

CAN YOU KEEP THE RHYTHM?
Knicks City Dancers® Dance Team Challenge
Official Rules

The **CAN YOU KEEP THE RHYTHM? Knicks City Dancers® Dance Team Challenge** (the “Challenge”) begins at 9:00am Eastern Time (ET) on October 23, 2009 and ends at 10:30pm ET on March 8, 2010. The Challenge is open to dance studios and schools (each, a “Dance School”) located in New York, New Jersey and Connecticut (as well as other areas in the Northeastern United States if approved by KCD) with dance teams (each, a “Team”) whose members are amateur, non-professional dancers as defined by the United States Tournament of Dance (each, a “Member”) between 8 and 25 years old and in good health. Void where prohibited by law.

Sponsors: The New York Knicks (“Knicks”) and the United States Tournament of Dance, Inc. (“USTD”).

1. **ELIGIBILITY/HOW TO ENTER:**

(A) The first twenty-five (25) Dance Schools who respond to an invitation for the Challenge from the USTD and successfully register with the Knicks City Dancers (“KCD”) will be eligible to participate in the Challenge (as more fully described below). Registration materials must be downloaded from <http://www.nyknickscitydancers.com/> or <http://www.ustd.com/> beginning as of October 23, 2009 and completed registrations must be faxed to the KCD at 212-465-6062 no later than February 18, 2010. Limit one (1) Team per Dance School may enter. Each Team must consist of a minimum of sixteen (16) and a maximum of sixty (60) Members with an advanced level of dance training and/or ability, as determined by the professional discretion of each Team’s teacher or instructor (“Teacher”). In addition, each Dance School must submit a fee of One Hundred Fifty Five Dollars (\$155) per Team Member in order to participate in the Challenge (the “Participation Fee”). The Knicks will refund 10% of the Participation Fee to each Team that registers with 35 or more Members. A deposit of Five Hundred Dollars (\$500) shall be due at the time of registration (“Deposit”) and the remaining balance due prior to the Team’s Workshop (as defined below). The Participation Fee shall be non-refundable for those Dance Schools whose Teams are selected by Sponsors to participate in the Challenge (the “Qualifying Teams”). Deposits submitted by non-Qualifying Teams shall be refunded. In addition, Qualifying Teams located outside the New York greater metropolitan area shall be responsible for the travel fees and expenses associated with their participation in the Challenge and incurred by the Knicks and/or the KCD Instructor (as defined below) and for coordinating the travel schedules of any KCD Instructors.

(B) Employees of Sponsors, the National Basketball Association and its member teams, NBA Properties, Inc. (the “NBA Entities”), Cablevision Systems Corporation, CSC Holdings, Inc., and each of their respective advertising and promotion agencies and their immediate family members and persons living in the same households of the above are ineligible to participate in this Challenge. The term “immediate family” shall mean spouses, parents, siblings, children, grandparents and grandchildren. Sponsors are not responsible for late, stolen, lost, or illegible entries or for typographical or other errors in the promotion of or administration of this Challenge.

2. **ELIGIBILITY.** VOID WHERE PROHIBITED. This Challenge is open to Dance Schools located in New York, New Jersey and Connecticut (as well as other areas in the Northeastern United States if approved by KCD) with Dance Teams whose Members are amateur, non-

professional dancers between 8 and 25 years old and in good health (as determined by Sponsors). The Challenge's Grand Prize winning Team will be required to sign and return a notarized Affidavit of Eligibility and Waiver/Release ("Affidavit") within 48 hours of receipt of such Affidavit in order to collect their prize. This offer is void where prohibited and subject to all federal, state and local laws. Any disputes in connection with this Challenge shall be resolved by Sponsors, whose decisions shall be final. Qualified Team Members may not be current or former professional dancers or dance teachers or individuals pursuing a career in dance.

3. SELECTION OF PARTICIPANTS.

(A) The first twenty-five (25) Dance Schools who meet the eligibility requirements as set forth in these official rules, subject to verification by Sponsors, and who submit the Participation Fee will be entered into the Challenge. At their sole discretion, Sponsors may extend the registration date to collect additional entries. Should Sponsors determine that no or too few eligible entries have been received, Sponsors reserve the right to cancel the Challenge.

(B) Sponsors will review the submitted registration materials and notify the Qualifying Teams beginning on November 13, 2009 via phone, email or mail with further instructions. If a Qualified Team is unreachable or does not make direct contact with Sponsor by a date specified, or is unable to fulfill any entry requirements, their spot in the Challenge may be forfeited in its entirety and an alternate Dance School may be selected from the remaining eligible entries. Each Qualifying Team will be required to provide Sponsors with a list of its Team Members, as well as a signed media/liability release ("Release") signed by all Team Members/Challenge participants, which must be received by Sponsors prior to the start of such Qualifying Team's Workshop (as described below). If a Team Member is a minor, such Team Member's parent or legal guardian must also sign the Release.

4. CHALLENGE FORMAT.

(A) Workshops. All Qualifying Teams will be required to participate in a workshop approximately four (4) hours long ("Workshop") to be conducted by one or more members of the KCD dance team (the "KCD Instructor") at the Qualifying Teams' dance studios. Qualifying Teams must provide Sponsors with preferred dates between January 4, 2010 and February 21, 2010 for their Workshop, which shall be subject to confirmation by Sponsors. Each Qualifying Team must learn a different, authentic, KCD dance routine ("Routine") approximately two (2) minutes long using music to be pre-selected by Sponsors and taught by a KCD Instructor at the Workshop. All routines shall be hip hop choreography, but must contain eight (8) counts of eight (8) of jazz technique and can allow a maximum of four (4) aerial acrobatic tricks, if applicable. The KCD instructor will contact the Qualifying Team instructors in advance of the Workshop date to discuss skill level and appropriate choreography. The workshop may be videotaped for the sole purpose of training. After the Workshop, the instructor may only make minor edits to the routine.

(B) Group Competition.

(a) On February 28, 2010, all Qualifying Teams will participate in a group competition ("Group Competition") to be held at the Grand Ballroom at the Manhattan Center in New York City (or such other location as determined by Sponsors) where the Qualifying Teams will perform their Routines (the "Performances") in front of a qualified panel of judges consisting of KCD team members, KCD staff and/or celebrity or other judges. The judges will rate the Performances based on Execution, Synchronization and Stage Presence, with approximate equal weight given to each criteria. No score sheets will be provided after the competition.

(b) The Qualifying Teams with the top three scores will be selected to participate in an online fan vote from March 2nd through March 7th, 2010. Videos of the top three teams' performances on February 28, 2010 will be posted on nyknickscitydancers.com and fans can vote for the Grand Prize winner. The Grand Prize winner will win first place.

(c) Qualifying Teams shall be responsible for supplying their own costumes for the Group Competition, which must be tasteful and suitable for television, as determined by Sponsors. Costumes that are deemed inappropriate by Sponsors may result in disqualification from the Group Competition.

(d) Grand Ballroom Stage Dimensions will be provided in advance. No time will be allowed to block on stage on the day of the competition. The lighting plot will also be determined solely by Challenge Staff Technicians.

(e) Each Qualifying Team will receive two (2) complimentary tickets for Team Instructors and two (2) all-access credentials for Team Chaperones. General Admission tickets to the Group Competition can be purchased on nyknickscitydancers.com.

(f) The Group Competition will be videotaped by Challenge staff, vendors and media. The use of personal cameras is strictly prohibited.

5. **PRIZES.**

Each Challenge participant will receive a Knicks City Dancers gift bag, an AMB gift bag, one (1) ticket to the Knicks home game at Madison Square Garden on March 8, 2010 and a Certificate of Acknowledgment from Sponsors.

Grand Prize: Only one (1) Grand Prize will be awarded. The Grand Prize Winning Team will win a First Place trophy, a photograph and DVD of its performance, and its Members will each receive a medal. In addition, the Grand Prize Winning Team will be given the opportunity to perform during halftime of the Knicks home game at Madison Square Garden on March 8, 2010 and the Team's Dance School will receive a cash scholarship in the amount of Five Hundred Dollars (\$500) to the USTD National Competition. Approximate Retail Value ("ARV") - \$2,500.

Second Prize: Only one (1) Second Prize will be awarded. The Second Prize Winning Team will receive a Second Place trophy, its Members will each receive a medal and the Team will be given the opportunity to perform prior to the Knicks home game at Madison Square Garden on March 8, 2010 – ARV \$1000.

Third Prize: Only one (1) Third Prize will be awarded. The Third Prize Winning Team will receive a Third Place trophy, its Members will each receive a medal and the Team will be given the opportunity to perform prior to the Knicks home game at Madison Square Garden on March 8, 2010 – ARV \$1000.

6. Each Dance School and Challenge participant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects. By participating in the Challenge, each Teacher and Team Member acknowledges that the Workshops and/or the Group Competition may be filmed and consents to the use of his/her name, image and/or photograph for advertising, publicity and/or promotional purposes by Sponsors without any additional compensation. No substitution, cash equivalent or transfer of prizes (except at the option of Sponsors for a prize of equal or greater value). Odds of winning

depend on the number of eligible entries received. All federal, state and local taxes, if any, are the sole responsibility of the of the prize winner(s).

7. This Challenge is void where prohibited and subject to all federal, state and local laws. Any disputes shall be resolved in the courts of the State of New York, New York County. All entries become the property of Sponsors, who are not responsible for incomplete, late, stolen, lost, damaged or misdirected mailed entries, postage due, illegible or mutilated mail which prevents user's ability to participate in the Challenge or by any human error which may occur in the processing of the entries in this Challenge or for typographical or other errors in the promotion and/or administration of the Challenge or in the announcement of the prizes. Sponsors are not responsible for failed, partial or garbled computer transmissions, or for technical failures of any kind, including but not limited to electronic malfunction or damage of any network, hardware or software. Sponsors reserve the right to cancel, suspend or modify the challenge, or any part thereof, at their sole discretion or if there is any suspected or actual evidence of electronic or non-electronic tampering, fraud or technical failure which may destroy the integrity of the Challenge as determined by the Sponsors, in their sole discretion and, in such event, to select winners for any remaining prizes by randomly drawing from among all valid entries received, up to such time of cancellation, termination, or suspension, and/or solely from the mailed entries.

8. Winners agree that Madison Square Garden, LP, the Knicks, KCD, USTD, the NBA Entities, Challenge sponsors, and each of their respective parents, subsidiaries, affiliates, directors, officers, employees and agents shall not be liable for, and winners shall hold such entities and individuals harmless against any and all liability, damages or causes of action (however named or described), with respect to or arising out of (i) participation in the Challenge; or (ii) the receipt or use of the prizes awarded in the Challenge including, without limitation, injury, loss or damage of any kind resulting from participation in this promotion or from the acceptance or use of the prizes awarded. Void where prohibited or restricted by law. All federal, state and local laws apply. By entering, each entrant accepts and agrees to be bound by these Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects.

9. Use of Data. Sponsors will be collecting personal data about participants, which may include first and last name, street address, phone number, and/or email address. Information collected online on <http://www.nyknickscitydancers.com/> shall be in accordance with the New York Knicks' online privacy policy, which can be found at www.nba.com. Please also visit the privacy policy found on <http://www.ustd.com/>. By participating in the Challenge, entrants hereby agree to Sponsors' collection and usage of their personal information and acknowledge that they have read and accepted Sponsors' privacy policies.

10. For the names of winners or copy of these rules, send a self-addressed stamped envelope to: Can You Keep The Rhythm Knicks City Dancers Challenge, 2 Penn Plaza, New York, New York 10121 by September 1, 2010.

11. Press Release. The Knicks will provide a press release to each Qualifying Team prior to its workshop. All other press releases, announcements and similar such materials about the Knicks or the Challenge or such Team's participation in the Challenge shall be subject to the Knicks' prior approval.