U.S.A., Inc. (the "Sponsors"), and their parents, subsidiaries, divisions, trustees, franchisees, participating vendors, distributors, advertising and promotion agencies and affiliated entities (collectively, with the Sponsor, the "Promotion Entities"). Void in Puerto Rico, outside of the United States, elsewhere, and where prohibited by law. By entering the Promotion, entrants agree to accept and be bound by all terms of these Official Rules and Regulations ("Official Rules").

**HOW TO ENTER:** From 9:00 am Eastern Standard Time (EST) December 14, 2010 to 11:59 pm EST January 1, 2011 (the "Promotional Period"), Sponsor will be conducting a national Promotion encouraging participants to enter for a chance to win a prize as set forth in these Official Rules. In order to enter you must be a member in good standing of Twitter® and follow us on Twitter at [www.twitter.com/CNN](http://www.twitter.com/CNN). There is no charge to become a member of Twitter or to become a follower of CNN. If you already have a Twitter account, (1) log onto Twitter using your Twitter user name and password, then become a follower of CNN by searching for "CNN", clicking on the CNN icon and then clicking the "Follow" button or if you do not already have a Twitter account, create a Twitter account according to the instructions on the Twitter website and follow CNN as indicated in (1) above. Please note that you must agree to comply with the Twitter Terms of Use in order to create a Twitter account. During the Promotional Period CNN will Tweet with Twitter a message referencing this Promotion (the "Promotion Message"). Entrants must Retweet with Twitter CNN's Promotion Message in order to receive an entry. You may enter only once each day, regardless of the email address or Twitter account you use. To be eligible all entries must be received no later than 11:59 pm EST each day and by January 1, 2011. All entries must be submitted in the name of an individual person and the prize can only be awarded to the person whose name is on the winning Twitter account. NOTE: Due to the way Twitter operates its service, Sponsor may not receive entries from Twitter users with "protected" updates (i.e., entrant has set his/her account so that only people the entrant has approved can view their updates). If you Tweet with Twitter or Retweet with Twitter via SMS from your wireless phone, your wireless-service provider may charge you for each text message you send and receive. Please consult your wireless-service provider regarding its pricing plans. Message and data rates may apply. You must be an active holder of a non-private Twitter account and be a follower of @CNN throughout the Promotion Period and for two weeks thereafter (for potential notification purposes) to participate in this Promotion.

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 Sponsor's control, which corrupt the integrity, administration, security or proper operation of the Promotion, Sponsor reserves the right, in its sole discretion, to disqualify entrants and/or modify, cancel or suspend the Promotion. In the event of cancellation, Sponsor reserves 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. **CAUTION AND WARNING: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** All entries become the property of the Sponsor and will not be acknowledged or returned. Limit one (1) entry per person per day. **MULTIPLE ENTRIES PER DAY BY THE SAME PERSON, REGARDLESS IF ENTRY IS THROUGH A DIFFERENT TWITTER ACCOUNT, WILL BE VOID.**

**HOW TO WIN:** Nineteen (19) daily prize winners (the “Daily Winners”) and Three (3) weekly prize winners (the “Weekly Winners”) (sometimes collectively, the “Winners”) will be randomly chosen by the Sponsor on or around January 10, 2011. Daily Winners will be chosen from among all eligible entries received through 11:59pm EST each day during the Promotional Period. Weekly Winners will be chosen from among all entries received through 11:59pm EST on Friday of each week during the Promotional Period. The decision of the Sponsors will be final and binding in all matters. The odds of winning will depend on the total number of eligible entries received. Winning a prize is contingent upon fulfilling all requirements set forth herein. CNN’s computer shall be the official Promotion Period clock. The Winners will be notified by e-mail and/or Twitter and must meet all eligibility requirements including the timely execution and return of all necessary releases and documents (if any) required by Sponsor.

**PRIZES:**

Daily Winners will each receive an iTunes gift card (“Daily Prize”) with an Approximate Retail Value (“ARV”) of Five Dollars (\$5.00). Total ARV of Daily Prizes: Ninety-five Dollars (\$95.00). Daily Winners may only win once.

The Weekly Winners will each receive an Apple iPad (“Weekly Prize”) with ARV of Five Hundred Dollars (\$500.00) per Weekly Winner. Total ARV of Weekly Prizes: One Thousand Five Hundred Dollars (\$1,500.00). Weekly Winners may only win once.

**TOTAL ARV OF ALL PRIZES:** One Thousand Five Hundred Ninety-five Dollars (\$1,595.00).

No substitution or transfer of prizes or cash redemptions permitted by the winner(s). Sponsor reserves the right to substitute for any reason whatsoever a prize (or portion thereof) of comparable or greater value, at their sole discretion. Prizes are awarded “as is” with no warranty or guarantee, either expressed or implied by the Sponsor. The 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. Prizes will be fulfilled within 4 to 6 weeks from when they are awarded. Promotion Entities shall not be held responsible for any delays in awarding prizes for any reason.

**GENERAL RULES AND REGULATIONS:** By entering this Promotion, participants consent to receive an email or Twitter message from Sponsor. By entering this Promotion, participants grant Promotion Entities and their designees the right, unless prohibited by law, to use their names, Twitter user name, 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 Promotion Entities 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 CNN’s discretion,

an alternate Winner may be selected. If: (i) any prize or prize notification is returned as undeliverable, (ii) a potential Winner declines his or her prize, or (iii) 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 may be selected by random drawing at CNN's sole and absolute discretion. The Promotion Entities expressly disclaim any responsibility and entrants agree to indemnify and hold harmless the Promotion Entities from and against any and all claims, actions, demands and/or liability for injury, death, 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).

**DISPUTES:** THE PROMOTION IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF GEORGIA, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN FULTON COUNTY, GEORGIA. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEY'S FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

**PRIVACY POLICY:** Any personally identifiable information collected during an Entrant's participation in this Promotion will be collected by CNN or its agent and used by CNN, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the Promotion as described in these Official Rules and in accordance with CNN's Privacy Policy as stated at <http://www.cnn.com/privacy.html>

**OFFICIAL RULES OR WINNERS' LIST:** For a copy of the Official Rules or the Winners List (available on or about February 10, 2011), send a self-addressed, stamped envelope (residents of VT need not include return postage on rules requests) to the following address by March 10, 2011 (Please specify "Official Rules" or "Winners") – "CNN Retweet Promotion," One CNN Center, NT1001H, Atlanta, Georgia 30303.

**GENERAL:** All federal, state and local laws and regulations apply. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. In the event of any conflict with any Promotion details contained in these Official Rules and Promotion details contained in Promotion Materials (including but not limited to point of sale, television, and print advertising, promotional packaging, and other promotion media), the details of the Promotion as set forth in these Official Rules shall prevail.

**SPONSORS:** Cable News Network, Inc., One CNN Center, Atlanta, Georgia 30303; Lexus 1960 E Grand Ave., El Segundo, CA 90245

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