

CREDITREPORT.COM / LAKERS: REGISTER TO WIN A LAKERS JERSEY

Official Register to Win Rules
Promotion runs: 10/28/08 - 3/31/2009

NO PURCHASE NECESSARY TO ENTER OR WIN.

1. HOW TO ENTER: NO PURCHASE NECESSARY. Limit one (1) entry per person.

HOW TO ENTER ONLINE

Participants are entered into the sweepstakes upon completion of the online registration form located at Lakers.com. Registration will begin at 7:00 p.m. PDT on October 28, 2008 and end at 11:00 p.m. PDT on March 31, 2009 ("Contest Term"). The Los Angeles Lakers, Inc. and CreditReport.com (herein collectively "Sponsors") are not responsible for any inability by Participant to connect to the Internet or to log onto the web site. Sponsors are not responsible for lost, interrupted, or unavailable network server or other connections, miscommunications, failed telephone or computer hardware or software transmissions or technical failures, garbled, misrouted, scrambled or misdirected transmissions or other errors of any kind whether human, mechanical, or electronic.

HOW TO ENTER BY MOBILE PHONE

Participants are entered into the sweepstakes upon texting JERSEY to the Lakers short code (525377). Once submitted, a bounce back message will be sent to each participant indicating that the entry has been received. To be valid registration must occur during the Contest Term. Text message service requires a text-enabled cell phone or mobile device. Standard text messaging rates apply. The Los Angeles Lakers, Inc. and CreditReport.com ("Sponsors") are not responsible for non-receipt for any reason of any SMS or text message. Sponsors are not responsible for and shall not be liable for: any damage to an entrant's mobile device that is directly or indirectly caused by accessing Sponsors' SMS/text messaging service or participating in this promotion; any mobile/cellular line, hardware, software or program malfunctions; other errors, failures, dropped or delayed mobile transmissions or connections that are human, mechanical or electronic.

Sponsors reserve the right, at their sole discretion, to disqualify any entries that are not submitted in accordance with these Official Rules.

All entries become the property of the Sponsors.

2. ELIGIBILITY: The Sweepstakes is open to persons who are 18 years of age or older and who reside in one of the following counties in the state of California: Los Angeles, San Bernardino, Orange, Ventura or Riverside. Employees of the Sponsors and the NBA and its Member Teams and NBA Properties, Inc. (individually and collectively, the "Sweepstakes Entities") and their respective directors, officers, governors, employees, agents, affiliates, subsidiaries, promotion and advertising agencies, immediate family members and persons living in the same household are ineligible. By participating in or entering this Sweepstakes, each participant, entrant and/or potential prize winner unconditionally agrees to be bound by and accept these Official Rules. The Sweepstakes is subject to all applicable federal, state and local laws. Void where prohibited or restricted by law.

3. PRIZES:

(a) **Monthly Prize:** Forty (40) winners will receive a Lakers jersey (ARV: \$45) throughout the Contest Term. At the end of each month during the Contest Term, commencing with the last day of November and continuing each month thereafter through the last day of March, eight (8) Monthly Prize winners will be randomly selected from the online and text entries. Each such winner will receive one Lakers jersey.

(b) **Grand Prize:** One (1) Grand Prize winner will receive a VIP experience consisting of the following: two (2) floor seats to a regular season Lakers home game in April 2009 at STAPLES Center, a gift certificate for up to \$150 to be used for dinner for two (2) before the game at the Arena Club, complimentary parking, and two (2) Lakers gift packs (ARV: \$5,500). Expenses not specifically stated are the sole responsibility of the winner. The Grand Prize Winner will be selected in a random drawing from among all eligible entries on or about April 1, 2009. If the Grand Prize winner is unable to attend on the date specified, the Grand Prize will be forfeited in its entirety and an alternate Grand Prize winner may be selected.

4. NOTIFICATION: The Los Angeles Lakers, Inc. is the administrator of this sweepstakes. The Grand Prize winner will be notified by phone or email on or about April 2, 2009. All mobile text entrants who are randomly selected as winners will receive a verification form to confirm that they meet the terms of eligibility. If the winner does not meet the terms of eligibility, the prize will be forfeited in its entirety and an alternate winner may be selected. If the Grand Prize winner is unreachable or does not make direct contact within two (2) days following the first attempt to contact such person, the prize will be forfeited in its entirety and an alternate Grand Prize winner may be selected. Once the Grand Prize winner is confirmed and notified, arrangements will be made for him/her to receive the Grand Prize. Return of any Monthly Prize will result in disqualification and an alternate Monthly Prize winner may be selected.

5. ACCEPTANCE OF THESE RULES: By entering the Sweepstakes, entrants accept and agree to these rules and the decision of the Sponsors, which shall be final. By submitting an entry, the Grand Prize winner hereby gives the Sponsors and their respective agents and assignees, full permission and authority to use, publish and display the Grand Prize winner's name, voice and photograph or other likeness for advertising or other related purposes, in any media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation. No cash substitutions for prizes will be permitted and prizes are non-refundable and non-transferable except at sole discretion of Sponsors. The Sponsors reserve the right to substitute a prize of equal or greater value. Limit one prize per household or address. Federal, state and local taxes are the sole responsibility of the winner. The Grand Prize winner will receive an IRS Form 1099 for the retail value of the prize. The delay or failure of Sponsors to enforce any particular provision of these Official Rules shall not constitute a waiver of that or any other provision.

6. CAUTION: Any attempt to deliberately damage or undermine the legitimate operation of the sweepstakes or intercept or interfere with the sweepstakes may be a violation of criminal and civil laws and Sponsors reserve the right to seek damages and pursue any and all remedies available, to the fullest extent of the law. CreditReport.com, the NBA and its Member Teams including The Los Angeles Lakers, Inc., NBA Properties, Inc., their respective directors, officers, governors, employees, agents, their affiliated companies, representatives, agents, employees or promotion and advertising agencies are not responsible for, and shall be indemnified by the prize winners against any claims, injuries, losses, or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the prize.

7. ODDS OF WINNING: Odds of winning depend upon the number of eligible entries received from all participating text and online entries.

8. LIST OF WINNERS: For a copy of the winners list, send a self-addressed stamped envelope to the CreditReport.com/Lakers Sweepstakes, C/O Los Angeles Lakers 2151 E. Grand Ave., Suite 100, El Segundo, CA 90245. Requests must be received by April 6, 2009.

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