

***Big Love* DVD Giveaway**

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

The *Big Love* DVD Giveaway is only open to legal residents of New York, New Jersey, and Connecticut, who have registered to comment on nymag.com. Employees of the New York Magazine ("Sponsor"), New York Media, Home Box Office, Inc. ("HBO") and their subsidiaries, affiliates, wholesalers, retailers, advertising and promotion agencies and all other companies involved in this Sweepstakes and their immediate family members and/or those living in the same household of each are not eligible to enter or win. Sweepstakes governed by U.S. law. Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited by law.

To enter, follow all entry instructions provided in this offer to enter the Sweepstakes. Entries must be received between 9:00 AM Eastern Time ("ET") on 12/20/10 and 8:59 AM (ET) on 1/17/11 ("Sweepstakes Entry Period"). You must post a comment ("Entry") on nymag.com where *Big Love* is advertised and during the Sweepstakes Entry Period in order to be entered into the sweepstakes. When you enter the Sweepstakes, you may also have an opportunity to sign up to receive follow-up information from New York Magazine and its advertisers. Entrants subject to all notices posted online including but not limited to privacy policy. You can comment as often as you want but there is a limit of one online entry per email address in the drawing. All entries and requests become property of Sponsor and HBO and will not be returned or acknowledged. Sponsor is not responsible for lost, late, damaged, or misdirected entries.

Entry submission grants the Sponsor and HBO the right in perpetuity to reproduce, publish, use, edit, adjust, modify, abridge, condense, and excerpt such Entry in any way, in any and all media, without limitation and without compensation to entrant. By submitting an Entry, entrant represents and warrants that the Entry is original and is entrant's own work and does not infringe or violate any third party's copyright, trademark, patent, trade secret, defamation, privacy, publicity, false light, idea misappropriation or any contractual rights or any other rights.

Prize: Five (5) winners will receive a prize package consisting of: *Big Love*: The Complete Fourth Season on DVD. Approximate retail value ("ARV") prize: \$59.99 each. Total ARV of all prizes: \$299.95. Each prize will be mailed to the mailing address provided to Sponsor by each winner. Odds of winning depend on the number of eligible entries received during the Sweepstakes Entry Period.

Winners will be selected by a random drawing from all eligible entries received during the Sweepstakes Entry Period. Random drawing will be conducted on or about 1/18/11 by a representative from the Sponsor ("judges") whose decisions are final. At the discretion of the Sponsor, each winner may be required to complete and return an Affidavit of Eligibility and Liability and a Publicity Release within **5 days** from the date of prize notification or an alternate winner may be selected. If after 2 attempts within **5 days** to contact the potential winner via email and/or phone method fails, or if an Affidavit or prize notification is returned as undeliverable, s/he will be disqualified, and the corresponding prize may be awarded to an alternate winner selected at random from all non-winning entries. No substitutions are permitted except if prize is unavailable, in which case a prize of equal or greater value may be awarded. Prizes are not redeemable for cash, assignable or transferable. Each winner is responsible for all federal, state, local and sales and income taxes (if any). Any incidental expenses on prize not specified herein is the sole responsibility of each winner. Entry and acceptance of prize constitutes permission to use each winner's name, prize won, entry comment hometown and likeness for online posting and promotional purposes without further compensation, except where prohibited by law.

Participating entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and release the Sponsor and their affiliated companies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each, from all claims and liability relating to their participation, acceptance and use of any prize. Winners assume all liability for any injury or damage caused or claimed to be caused, by participation in this Sweepstakes or use or redemption of prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the prizes.

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged, or illegible entries; or (ii) error, omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (ii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and its representative, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any sweepstakes it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the Sweepstakes if it becomes technically corrupted, (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE SWEEPSTAKES, IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Sponsor: New York Magazine, New York Magazine, 75 Varick Street, New York, NY 10013.

Information provided by you to participate in this Sweepstakes is subject to the Sponsor's privacy policy located at www.nymag.com/newyork/privacy and by the privacy policy of the promotional partner at www.hbo.com/html/privacy-policy/index.html.