

OFFICIAL RULES
Los Angeles Lakers
“Freedom Through My Eyes” Art / Essay Contest

NO PURCHASE NECESSARY TO ENTER OR WIN ANY PRIZE. CONTEST VOID WHERE PROHIBITED.

1. **Contest:** The Los Angeles Lakers, Inc. and the Los Angeles Lakers Youth Foundation (herein collectively referred to as “Sponsors” and individually as “Lakers” and “Foundation”, respectively) are looking for students in the sixth, seventh and eighth grade levels who attend school within the County of Los Angeles to write an essay of 200 words or less and create an original piece of artwork, within the specified guidelines below, depicting their idea of what freedom means to the student submitting the entry (the “Project”). The Project must be created by the student submitting the entry. Odds of winning are dependant upon the number of Valid Entries and number of winners selected.

2. **To Enter:** Contest open from 12:00 PM Pacific Standard Time on December 11, 2008 through 5:00 PM Pacific Standard Time on February 13, 2009 (“Closing Date”). To enter, you must (a) complete, and have signed, a Student Information/Release and Authorization Form (“SI Form”), (b) answer, in a 200 word or less essay, one of the four questions listed on the 2008-09 “Freedom Through My Eyes” Contest Essay Form (“Essay”) and (c) create an original piece of artwork that meets all the requirements specified in the Artwork Rules and Guidelines (“Artwork”) below and submit, by mail or hand delivery, the SI Form, Essay and Artwork to the Los Angeles Lakers, 2151 E. Grand Avenue, El Segundo, CA 90245, Attn: “Freedom Through My Eyes Contest”. The SI Form and the Essay questions can be found on the Lakers website at www.Lakers.com/community. Only entries that meet all the requirements specified in these Official Rules and are received by the Lakers on or before the Closing Date will be considered valid, (“Valid Entry”). Only one entry per student is allowed.

3. **Artwork Rules and Guidelines:**

- It must depict what freedom means to the artist.
- It must be two-dimensional (no masks, sculptures, jewelry, fiber/weavings, etc.) and be created in one of the following mediums:
 - Painting: oil paints, acrylics, watercolor, oil pastels, mixed media, etc.
 - Drawings: color pencils, ink, markers, crayons
 - Photography: a photo taken by you
 - Computer generated
 - **Black and White artwork is not permitted.**
- Artwork must be submitted in one of the following measurements (height x width): 11" x 14", 12" x 18", 14" x 17" or 18" x 24".
- Artwork must be an original work of art personally executed by the entrant for which the entrant has secured, or is entitled to secure a copyright. Any entry copied from a photo, painting, traced or any artwork created by someone other than the artist submitting the entry, will be disqualified.

3. **Eligibility:** Only Valid Entries submitted by a student currently attending the sixth, seventh or eighth grade in a school located in the County of Los Angeles will be considered. Entries must be legible and include all elements of a Valid Entry in order to be eligible. Winners agree to allow their artwork and/or essay to be displayed on the concourse at STAPLES Center during the Lakers home game on the Sunday, April 5, 2009 and on the Lakers website between April 1, 2009 and March 31, 2010. Children of employees and immediate family members of Sponsors, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, owners, employees and agents and those residing in the households of such individuals are ineligible.

4. **Selection Process:** Employees of Sponsors will review all Valid Entries and select a minimum of three winners and a maximum of eight winners.

5. **Prize:** Each winner will receive the following:

- His/her artwork and essay will be available for viewing on the Lakers website from April 1, 2009 through March 31, 2010.
- A four day / three night trip to Washington, D.C., Thursday, March 26, 2009 through Sunday, March 29, 2009 for such winner and one of his/her parents or legal guardian. Trip includes:
 - Roundtrip airfare between LAX and Washington, D.C.
 - One room, double occupancy, at a hotel selected by Sponsors
 - Visits to museum(s) and other points of interest in Washington, D.C. as selected by Sponsors
 - Ground transportation from the airport to the hotel, during visits to museum(s) and other points of interest arranged by Sponsors and from the hotel to the airport.
- Two tickets to the Los Angeles Lakers home game on Sunday, April 5, 2009 at STAPLES Center, at which the winner will receive recognition during a time out or at half-time of the game and his/her winning artwork will be displayed on the main concourse of STAPLES Center during the game. Location of artwork display to be determined in the sole and absolute discretion of the Lakers.

No responsibility is assumed by the Sponsors for cancelled, delayed, suspended or rescheduled Prize elements. Transportation of winners and the parent or legal guardian traveling with each winner to and from LAX, and any other expenses relating to the Project not expressly provided herein, are the responsibility of the winner.

6. **Prize Notification:** Winner will be notified by phone, at the number provided on the SI Form, on or before Monday, March 2, 2009, 7:00 PM, PST. Winner's parent or legal guardian will have 24 hours from notification of winning to notify the Lakers that winner and his/her parent or legal guardian accept the Prize and are willing and available to participate in all elements of the Prize. Within 5 days of the date of the prize notification and acceptance, the winner and the winner's traveling parent or legal guardian shall be required to sign and return the Prize Affidavit, Release and License Agreement and any other documents required to claim the prize, as determined by the Sponsors. Each Winner must have a parent or legal guardian able to travel with him/her to Washington, D.C. from March 26, 2009 through March 29, 2009. Each parent or legal guardian traveling with a winner must have appropriate identification to satisfy air travel security requirements. Failure to respond within 24 hours of prize notification or failure to return the required documents within the time provided, or the unavailability of a parent or legal guardian able to accompany a winner on the trip, will result in a forfeiture of the prize which may be awarded to another Winner selected from the remaining Valid Entrys at the sole and absolute discretion of Sponsors.

7. **Prize Restrictions:** The prize is non-transferable, and must be accepted as awarded, with no substitutions of any kind, whether in cash or otherwise. Sponsors reserve the right to substitute a prize, or any portion thereof, with a prize of equal or greater value, as determined by Sponsors in their sole discretion, if a prize cannot be awarded as described herein for any reason. Each winner is responsible for any and all federal, state and local taxes, including income taxes, if any, imposed as a result of or in connection with winning or awarding of a prize. When required, the winner will receive an IRS Form 1099 from Lakers for the approximate retail value of the prize.

8. **Additional Terms:** By participating, entrants agree a) to abide by these Official Rules, and the decisions regarding eligibility, selection of winner, and any other elements of this promotion, which shall be made by the Sponsors in their sole and absolute discretion and whose decisions shall be considered final and binding; b) to release, discharge and hold harmless Sponsors, the National Basketball Association and its Member Teams, NBA Properties, Inc., and each of their respective parents, subsidiaries, affiliates, directors, officers, owners, employees and agents from all liability claims, damages and causes of action (however named or described) with respect to or arising out of any losses or injuries to the person, including death, or property, or both, of any person, including, without limitation, any one or more of the entrants which may result, be sustained, or be received by entrants, as a result of either (i) entrants' participation in the contest or (ii) the receipt, use or misuse of the prize. Sponsors are not responsible for lost, late, misdirected, damaged incomplete or illegible entries, which shall be void, or for

entries that are not processed according to these Official Rules. Sponsors reserve the right to amend or terminate this Contest if any factor interferes with its proper conduct as contemplated by these Official Rules. Entrants, other than winners, can pick up his/her artwork and essay from the Lakers main office located at 2151 E. Grand Avenue, El Segundo, CA 90245 from March 9, 2009 through March 13, 2009 between the hours of 10:00 am and 5:00 pm PST. Any artwork and/or essays not picked up during this period will be discarded.

9. **Official Winners List:** Winners' names, artwork and essays will be posted on the Los Angeles Lakers website (www.lakers.com) from April 1, 2009 and March 31, 2010.