

TOYOTA / LAKERS: VIRTUAL TOUR SWEEPSTAKES

Official Virtual Tour Sweepstakes Rules

Promotional Period: 2/1/10 – 2/28/10

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 12:00 p.m. Pacific Time on February 1, 2010 and end at 12:00 p.m. Pacific Time on February 28, 2010 (“Contest Term”). The Los Angeles Lakers, Inc., Toyota Motor Sales, Inc. and the Southern California Toyota Dealers Association (herein collectively “Sponsors”) are not responsible for any inability by Participant to connect to the Internet or to log onto the web site. All online entries must be received by 12:00 p.m. on February 28, 2010. 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 MAIL

On a 3”x 5” postcard print your name, complete address, phone number and (if applicable) email address. Mail your completed entry to: Toyota “Virtual Tour” Sweepstakes, C/O Los Angeles Lakers 2151 E. Grand Ave., Suite 100, El Segundo, CA 90245. All mailed entries must be received by 12:00 p.m. on February 28, 2010. Sponsors will not accept and are not responsible for mailed entries that are late, lost, stolen, mutilated, damaged, incomplete, illegible, postage due, or misdirected.

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 National Basketball Association (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. PRIZE:

Lakers Honorary Ball Kid Experience: One (1) winner will receive two (2) tickets to the Lakers’ game on March 9, 2010 and an opportunity for a guest of his/hers between the ages of 13 and 17 to be an Honorary Ball Kid on the day of the game. The Honorary Ball Kid Experience includes:

- Rebounding basketballs, water distribution and towel distribution during pre-game warm-up practice
- Rebounding basketballs at halftime

4. PRIZE RESTRICTIONS: The prize is non-transferable, and must be accepted as awarded, with no substitutions of any kind, whether in cash or otherwise, except at Lakers sole discretion. Lakers reserve the right to substitute a prize, or any portion thereof, with a prize, or such portion, of equal or greater value if the prize cannot be awarded as described herein for any reason. Any expenses not specified herein related to the acceptance and use of the prize are the sole responsibility of the prize winner. The winner is responsible for all federal, state, and local taxes, if any, imposed as a result of accepting and using the prize.

5. SELECTION OF WINNER AND NOTIFICATION: The Los Angeles Lakers, Inc. is the administrator of this sweepstakes. The winners will be notified by phone or email on or about March 2, 2010. The winner will receive a verification form to confirm that he/she meets the terms of eligibility. After the end of the Contest Term, one (1) winner will be randomly selected from the online and mail entries. 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 winner is unreachable or does not contact the Lakers within two (2) days following the first attempt to contact such person, the prize will be forfeited in its entirety and an alternate winner may be selected. Once a winner is confirmed and notified, arrangements will be made for him/her to receive the prize. Return of any prize will result in disqualification and an alternate winner may be selected.

6. 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 winner hereby gives the Sponsors and their respective agents and assignees, full permission and authority to use, publish and display the 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 the prize will be permitted and the prize is non-refundable and non-transferable except at sole discretion of Sponsors. 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.

7. 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. The Sponsors, the NBA and its Member Teams, 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 winner against any claims, injuries, losses, or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the prize.

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

9. LIST OF WINNERS: For a copy of the winners list, send a self-addressed stamped envelope to the Toyota/Lakers Virtual Tour Sweepstakes, C/O Los Angeles Lakers 2151 E. Grand Ave., Suite 100, El Segundo, CA 90245. Requests must be received by March 2, 2010.

This sweepstakes may not be published elsewhere without written permission from the Sponsors.