

## OFFICIAL SWEEPSTAKES RULES- FIRE

1. **HOW TO ENTER: NO PURCHASE NECESSARY.** To enter, visit <http://www.playedwithfirefilm.com> and complete and submit the Official Online Entry Form, including name, mailing address, email address and age. Those entrants whose entry forms are received between 12:01 a.m. EDT on July 1, 2010 and 11:59 p.m. EDT on October 1, 2010 will be entered to win. Limit one (1) entry per person. If multiple entries are received from any person in violation of these rules, all such entries will be disqualified. Only entries submitted electronically to the Web site in accordance with these rules will be eligible for consideration. For purposes of these rules, "receipt" of an electronic entry occurs when Southport Music Box Corporation d/b/a/ Music Box Films."s servers record the entry information. Entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. Automated entries are prohibited, and any use of automated devices will result in disqualification. Entries are limited to individuals only; commercial enterprises and business entities are not eligible. Southport Music Box Corporation d/b/a/ Music Box Films." is not responsible for incorrect or inaccurate entry of information by entrants; lost entries or transmissions; interrupted or unavailable network, server, or other connections; scrambled transmissions or other errors or problems of any kind whether mechanical, human, or electronic, technical malfunctions of the computer hardware, software, or any combinations thereof; or problems associated with any virus or any other damage caused to entrants' systems. Incomplete entries will be voided. All entries become the property of Southport Music Box Corporation d/b/a/ Music Box Films." and will not be returned.

2. **Eligibility.** Open only to legal residents of the forty eight (48) contiguous United States and the District of Columbia, who are 18 years of age or older as of March 1, 2010. Employees of Southport Music Box Corporation d/b/a/ Music Box Films.", Sheraton Hotels, Seglarhotellet I Sandhamn, Scandinavia Airlines, Stockholm Visitors Board, and Visit Sweden, including their corporate affiliates and parent companies, and members of the immediate families of such individuals and persons living in their households are not eligible to enter. Sweepstakes subject to all applicable federal, state, and local laws and regulations; offer void wherever prohibited or restricted by law. Entries received from persons residing in geographic areas in which entry is not permissible will be disqualified.

3. **Selection of Winner.** One (1) winner will be chosen in a random drawing from those entrants whose entry forms and correct answers are received between 12:01 a.m. EDT on July 1, 2010 and 11:59 p.m. EDT on November 1, 2010 conducted by Southport Music Box Corporation d/b/a/ Music Box Films.", whose decisions are final and binding in all respects. Odds of winning the Sweepstakes depend upon the total number of eligible entries received.

4. **Prize.** There will be one (1) Grand Prize Winner selected. One Grand Prize Winner will win a prize

package including: roundtrip coach airfare for herself and one travel companion to Stockholm on Scandinavian Airlines (SAS) from one of SAS's gateways (Newark, NJ, Chicago, IL or Washington, D.C.); a hotel stay in the Sheraton Stockholm Hotel for 3 nights (one room, double occupancy), a hotel stay at Seglarhotellet in Sandhamn for 1 night (one room, double occupancy) and Stockholm cards for both travels allowing free admission to many Stockholm attractions, transportation to and from airport will be winner's responsibility. (Approximate retail value \$4950.00 US). Winner must complete travel on or before August 1, 2011 or prize will be forfeited. Trip must be booked at least sixty (60) days prior to departure. Trip subject to availability and blackout dates. Travel must be roundtrip. Southport Music Box Corporation d/b/a/ Music Box Films." will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by the Southport Music Box Corporation d/b/a/ Music Box Film's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Unless child of winner, travel companion must be at least eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Winner and travel companion are solely responsible for obtaining valid passports and visas and any other documents necessary for international travel. Travel restrictions, conditions and limitations may apply. Southport Music Box Corporation d/b/a/ Music Box Films." will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive the difference between actual and approximate retail value.

**5. Restrictions.** Winner and guest are responsible for all tax consequences and compliance with all governmental reporting and payment requirements. Prizes are not transferable and cannot be assigned. No prize or cash substitutes allowed, except at the discretion of the Southport Music Box Corporation d/b/a/ Music Box Films." as set forth above. Southport Music Box Corporation d/b/a/ Music Box Films." reserves the right to substitute prizes of equal or greater value if prizes, as stated herein, become unavailable. **6. Winner Notification and Acceptance.** Winner will be notified by e-mail within fifteen (15) days after selection. If the Winner cannot be contacted within seven (7) days after first attempted contact, Southport Music Box Corporation d/b/a/ Music Box Films." may, at its discretion,

select an alternate winner (in random drawing) from other eligible entries received before the deadline. Winner may be required to execute affidavits of eligibility, tax acknowledgement forms, liability releases and, except where prohibited by law, use of name and likeness releases and to return them within seven (7) days of issuance. Return of the prize notification as undeliverable, or failure of potential winner to accept the prize, respond to notification attempts, or return completed releases within required timeframe will result in disqualification and an alternate winner may be selected at Southport Music Box Corporation d/b/a/ Music Box Films.”’s discretion.

7. **Name of Winner.** For the name of the winner, available after October 1, 2010, send a self-addressed stamped envelope to Paige Blake, Music Box Films Attn: Larsson Sweepstakes. VT and WA residents may omit postage.

8. **Reservations.** BY ACCEPTING THE PRIZE, THE WINNER AGREES THAT THE SOUTHPORT MUSIC BOX CORPORATION D/B/A/ MUSIC BOX FILMS.”, ITS SUBSIDIARIES, AFFILIATES, ADVERTISING AND PROMOTION AGENCIES, AND ALL OF ITS RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, REPRESENTATIVES AND AGENTS, WILL HAVE NO LIABILITY WHATSOEVER FOR, AND WILL BE HELD HARMLESS BY WINNER FOR ANY LIABILITY FOR, ANY INJURY, LOSS OR DAMAGES OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, DUE IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZE OR PARTICIPATION IN THIS SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES OR PRIZE RELATED ACTIVITY.

9. **Publicity.** By entering the Sweepstakes the Winner consents to the use of the Winner’s name, likeness, and biographical data for publicity and promotional purposes on behalf of Southport Music Box Corporation d/b/a/ Music Box Films.” with no additional compensation or further permission (except where prohibited by law).

10. **Miscellaneous:** In the event of a dispute, entries made by Internet will be deemed made by the authorized account holder of the e-mail address submitted at the time of entry. The "authorized account holder" is deemed the natural person who is assigned to an e-mail address by an Internet access provider, service provider or other online organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. A potential winner may be requested to provide Southport Music Box Corporation d/b/a/ Music Box Films.” with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If for any reason the Sweepstakes is not capable of running as planned, including due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure, human error or any other causes beyond the control of Southport Music Box Corporation d/b/a/ Music Box Films.” that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Southport Music Box Corporation d/b/a/ Music Box Films.” reserves the right, in its sole discretion, to disqualify any individual who tampers

with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Southport Music Box Corporation d/b/a/ Music Box Films.” assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Southport Music Box Corporation d/b/a/ Music Box Films.” is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Southport Music Box Corporation d/b/a/ Music Box Films.” on account of technical problems or traffic congestion on the Internet or at any web site, any combination thereof, or otherwise, including any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in the Sweepstakes. Southport Music Box Corporation d/b/a/ Music Box Films.” is not responsible for late, lost, illegible, incomplete, stolen, or misdirected entries or entries that are garbled or unintelligible for any reason, including but not limited to computer or network malfunction or congestion (including at Southport Music Box Corporation d/b/a/ Music Box Films.” offices), and any such entries shall be deemed ineligible. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SOUTHPORT MUSIC BOX CORPORATION D/B/A/ MUSIC BOX FILMS.” RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. 11. **Southport Music Box Corporation d/b/a/ Music Box Films.”**: The Southport Music Box Corporation d/b/a/ Music Box Films.” of this sweepstakes is: Music Box Films Attn:, 12. **Governing Law.** All disputes and questions regarding the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any participant, and the Southport Music Box Corporation d/b/a/ Music Box Films.”, shall be governed by and construed in accordance with the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than Illinois. The validity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.