

THE FOLLOWING PROMOTION IS OPEN TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA ("D.C."), 18 YEARS OF AGE OR OLDER ONLY (19 OR OLDER IF A RESIDENT OF ALABAMA OR NEBRASKA). DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT A LEGAL RESIDENT OF AND CURRENTLY RESIDING IN ONE OF THE 50 UNITED STATES OR D.C. THIS SWEEPSTAKES WILL BE CONSTRUED AND EVALUATED ACCORDING TO U.S. LAW. SEE RULES BELOW FOR FURTHER ELIGIBILITY REQUIREMENTS.

**OFFICIAL SWEEPSTAKES RULES for LG ELECTRONICS MOBILECOMM U.S.A., INC.
"Tony Stark Ultimate Giveaway" Sweepstakes**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

- 1. ELIGIBILITY:** The "Tony Stark Ultimate Giveaway" Sweepstakes (the "Sweepstakes") is offered only in the 50 United States and the District of Columbia ("United States"), and is open only to legal residents of the United who are 18 years of age or older at time of entry (19 or older if a resident of Alabama or Nebraska). Employees of LG Electronics MobileComm USA, Inc., RGI Marketing Group, Inc., their respective parent companies, affiliates, subsidiaries, advertising or promotion agencies and related companies, agents, or anyone else connected with the design or administration of this promotion, the officers and directors of each of the foregoing, and members of the immediate families (defined for these purposes as including spouse, parents, siblings and children, and each of their respective spouses regardless of place of residence) or households of any of the above, whether related or not, are not eligible to participate. The Sweepstakes is subject to all applicable federal state, and local laws and regulations. Void outside the United States and where prohibited by law. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.
- 2. SWEEPSTAKES PERIOD.** The Sweepstakes begins on April 1, 2008 and ends on May 15, 2008 (the "Sweepstakes Period"). See Rule 3, below, for specific entry deadlines applicable to each method of entry. A random drawing to select the Sweepstakes Grand Prize Winner and First Place Winners will be conducted on or about May 26, 2008 from among all eligible entries received from all entry methods described herein, combined. Random drawings to select the Daily Bonus Prize winners will be conducted for each day of the promotion period. The drawings will be conducted by the Administrator, an independent judging organization whose decisions are final in all matters relating to this Sweepstakes.
- 3. HOW TO ENTER.** You may enter the Sweepstakes online, by mail, or from your web-enabled mobile phone. To enter online beginning 12:01:00 a.m. Eastern Time on April 1, 2008, go to www.lgmobilephones.com and follow the links to the Tony Stark Ultimate Giveaway Sweepstakes. Once you are at the Sweepstakes website, follow the instructions to complete and submit an online entry form. Entries must be received online by 11:59:59 p.m. (ET) on May 15, 2008. Use of any automated system or device to participate is prohibited and will result in disqualification. In the event of a dispute as to the identity of any entrant, the authorized account holder of the email address used to register will be deemed to be the entrant. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. Each potential winner may be required to show proof of being the authorized account holder.

To enter from your web-enabled mobile phone beginning 12:01:00 a.m. Eastern Time on April 1, 2008, text "LG" to phone number 42229 and you will receive instructions on how to enter or go to <http://m.lg2win.com> and follow the links to the Tony Stark Ultimate Giveaway Sweepstakes and enter as indicated above for online entry. Standard carrier charges may apply for receiving a text message and using data services. You are advised to check with your carrier to determine which charges, if any, will apply to you. By texting into this program you opt in to receiving future messages about LG products and promotions. Reply OUT any time to opt out.

To enter by mail, go to www.lgmobilephones.com and follow the links to the Tony Stark Ultimate Giveaway Sweepstakes. Once you are at the Sweepstakes website, you may download and print an official entry form for this Sweepstakes to submit by mail. The completed entry form must be mailed in a #10, business-size envelope with proper postage affixed to: Award Headquarters, Tony Starks Ultimate Giveaway Sweepstakes, P.O. Box 2024, Longwood, FL 32752-2024. Each mail-in entry must be submitted in a separate envelope, and must be postmarked by May 15, 2008 and received by May 22, 2008.

Limit one entry per person for the entire Sweepstakes Period, regardless of the method used to enter. No facsimile or reproduced entry forms allowed, except as provided herein. All entries become the sole property of the Sponsor and will not be returned.

4. **Drawings:** Administrator is an independent judging organization whose decisions are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Grand and First prize winners in a random drawing on or about May 26, 2008 from all eligible entries received during the entire Sweepstakes Period from all entry methods combined. One Drawing will be conducted for each day of the promotion period. Potential winners will be notified by email, mail or phone and will be required to sign and return, where permitted by law, an Affidavit of Eligibility, Liability & Publicity Release within ten (10) calendar days of prize notification. If a winner does not return the Affidavit of Eligibility, Liability & Publicity Release within the required time period, if any prize or prize notification is returned as undeliverable, if a winner rejects his/her prize or fails to comply with any of these Sweepstakes rules, the corresponding prize will be forfeited and an alternate winner will be selected from all remaining eligible entries in a random drawing. Upon prize forfeiture, no compensation will be given. Allow approximately 4 to 6 weeks for prize shipment following verification of eligibility.
5. **PRIZES: Grand Prize - One (1) Grand Prize will be awarded, consisting of the following:** An **LG-Stark Electronic Make Over** which consists of one (1) Stainless Steel LG Phone (or phone of equal or lesser value), one (1) Stainless Steel LG Refrigerator, one (1) Stainless Steel LG Microwave, one (1) Stainless Steel LG Washer, one (1) Stainless Steel LG Dryer, one (1) LG GPS Navigation System and one (1) LG 42-inch LCD TV. Approximate Retail Value (ARV) of the Grand Prize is \$7,000.00. Winner may elect to receive a cash option of \$ 5,250.00 in lieu of merchandise.

First Prize – Two (2) First Prizes will be awarded, each consisting of the following: An **Ultimate Entertainment Experience** which consists of one (1) LG Mobile Phone and one (1) LG 50-inch Flat Screen TV. ARV of each First Prize is \$2000.00.

Daily Bonus Prizes Total of 225 Daily Bonus Prizes will be awarded (Five prizes awarded for each day of the Sweepstakes Period.: Each Daily Prize will consist of the following: An **Ultimate Mobile Experience** which consists of one (1) LG Mobile Phone and a pair of Movie Tickets to a theater designated by Sponsor. ARV of each Daily Prize is \$325.00.

Total Approximate Retail Value (ARV) of all prizes available is \$ 84,125 based on election of merchandise for Grand Prize.

Prizes consist only of the items specified above. Any related costs, including but not limited to costs for set-up or service, are the responsibility of the winners. Prizes are non-transferable and no substitution will be made except as provided herein or in the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all federal, state, local, and any other income taxes and carrier-related taxes and fees associated with prize receipt and/or use and activation charges including any initial set up or other fees.

Odds of winning the Grand Prize or a First Prize depend on the number of eligible entries received in accordance with these Rules from all entry methods combined. Odds of winning a Daily Prize depend on the number of eligible entries received from all entry methods combined

as of each daily drawing. All properly claimed prizes will be awarded. Prizes are limited to one per household.

- 6. Release:** By accepting any prize, winner agrees to release, indemnify and hold harmless LG Electronics MobileComm USA, Inc. and Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such entity's officers, directors, employees and agents (collectively, the "Released Parties") from and against any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death or any claims based on publicity rights, defamation or invasion of privacy and/or merchandise delivery which may occur in connection with, participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity.
- 7. Publicity:** Except where prohibited, acceptance of a prize constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or biographical information including without limitation, hometown and state for promotional purposes in any media, worldwide, without limitation or additional notice or payment.
- 8. General Conditions:** Sponsor reserves the right to cancel, terminate, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. In the event the Sweepstakes is terminated before the stated end date, the Sponsor may award all remaining prizes in a random drawing from among all eligible, non-suspect entries received. 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, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.
- 9. Limitations of Liability:** The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing or other errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to technical, hardware, software, telephone (including wireless devices and/or handsets) or other communications malfunctions, errors or failures of any kind, lost or unavailable network connections, web site, Internet, or ISP availability, traffic congestion, incomplete or inaccurate capture of entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed computer transmissions which may limit one's ability to enter the Sweepstakes; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. No more than the stated number of prizes will be awarded. In the event that production, technical, programming or any other reasons cause more than the stated number of prizes at any level as set forth in these Official Rules to be claimed, Sponsor reserves the right to award only the stated number of prizes at such prize level by a random drawing among all legitimate prize claims for such prizes.
- 10. Disputes:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the

appropriate court located in San Diego County, California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

- 11. Entrant's Personal Information:** Information collected from entrants is subject to LG Electronics' Privacy Policy, <http://www.lifewithlg.com/privacy-policy>, and RGI Marketing Group Privacy Policy at www.rgimarketing.com.
- 12. Winners List:** For the names of the winners, send an email with Subject Line: "Tony Starks Ultimate Giveaway Sweepstakes, Winner List Request," to info@lgawards.com or you may mail request to "Tony Starks Ultimate Giveaway Sweepstakes Winner List Request", P.O. Box 2024 Longwood, FL 32752-2024. Emailed requests must be received by June 15, 2008 and mailed requests must be postmarked by June 15, 2008 and received by June 25, 2008.
- 13. Administrator:** RGI Marketing Group, Inc. and Award Headquarters P.O. Box 520095, Longwood, FL 32752-0095.

Sponsor: LG Electronics MobileComm USA, Inc., 10101 Old Grove Road, San Diego, CA 92131.