

LJ/SLJ ebook Survey

Sweepstakes Rules

NO PURCHASE NECESSARY TO ENTER OR WIN

- 1. How to Enter:** To enter the sweepstakes, complete and submit the entry form provided after you complete the survey. You also may enter by sending a postcard with your Name, Telephone Number, Email Address and Address to the following address: *LJ/SLJ ebook Survey Sweepstakes*, 160 Varick St. 11th Floor research, New York, NY 10013. No purchase is necessary to enter or win, and purchase will not affect your odds of winning. Limit one (1) entry per person. Multiple entries will be disqualified. To be eligible for a drawing, entry must be received by midnight prior to the date of the drawing. Sponsor assumes no responsibility for late, lost, damaged, or misdirected entries. Entry must be acquired personally, and may not be acquired or accumulated through the use of automated computer scripts or other programming techniques.
- 2. Eligibility:** This is a trade promotion sweepstakes. Eligibility is limited to persons at least 18 years of age. The sweepstakes is void where prohibited or restricted by law and is subject to all applicable federal, state and local laws and regulations. To be eligible for the Apple iPad drawing, entrants must be located within the United States and delivery address must not be a PO Box, APO, FPO or DPO. Employees (and their immediate families and household members) of Media Source Inc. ("Sponsor"), its parents, affiliates, subsidiaries, advertising and promotion agencies are not eligible.
- 3. Prize:** One (1) Apple iPad valued at \$499 or one (1) registration to the virtual ebook summit taking place on Wednesday, September 29, 2010 (valued at \$30). Four ebook summit registrations will be awarded. All taxes on the prize are the sole responsibility of the winner.
- 4. Random Drawings:** Winners will be selected by random drawing to take place on Tuesday, September 14, 2010 from all eligible entries received. Odds of winning depend on the number of eligible entries received.
- 5. Conditions of Participation:** Participants agree to be bound by these rules and all decisions of the sweepstakes judges, whose decisions will be final. By accepting prize, winner grants to Sponsor, its agents and others working on their behalf the right to photograph the winner, and the right to use the winner's name, picture, likeness and city and state of residence for advertising and marketing purposes, without additional compensation, unless otherwise prohibited by law. Prize must be claimed within thirty (30) days of first attempted notification or will be forfeited. Unclaimed prizes will be awarded by subsequent drawings from remaining eligible entries. All entries become the property of Sponsor and will not be acknowledged or returned. Sponsor shall not be responsible for registration errors or for lost, late or misdirected mail (including e-mail), or telecommunication or computer hardware or software failures. If, for any reason, the fairness or integrity of the sweepstakes becomes compromised, Sponsor reserves the right to terminate or modify the sweepstakes, and to disqualify any individual who tampers with the entry process or the administration of the sweepstakes.
- 7. Prize Notification:** Upon drawing, winner will be notified by email. Sponsor makes no warranties with regard to the prize. The prize is not transferable and there is no substitution (in cash or otherwise). Sponsor reserves the right to substitute a prize of equal or greater value in the event of unavailability.
- 8. Announcement of Winner:** The names of the winners may be obtained by contacting Media Source by mail after September 14, 2010. LJ/SLJ Research, 160 Varick St. 11th Floor, New York, NY 10013. Please mention ebook Survey in your request. The names will be available for 60 days after the end date of the sweepstakes.