

OFFICIAL RULES
Los Angeles Lakers / East West Bank
“My Better Lifestyle” Art / Essay Contest

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

1. **Contest:** The Los Angeles Lakers, Inc. and East West Bank (herein collectively referred to as “Sponsors” and individually as “Lakers” and “EWB”, respectively) are conducting a “My Better Life Style” contest (the “Contest”), as more particularly described in these Official Rules. Sponsors are looking for participants who reside within Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties to write an essay of 200 words or less describing how the participant is proactive at home or in his/her community in ways that are environmentally friendly (i.e., recycling, energy conservation, waste management, etc.) and to submit that essay together with personal photographs showing the participant participating in the activity described in the essay (the “Project”). The Project must be created by the participant submitting the entry. Odds of winning are dependant upon the number of Valid Entrys received.

2. **To Enter:** Contest open from 12:00 am Pacific Daylight Time (“PDT”) on December 31, 2008 through 5:00 pm Pacific Standard Time (“PST”) on January 30, 2009 (“Closing Date”). To enter, participant must (a) complete and sign a Participant Information / Release and Authorization Form (“PI Form”), which can be obtained from the Lakers website at www.lakers.com; (b) write, in participant’s own words, a 200 word or less essay, describing what steps the participant is taking to be proactive at home or in his/her community in ways that are environmentally friendly (“Essay”); (c) have personal photographs taken of the participant performing the activity(ies) described in the Essay. All photographs submitted must meet the requirements specified in the Photo Guidelines below (“Photos”) (d) submit the completed and signed PI form, the Essay and the Photos to the Los Angeles Lakers, 2151 Grand Avenue, El Segundo, CA 90245, Attn: “My Better Life Style Contest”. 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 participant is allowed.

3. **Photo Rules and Guidelines:**

- The photographs must show the individual submitting the Project participating in the activity(ies) described in the essay.
- Photos can be in color or black and white
- The photos must measure no smaller than 3x5 and no larger than 8x10
- No less than 3 nor more that 10 photos may be submitted
- All photos submitted must be in good taste and suitable for all audiences

4. **Eligibility:** Only Valid Entrys submitted by participants who reside within Los Angeles, Orange, Riverside, San Bernardino, and Ventura Counties will be considered. Entries must be legible and include all elements of a Valid Entry in order to be eligible. Lakers reserves the right, in its sole and absolute judgment, to disqualify any entry that is not in good taste and suitable for all audiences. 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.

5. **Selection Process:** Employees of Sponsors will review all Valid Entrys and select the winner.

6. **Prize:** The winner will receive the following:

- Two tickets to the Los Angeles Lakers regular season home game scheduled for February 20, 2009, 7:30 pm, at STAPLES Center. The winner will receive recognition for his/her winning entry and be presented with an environmentally friendly award, by an employee of EWB, during half-time or other break in the game (“Award Ceremony”).
- The winner’s Valid Entry, including his/her name will be shown on the center hung video board at STAPLES Center during the Award Ceremony and will be posted on the Lakers website for a period of ten days from winner’s acceptance of the prize:
- The winner’s Valid Entry, including his/her name will be included in a Lakers E-Newsletter;

No responsibility is assumed by the Sponsors for cancelled, delayed, suspended or rescheduled Prize elements. Transportation of winners to and from the Award Ceremony, and any other expenses relating to the Project not expressly provided herein, are the responsibility of the winner.

7. **Prize Notification:** Winner will be notified by phone, at the number provided on the PI Form, within two business days following the Closing Date. Winner, or if winner is a minor under the age of 18 years (“Minor”), winner’s parent or legal guardian will have 72 hours from notification of winning to notify the Lakers that winner, will accept the Prize and is 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 if winner is a Minor, winner’s 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. Failure to respond within 72 hours of prize notification or failure to return the required documents within the time provided will result in a forfeiture of the prize which may be awarded to an alternate winner selected from the remaining Valid Entries at the sole and absolute discretion of Sponsors.

8. **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.

9. **Additional Terms:** By participating, participant, and if participant is a Minor, participant’s parent or legal guardian (hereinafter collectively referred to as “Participant”) 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 Participants which may result, be sustained, or be received by Participants, as a result of either (i) Participant’s’ 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. Participants, other than winners, can pick up his/her Project from the Lakers’ offices located at 2151 Grand Avenue, El Segundo, CA 90245 from February 9, 2009

through February 13, 2009 between the hours of 9:00 am and 5:30 pm PST. Any photos and/or essays not picked up during this period will be discarded.

10. **Official Winners List**: Winners' names will be posted on the Los Angeles Lakers website (www.lakers.com) from February 2, 2009 to April 30, 2009.