



July 15, 2008
Gold Media Group Soccer Instant Win Game
Complete Rules – 7th Draft

Notes: All advertising should include complete or abbreviated rules. Any request to publish abbreviated rules must be reviewed. Complete rules will be posted on web site. The odds will be based on the total number of game pieces to be distributed at soccer events: 90,000. Be sure to construct game in a manner not in conflict with the Laurie Cairns patent including the method of determining instant winners and avoidance of any bounceback “status messages” including “thank you for playing.” You can direct all players to click another website to see if he/she is a winner or notify players via email after they have input their PIN number.

(COMPLETE RULES)

USYS Virtual Scratch & Win 2008 Game OFFICIAL RULES - NO PURCHASE NECESSARY.

ELIGIBILITY: The USYS Virtual Scratch & Win Game (“game”) is open to legal residents of the fifty United States and the District of Columbia. Children under the age of 13 at the time of entry must have parental permission to enter game. Employees of U.S. Youth Soccer (the “Sponsor”), its affiliates, subsidiaries, dealers, distributors, retailers, advertising and production agencies, Gold Media Group, Sweepstakes Consulting, LLC, and their immediate families and those living in the same household are not eligible. All federal, state and local laws and regulations apply. Void where prohibited.

HOW TO PLAY: Game begins at 12:01 am (all times Central Time) on 9/1/08 and ends at 11:59 pm on 9/26/08 (“game period”) and may only be played Monday through Friday during the game period; game may not be played on Saturdays and Sundays during the game period. Visit www.YouthSoccerMonth.org (“game site”) and use the web site entry PIN number from an official game piece to find out if you are an instant winner and to enter the Grand Prize random drawing. If you do not have an official game piece, you can request an online game piece to play. Limit of one online play per person per 24 hours during the game period beginning each day at 12:01 am and 11:59 pm. A total of 20 Daily Prizes will be made available, one Daily Prize per day, for players between 12:01 am and 11:59 pm each day listed in the table below. Players will only be asked their first name and email address on the web site to play the game. Sponsor and agents do not sell/solicit personal data to other businesses. Online entrants must be the authorized account holder (or child of the authorized account holder) of the email account from which the entry is made.

PRIZES and Approximate Retail Values (“ARV”):

Daily Prizes offered, one prize per day	Daily Prize Dates (between 12:01am-11:59 pm each day)	# Prizes	ARV each
Fun Prize Pack consisting of a gift certificate to admit four people to a local amusement or water park	9/1-9/5	5	\$125.00
Family Prize Pack consisting of a gift certificate for dinner and movie tickets for four people	9/8-9/12	5	\$100.00
Friendship Prize Pack consisting of a gift certificate for a team party for up to 25 people	9/15-9/19	5	\$400.00
Fitness Prize Pack consisting of one water bottle, one soccer ball, one \$50 Adidas gift card	9/22-9/26	5	\$65.00

Grand Prize (1): Trip for four to the Major League Soccer (“MLS”) Cup scheduled for 11/23/08 in Carson City, California, consisting of four tickets to the game, roundtrip coach air transportation from major airport nearest winner’s residence, and one hotel room for two nights on 11/22/08 and 11/23/08 (\$3,000 ARV); Instant Win Prizes: 5 Fun Prizes \$125 ARV each; 5 Family Prizes \$100 ARV each; 5 Friendship Prizes \$400 ARV each; 5 Fitness Prizes \$65 ARV each. Total ARV of all prizes: \$6,450. Any expenses not mentioned above are the winner’s responsibility. Grand Prize travel is subject to space and departure availability, and trip must be taken on dates specified by Sponsor. Grand Prize winner and companions must travel on the same itinerary. If Grand Prize winner is a minor, he/she must be accompanied by a parent or

legal guardian. No substitution for prizes except as may be necessary due to unavailability, in which case a prize of equal or greater value will be awarded at Sponsor's sole discretion. Prize is not transferable or redeemable for cash. Taxes are the winner's responsibility. Limit of one Daily Prize per household. Unclaimed instant win prizes will not be awarded. Odds of winning instantly: Fun Prize: 1 in 18,000; Family prize 1 in 18,000; Friendship Prize 1 in 18,000; Fitness Prize 1 in 18,000. Odds of winning the Grand Prize depend on the number of entries received during the entire game period.

WINNER NOTIFICATION: Non-winners will not receive a message. Instant Daily Prize winners will be notified via email within 48 hours of playing at which time they will be asked for the following information to be provided within 7 days of the notification date or prize will be forfeited: complete name, mailing address, daytime phone number, date of birth, plus the parent/legal guardian's name and email address (assuming winners might be minors). Daily Prize winners can expect to receive their prize via mail within 3 to 4 weeks. The Grand Prize winner will be selected on or about 10/2/08 in a random drawing conducted by Gold Media Group, who will make all decisions regarding this game and whose decisions are final. Once submitted, all game pieces and entries become the sole property of the Sponsor and will not be returned. Grand Prize winner will be notified by mail and required to sign and return an Affidavit of Eligibility and Publicity and Liability Release before prize will be awarded. If Grand Prize winner is a minor, parent or legal guardian will be required to execute Affidavit and Release. The Affidavit and Release must be returned within fourteen (14) days from the date on the prize notification or an alternate winner will be selected. Trip winner's travel companions will be required to execute a Liability/Publicity Release prior to issuance of travel documents. If a travel companion is a minor, he/she must be accompanied by a parent or legal guardian. Failure to comply with this requirement for any reason or return of prize notification as undeliverable will result in forfeiture of prize. Acceptance of any prize shall constitute and signify the winner's agreement and consent that Sponsor may use the winner's name, address (city, state), likeness, and/or prize information for promotional purposes worldwide, including the internet, without limitation and without further payment or consideration, except where prohibited by law.

GENERAL CONDITIONS: By entering sweepstakes, participants agree to be bound by these Official Rules. No photocopied or mechanically reproduced game pieces will be accepted. Any game piece that is mechanically reproduced, altered, tampered with, illegible, incomplete or blank (in whole or in part), forged, mutilated, or contains printing, production, typographical, mechanical or other errors, or is not obtained legitimately will be deemed void. Liability for any irregular game piece is limited to replacement with another, while supplies last. If through error, more winning game pieces are printed or distributed than stated in the rules, the actual number of winners will be selected in a random drawing from among all verified winning claims received by 10/1/08. If, for any reason, the sweepstakes is not capable of running as planned by reason of tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the sweepstakes, and select the winners for the sweepstakes, from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. Participants, by participating in this sweepstakes, hereby waive and release, and agree to hold harmless the Sponsor, its respective parents, subsidiaries, affiliates, distributors, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents, from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and

property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of the prize in the sweepstakes, or their participation in the sweepstakes, or their participation in any sweepstakes or prize related activity. Winner also further acknowledges that Sponsor, its affiliates, subsidiaries, employees, officers, directors, and promotion and advertising agencies have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law relative to any prize for this sweepstakes including but not limited to quality, condition or fitness for a particular purpose. Sponsor and its agents are not responsible for lost, late, misdirected, damaged, incomplete, altered or illegible entries, game pieces, requests or redemptions or Internet technical, hardware, software, telephone, or transmission failures of any kind, which may limit a person's ability to enter the sweepstakes. Sponsor and its agents are not responsible for any injury or damage to entrants' or any other person's computer related to or resulting from entering or downloading any materials in the sweepstakes. Sponsor reserves the right to cancel or suspend advertising the sweepstakes on the Internet should a computer virus, unauthorized intervention or other cause corrupt the integrity or proper conduct of the promotion. Sponsor reserves the right to disqualify any entrant found to be disrupting the operation of the sweepstakes or its web site.

RULES/WINNERS LIST/REDEMPTION: For a copy of the complete rules or a list of winners, send a self-addressed stamped envelope to: USYS Virtual Scratch & Win 2008 (*specify Rules or Winners List*), c/o GMG, 240 N Rock Rd, Suite 280, Wichita, KS 67206. If you have any difficulty accessing the web site using your PIN number, you can mail your game piece to this GMG address to play; game piece submittal must be postmarked by 9/26/08 and received by 10/1/08.

SPONSOR: US Youth Soccer, 9220 World Cup Way, Frisco, TX 75034.

(ABBREVIATED RULES – back of game piece 3”x8”)

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Daily Instant Win Prizes - one prize per day	Dates
Fun Prize Pack: gift certificate for 4 to local amusement or water park (\$125 ARV)	9/1-9/5
Family Prize Pack: gift certificate for dinner and movie tickets for 4 (\$100 ARV)	9/8-9/12
Friendship Prize Pack: gift certificate for a team party for up to 25 (\$400 ARV)	9/15-9/19
Fitness Prize Pack: 1 water bottle, 1 soccer ball, 1 \$50 Adidas gift card (\$65 ARV)	9/22-9/26

Grand Prize: Trip for 4 to the 11/23/08 MLS Cup in Carson City, CA, consisting of 4 game tickets, roundtrip airfare, and 1 hotel room for 2 nights (\$3,000 ARV). ARV of all prizes: \$6,450. Limit of one Daily Prize per household. Unclaimed instant win prizes will not be awarded. Odds of winning prize instantly: Fun 1 in 18,000; Family 1 in 18,000; Friendship 1 in 18,000; Fitness 1 in 18,000. Odds of winning Grand Prize depend on number of entries received. Non-winners will not receive a message. Instant Daily Prize winners will be notified via email within 48 hours of playing. Any game piece that is mechanically reproduced, altered, tampered

with, illegible, incomplete or blank (in whole or in part), forged, mutilated, or contains printing, production, typographical, mechanical or other errors, or is not obtained legitimately will be deemed void. Liability for any irregular game piece is limited to replacement with another, while supplies last. For complete rules or winners list, send SASE to: USYS Virtual Scratch & Win 2008 (*specify Rules or Winners List*), c/o GMG, 240 N Rock Rd, Suite 280, Wichita, KS 67206. If you have any difficulty accessing the web site using your PIN number, mail your game piece to GMG to be received by 10/1/08. SPONSOR: US Youth Soccer, 9220 World Cup Way, Frisco, TX 75034.