

**Official Rules**  
**2010 Hinckley Springs® \$1,000,000 Shot Clock Challenge**  
**Contest and Sweepstakes**

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR ODDS OF WINNING.**

**1. How to Enter:** The Hinckley Springs \$1,000,000 Shot Clock Challenge Contest and Sweepstakes (the “Sweepstakes”) begins on January 31, 2010 and ends at 11:59 PM Central Standard Time (CST), on March 15, 2010. There are three (3) ways to enter the Sweepstakes: (1) complete an official entry form at Jewel Food stores throughout Chicago, Illinois and within a seventy-five (75) mile radius thereof between the promotional dates of January 31, 2010 through March 15, 2010 and mail to: Hinckley Springs \$1,000,000 Shot Clock Challenge Sweepstakes, PO Box 408190, Chicago, IL 60640-8190; (2) Complete an online entry form available on the web at [http://www.nba.com/bulls/tickets/hinckley\\_0910.jsp](http://www.nba.com/bulls/tickets/hinckley_0910.jsp); every online submission must be individually key stroked and entered; or (3) Mail in a 3” x 5” card with your name, age, telephone number and address legibly printed to: Hinckley Springs \$1,000,000 Shot Clock Challenge Sweepstakes, PO Box 408190, Chicago, IL 60640-8190. Limit of one (1) entry per mailing envelope. Sweepstakes entries generated by a script, macro or other mechanical or automated means will be disqualified. All non-conforming entries are null and void and will be rejected. DS Waters of America, Inc. (“Sponsor”), the Chicago Bulls, Chicago Professional Sports Limited Partnership, Chicago Bulls Limited Partnership, CBLs Corp. and the sweepstakes administrator, LoSasso Advertising, Inc., (collectively, the “Sweepstakes Entities”) are not responsible for printing errors, late, lost, damaged, misdirected, incorrectly addressed, incomplete, stolen, illegible or postage-due mail and will not verify receipt of entries. All entries submitted become the sole property of the Sweepstakes Entities and will not be returned. Proof of sending will not be deemed proof of receipt. Mail-in entries must be postmarked by March 15, 2010 and all entries must be received by 12:01 a.m., CST March 18, 2010. All entries received thereafter will be deemed void. No letters, correspondence or contact other than the forms of entry listed above will be considered to be properly submitted entries. The Sweepstakes Entities reserve the right in their sole discretion to modify, suspend or terminate the Sweepstakes or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Sweepstakes, and at their discretion to select the winner(s) in a random drawing from all eligible, non-suspect entries received for the drawing at issue prior to the event requiring such termination.

**2. Eligibility:** To enter the Sweepstakes, you must be 18 years of age or older at the time of entry and a legal resident of Illinois, Indiana, Wisconsin or Michigan with a government issued identification card containing a photo. Officers, employees, members, equity holders, directors, partners, agents, successors, and assignees the Sweepstakes Entities, their advertising and promotion agencies, their respective parent companies, affiliates, subsidiaries, and agencies as well as their immediate family (spouse, parent, child and sibling and their respective spouses, regardless of where they reside) and members of their households, whether or not related, and previous participants in this promotion are ineligible to participate in the Sweepstakes and shall be ineligible for any prize covered herein. The following classes of people are ineligible to participate: (1) current or former professional or semi-professional basketball players or coaches (US or foreign equivalent); (2) current or former high school, collegiate or organized recreational level basketball players or coaches who have played or coached at that level in the past five (5) years (US or foreign equivalent, includes Freshmen, Junior Varsity, and Varsity for both men and women.); (3) employees or agents of National Basketball Association and its Member Teams, NBA Properties, Inc.; the Sweepstakes Entities or their immediate family. The Sweepstakes Entities reserve the right, in their sole discretion, to make determinations as to eligibility, which determinations shall be final. The Sweepstakes is void where prohibited by law.

**3. The Sweepstakes:**

**Grand Prize:** Five (5) total Grand Prize winners will be randomly selected from all eligible entries received. Grand prize winners will receive a pair of suite tickets to the Chicago Bulls basketball game held on March 27, 2010 (the “Game”) (Approximate Retail Value, “ARV” per prize of \$722), and a chance to be one of two participants in the Hinckley Springs \$1,000,000 Shot Clock Challenge. Prior to the start of the Game, the names of two of the five contestants will be chosen in a random drawing to be the two (2) finalists, who during halftime of the game or a designated timeout will participate in the \$1,000,000 Shot Clock Challenge with a chance to win \$1,000,000,

payable to the Grand Prize winner as a fifty (50) year annuity. The \$1,000,000 Shot Clock Challenge consists of four (4) shots: a Lay Up, a Free Throw: 15 feet, a NBA Three Point shot: 23 feet, 9 inches and a Half Court shot: 43 feet. Contestants must retrieve their own ball after each shot. Contestants must complete the \$1,000,000 Shot Clock Challenge by making as many attempts at the shots as possible within the 24 second time period. The \$1,000,000 Shot Clock Challenge Contest is further detailed in section 4 below.

**First Place Winners:** Ten (10) first place winners will be randomly selected from all eligible entries received. Each first place winner will receive two (2) tickets to the Game and dinner in the United Center banquet room at the Game (ARV per prize of \$340).

**Second Place Winners:** Twenty (20) second place winners will be randomly selected from all eligible entries received. Each second place winner will receive a Hinckley Springs fan pack (ARV per prize of \$55).

All eligible entrants have a chance to win the Sweepstakes prizes. A random drawing conducted by the Sponsor will occur to award the Sweepstakes prizes on or about March 19, 2010. Entrants need not be present at the drawing to win.

No transfer, substitution, or cash equivalent for prizes, except at Sponsor's sole discretion, and then only for a prize of equal or greater value. All details of all prizes shall be determined in the Sponsor's sole discretion. All taxes (including income and withholding taxes) associated with participation in the Sweepstakes and receipt or use of any prize shall be the sole responsibility of the winner. All costs and expenses associated with winning any prize, including but not limited to lodging, transportation (including parking), meals, taxes and gratuities and other expenses incurred by accepting any prize are the sole responsibility of the winner. Adherence to any expiration dates on prizes or certificates is the sole responsibility of the winner.

#### **4. The Contest:**

**Hinckley Springs \$1,000,000 Shot Clock Challenge Contest Details:** The Contestants must successfully shoot an NBA-regulation basketball through the NBA-regulation size basketball hoop, said shot passing through said hoop from the side of the hoop facing upwards. The Contestant must shoot from a distance to the hoop no less than the selected distance from the shot location to the hoop. The rim of the target hoop must not be less than ten (10) feet above the floor. Each Contestant will have exactly twenty-four (24) seconds to attempt to successfully make the four (4) shots specified hereunder using an NBA-regulation basketball (or one of equivalent specifications) through the NBA-regulation basketball hoop of the target goal, which must have been previously designated by the contest officials. Within the time limits specified herein, the Contestant will have as many opportunities as necessary at each of the first three shot locations to make the shot, but only one attempt is allowed for the half-court shot. An attempt has occurred when the basketball has been released by the Contestant. Each Contestant must retrieve his/her own rebounds. The Contestant must start the sequence from directly under the same basket at which the shots will be attempted, and all four shots listed below must be completed within twenty-four (24) seconds. The Contestants must attempt the sequence of shots in the order specified and all attempts must be at the same basket. The Contestants must successfully make the first shot in the order specified before attempting the next shot in the order specified and must successfully make each subsequent shot before progressing further through the order specified. A successful shot is a shot attempted in accordance with these Official Rules and that would also qualify as a successful goal scoring 2 (or 3) points, as indicated. In the event that a contestant has a successful shot of the type and at the distance specified below and there is compliance with the terms of these Official Rules, the contestant will receive the prize amount specified below. At all times from the moment each Contestant first receives the basketball until the moment it is released by the Contestant, no part of the Contestant's body or clothing may touch the court (except for standing) or come in contact with the demarcation line prior to releasing the ball. In order to be counted as a successful shot, the basketball must pass completely through the target hoop on the fly, from the point of release from the Contestant's hand(s), without coming in contact with the ground, any person, or any surface other than the backboard or hoop and would otherwise constitute a successful shot scoring a goal under NBA regulations.

The two (2) Contestants in the \$1,000,000 Shot Clock Challenge will complete the contest during the half time of the Game or a designated timeout. Each participant will have 24 seconds to complete the following sequence of four (4) shots in order: a Lay Up, a Free Throw: 15 feet, a NBA Three Point shot: 23 feet, 9 inches and a Half Court shot: 43 feet. Within the 24 seconds, Contestants may make multiple attempts until a shot is made, except for the Half

Court shot, for which only one (1) attempt is allowed, and then and only then, may the Contestant move to the next shot in sequence. Contestants must retrieve their own ball and must take each shot without assistance. Each Contestant will be awarded the following amounts for each type of shot made, which amounts shall not be cumulative: a Lay Up will earn \$250, a Free Throw \$500, a Three Point shot will earn \$1,000 and a Half Court shot will earn \$1,000,000. If a participant completes the shot sequence making the four (4) shots in 24 seconds they will win \$1,000,000 paid as a fifty (50) year annuity.

**5. Odds of winning:** Odds of winning any prize depend on the number of eligible entries received by the date of the drawing.

**6. Prize Conditions:** All Sweepstakes prize winners will be notified by phone or certified U. S. mail. The return of any prize notification as undeliverable or the inability to reach a prize winner may result in disqualification and an alternate winner will be selected from the remaining eligible entries received. Hinckley Springs \$1,000,000 Shot Clock Challenge winner(s) and Grand Prize winners will be required to execute an affidavit of eligibility, a contestant agreement to participate, a liability release and a publicity release (collectively, a "Affidavit/Release"). The terms and conditions of the "Contestant Agreement to Participate" are at the sole discretion of DS Waters, and the contestant must agree in order to participate in the contest. Contestant must provide a form of government issued identification All Affidavit/Releases must be returned to Sponsor within the time indicated on the documents. If the Affidavit/Releases are not returned within that time, or if a winner is found to be ineligible, or if winner does not comply with these Official Rules, in Sponsor's sole discretion, then the winner will be disqualified and will not receive any prize. A winner's entry and acceptance of the prize constitutes permission for the Sweepstakes Entities, the National Basketball Association ("NBA") and its Member Teams and NBA Properties, Inc., to use said winner and winner's companions' names, photographs, likenesses, statements, biographical information, voices, and addresses (city and state) on a worldwide basis and in all forms of media, in perpetuity, without further authorization or compensation (except where prohibited by law). Prizes are not transferable and may not be exchanged for other prizes or for cash. If by reason of error, more prizes are claimed than the number set forth in these rules, all persons making purportedly valid claims will be included in a random drawing to award the advertised number of prizes. No more than the advertised number of prizes will be awarded.

**7. Sweepstakes Conditions:** The Sweepstakes is subject to all applicable federal, state and local laws. By participating, entrants agree to be bound by these Official Rules and the decisions of the Sweepstakes Entities and waive any right to claim ambiguity in the Sweepstakes, or these Official Rules. If any provision of these Official Rules is declared to violate any federal, state or local law, it will be amended to conform to such law and all other provisions will remain in full force and effect. Winners and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities, the NBA and its Member Teams, NBA Properties, Inc., each of their respective parent and affiliated companies and all of their officers, directors, partners, members, equity holders, employees, and agents from and against any claims, damages or liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity including travel, or participation in this Sweepstakes. The Sweepstakes Entities reserve the right to ownership and use of any video, audio, photographic or print material involving the winner(s) for use in any media without further permission or compensation. Any person attempting to defraud or in any way tamper with the Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. If, after the contest has begun, changes or updates to the rules are made, the changes will be posted with the official contest rules at [http://www.nba.com/bulls/media/hinckleyrules\\_0910.pdf](http://www.nba.com/bulls/media/hinckleyrules_0910.pdf). The decisions of the Sweepstakes Entities with regard to the awarding of the prizes and the interpretation of these rules shall be final. The Sweepstakes Entities reserve the right to end the contest earlier than the date listed or to extend the length of the contest. The Sweepstakes Entities, in their sole discretion, reserve the right to disqualify any person tampering with the entry process or is otherwise in violation of the rules, and further reserve the right to cancel, terminate or modify the contest if it is determined that it is not capable of completion as planned due to tampering, technical failures or any other cause. This agreement is subject to the Constitution and By-Laws and other rules and regulations of the NBA, as they presently exist, or as they may from time to time be amended.

**8. Winners List:** To receive a list of the Hinckley Springs \$1,000,000 Shot Clock Challenge Contest and Sweepstakes prize winners or an additional copy of these Official Rules, send a self-addressed, stamped envelope to:

Hinckley Springs \$1,000,000 Shot Clock Challenge, PO Box 408190, Chicago, IL 60640-8190. Please specify "Rules" or "Winners List."

**9. Official Rules:** Any decision or interpretation of the Sweepstakes Entities is final and not subject to appeal. Entrants waive any right to claim ambiguity in these Official Rules. Acknowledging that the Sweepstakes will be administered in the State of Illinois, all entrants agree that the laws of the State of Illinois will govern this Sweepstakes and that any claim, issue or dispute, arising with respect to the Sweepstakes will be conclusively resolved without right of appeal by binding arbitration conducted in Chicago, Illinois according to the commercial arbitration rules of the American Arbitration Association. Before commencing arbitration, the parties will use good faith efforts to negotiate a business resolution for no less than thirty (30) days after the claim, issue or dispute arises.

**10. Sponsor:** DS Waters of America, Inc., 5660 New Northside Drive, Suite 500, Atlanta, Georgia 30328.