

PlayStation® – Madden10 Tournament Rules @ Dallas Cowboys Stadium

VOID WHERE PROHIBITED. NO PURCHASE NECESSARY.

1. Entry. The PlayStation Madden10 Tournament (“Tournament”) is only open to entrants 13 years of age or older. Registration is limited to a maximum of 256 players and competition positions are filled on a first come first served basis. The Tournament will be held in at the Cowboys Stadium in Dallas, TX on Saturday, August 8, 2009. Eligible entrants must be present in at the Cowboys Stadium in Dallas, TX on Saturday, August 8, 2009 in order to compete in the Tournament. Participants may be required to present a valid photo ID or have a guardian present to compete in the Tournament.

No other methods of entry will be accepted. Sponsor, in its sole discretion, reserves the right to disqualify any person who tampers with the entry process, or who otherwise violates these Official Rules. By entering, all contestants accept and agree to abide by the terms of these Official Rules, the decisions of the Sponsor (the Judge of the Tournament), and to be contacted by Sponsor or its agents by email, mail and/or telephone regarding this Tournament.

2. Eligibility. Any eligible entrant who is a minor in his or her state, province, or country of residence must be registered by a parent or legal guardian and accompanied during any travel, including prize travel, by at least one adult (parent or guardian) 21 years of age or older (or the age of majority for his/her particular state, province, or country of residence, whichever is greater). Employees of Sony Entertainment Inc, Electronic Arts Inc. (“Sponsor”), Game Live Events, and their respective affiliates, subsidiaries, parents, representatives, advertising, promotion and publicity agencies (“Sponsor and its agents”) and the immediate family members and persons living in the same household of each are not eligible. Void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Play. Instructions and Tournament Structure. The onsite Tournament Director will present play instructions, any mandatory game play settings, and game controller directions during the Tournament introduction prior to commencement of play. Participating entrants (each a “Participant”) are responsible for understanding game controllers. Participants will be paired up and assigned their order of play by the Tournament Director. The Tournament Director will signal to initiate all Tournament play.

- A. All Participants must check-in with the onsite Tournament Director at least thirty (30) minutes prior to the start of play. Participants who are not checked-in at least thirty (30) minutes prior to play may be eliminated from the Tournament and/or replaced with an alternate, in the Tournament Director’s sole discretion.
- B. Prior to the start of play, each Participant will be allowed to select any member of any current regular season Madden team as his or her in-game character for Tournament play. Two Participants can play using the same character/player/team.
- C. All Participants will play two (2) two(2)-minute quarters. All Participants in the Tournament’s last round of play will play four (4) three (3)-minute quarters.
- D. All Tournament play will follow a single elimination format. During the Tournament play, each Participant will have one opportunity to play. Participants will compete and be eliminated through head-to-head, competitive play. A single loss will result in elimination from the Tournament. The winner of each game will progressively advance through successive rounds until all slots have been filled. During the last round of play, Participants will compete head-to-head until a final winner is determined. The winner of the last round of play will be the First Place Winner of the Tournament. The Participant losing to the First Place Winner in the last round of play will be the Second Place Winner.
- E. Except for the Tournament’s last round of play, in the event of a tie, the tying Participants will play an additional two (2)-minute overtime until the first participant scores. The first participant to score will be determined the winner. In the event of a tie during the Tournament’s last round of play, the Participants will play an additional (2)-minute overtime until the first participant scores. The first participant to score will be determined the winner. If the Participants remain tied after the first two (2) or three (2)-minute overtime then they will play an additional two (2) or three (2)-minute overtime until the first participant scores. The first participant to score will be determined the winner. This process will be repeated, as necessary, until the tie is broken.

The winners will be selected under the auspices of Sponsor, the judge of the Tournament. In the event that a Participant cannot participate in competition at any level of play, for whatever reason, Sponsor, in its sole discretion, reserves the right to select a substitute Participant (including, at Sponsor’s discretion, 2nd or 3rd place or losing Participants of previous rounds), modify the Tournament structure as necessary or reschedule Tournament play. All decisions and rulings of Sponsor are final. Sponsor reserves the right to disqualify any Participant from participation in competition at any level, any time and for any reason.

4. Prizes.

- 1st Place – a PlayStation® 3 system, a copy of the Madden 2010 video game, and free entrance into the EA Sports Challenge Series in Dallas on August 28th. Approximate retail value - \$500
- 2nd Place – a PSP® system and a copy of the Madden 2010 video game for the PSP system.
Approximate retail value - \$240
- 3rd Place – a PSP system and a copy of the Madden 2010 video game for the PSP system.
Approximate retail value - \$240

Prizes are not transferable. No substitution of prize for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value if the advertised prize becomes unavailable. All expenses not specified above, including, without limitation, all federal, state and local taxes, and international tariffs, are the sole responsibility of the individual winner (or winner's parent or legal guardian if winner is a minor or if otherwise applicable).

Winner may be required to complete and sign an Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within 10 days of winning in order to claim prize. If a minor wins a prize, it will be awarded in the name of the minor's parent or legal guardian, who will also be responsible for signing any necessary releases, consents and affidavits. If the winner cannot be contacted, is contacted and does not respond as directed within 10 days of attempted contact, refuses the prize within 10 days of notification or is ineligible to accept the prize, prize may be forfeited and awarded to an alternate winner. Winner may be required to provide a shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

5. General Conditions. Sponsor and its agents are not in any way responsible or liable for damages, loss or injury resulting from participation in or travel to or from this Tournament by any Participant or from the acceptance, possession, shipping and handling, loss, use or misuse of any prize awarded in this Tournament. By entering, Participant assumes sole liability for injuries, including, without limitation, personal injuries and/or damage to property, caused or claimed to be caused by, related to, or arising out of participating in or traveling to or from this Tournament or the acceptance, possession, shipping and handling, loss, use or misuse of any prize awarded. Sponsor has the right to cancel, terminate or modify this Tournament if it cannot be completed as planned due to computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond Sponsor's control. Sponsor is not responsible for any failure to contact Participants, whether due to technical or human error. If a game is interrupted intentionally by any Participant, such Participant will immediately be disqualified.

By entering this Tournament, each Participant agrees to the posting and use of his or her name and/or photograph on Sponsor's website and in any and all media in and in connection with promotion, publicity and advertising for Sony Computer Entertainment America Inc, Electronic Arts Inc., the Madden NFL franchise, the Madden NFL videogame, this Tournament or other promotions by Sponsor without any further attribution, notification or compensation, except if winner is a resident of TN or where prohibited by law.

Sponsor and/or its agents may film, record and/or take photographs during the Tournament, and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsor and/or its agents and their respective products and services. By attending the Tournament, each Participant authorizes Sponsor and its agents to film, record and/or photograph his or her voice and likeness ("Image"), and also grants (and agrees to confirm that grant in writing) Sponsor and its agents the irrevocable right to use any footage, recordings or photographs of him or her recorded or taken during the Tournament, or any reproduction or modification thereof (collectively, the "Recordings") in any manner and medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose, except where prohibited by law. By attending the Tournament, except where prohibited by law, each Participant further waives any right of inspection or approval of the uses to which Sponsor and its agents may put the Recordings, and releases Sponsor and its agents from any and all claims arising out of or in connection with the Recordings, the Participant's Image or Sponsor's and/or its agents use thereof. The Tournament is governed by the laws of the United States and all claims must be resolved in the United States.