



OFFICIAL RULES FOR

LG National Texting Championship

ONLINE SWEEPSTAKES

NO PURCHASE OR PAYMENT OF ANY KIND (EXCEPT STANDARD TEXT MESSAGING RATES MAY APPLY) IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.

1. ELIGIBILITY: Open only to legal residents of the 50 United States and District of Columbia, who are of age 13 or older, and located in the U.S. at the time of entry. Employees, contractors, directors and officers of LG Electronics MobileComm U.S.A., Inc. ("Sponsor"), Fathom Communications, LLC, and Tic Toc, and their parents, subsidiaries and affiliated companies, distributors, and the advertising, fulfillment, judging and promotion agencies involved in the development and administration of the Qualifiers (as defined below) and Finals (as defined below) (collectively, "Promotion Parties"), and their immediate family members (parent, child, sibling and spouse of each) and those living in the same households of each are not eligible. Subject to federal, state, and local laws and regulations. Void where prohibited. These Official Rules pertain only to the Online Sweepstakes and are posted at www.lgtexter.com.

2. HOW TO ENTER THE ONLINE SWEEPSTAKES: The Online Sweepstakes begins February 1, 2010 at 12:00 a.m. EST and ends July 30, 2010 at 11:59 p.m. EST ("Online Sweepstakes Period"). To enter the Online Sweepstakes, visit www.lgtexter.com ("Website") during the Online Sweepstakes Period. View the LG National Texting Championship sizzle video or one of ten LG National Texting Championship webisodes and then click on the link to enter the online sweepstakes. Answer the survey questions, which are optional, and provide the required information to submit your entry for the Online Sweepstakes. Answering survey questions will not improve your chances of winning. Limit one (1) entry per person/email for the entire Online Qualifier Period. All entries must be received by Sponsor June 30, 2010 by 11:59 p.m. EST. Entries become property of Sponsor and none will be returned. Each Participant in the Online Qualifier will be entered into the Online Sweepstakes ("Online Sweepstakes").

HOW THE WINNERS OF THE ONLINE QUALIFIER SWEEPSTAKES WILL BE DETERMINED: One (1) potential winner will be selected by a random drawing ("Potential Online Sweepstakes Winner") from all eligible entries to be conducted by the Sponsor, whose decisions are final and binding with all respects, on or about December 31, 2009. The Potential Online Sweepstakes Winner will be notified by email and/or telephone. Sponsor is not responsible for any change in entrants email, mailing address and/or telephone/mobile number and may disqualify a Participant, if the entrant's email does and/or telephone/mobile number does not work or is changed. Odds of winning the Online Sweepstakes depend on

the number of eligible entries received. Any attempt by any Participant to obtain more than one entry by using multiple/different email address identities or any robotic, automatic entries are prohibited and will void all that Participant's entries, and will result in disqualification. Sponsor reserves the right at its sole discretion to disqualify any individual (and all of his or her entries) who tampers with the entry process.

ONLINE QUALIFIER PRIZE DETAILS: The Potential Online Sweepstakes Winner whose eligibility is verified by Sponsor and who otherwise meets the conditions described in Section 3 below (a "Verified Online Sweepstakes Winner") will receive one (1) LG Qwerty Handset, for Verizon Wireless Service (no service provided) ("Handset Prize"). Approximate Retail Value ("ARV"): \$300.00. No cash or other prize substitution in whole or in part except by Sponsor in its sole discretion. Prizes are not transferable. In the event Sponsor is not able to provide the advertised prize for any reason, Sponsor reserves the right to provide a substitute prize of equal or greater value. Participants understand that phone models may only operate on certain carrier networks, which may or may not be compatible with participant's existing network, if any. Requests for phones compatible with a winner's existing network cannot be accommodated. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. Applicable federal, state, local, and other taxes and fees associated with the prize and any expenses related to the acceptance and use of a prize and not specified in these Official Rules (including costs for telephone set-up, activation and service) are the sole responsibility of the Winner. Winner may receive an IRS 1099 form from Sponsor for any prizes awarded. Prizes won by an eligible entrant who is a minor in his/her state of residence will be awarded to minor's parent or legal guardian who must sign and return all required documents.

3 GENERAL QUALIFIER CONDITIONS: The Potential Online Sweepstakes Winner will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release within five (5) days of attempted notification. A Potential Winner may be requested to provide Sponsor with proof that the Potential Winner is the authorized account holder of the e-mail address and/or mobile phone number associated with the winning entry. If any correspondence (including e-mail) is returned as non-deliverable, or the required documentation is not completed, signed, and returned within five (5) days of attempted notification, or Potential Winner is disqualified Potential Winner will forfeit their prizes and status as Potential Winner.

Promotion Parties assume no responsibility for lost, late, misdirected, stolen, illegible, undelivered, garbled, damaged, incomplete entries or submissions, or for any computer, online, telephone or technical malfunctions that may occur. Promotion Parties also assume no responsibility for any technical problems in connection with transmission or receipt of text message submissions including faulty electronic data transmission, traffic congestion on the Internet or on the web site or any mobile service provider system, hardware or software error, equipment failure or malfunction, or other online mobile communications problems. Automated entries (including but not limited to entries made using any script, macro, bot, or mobile

phone or other service) are not allowed. **Sponsor shall have no responsibility for service interruption.** Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature. Should multiple users of the same e-mail account enter any Qualifier and a dispute thereafter arise regarding the identity of the entrant, the authorized account holder of said e-mail account at the time of entry will be considered the entrant. "Authorized account holder" is defined as the natural person who is assigned an e-mail address by an Internet access provider, on-line service provider or other organization which is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Please see the privacy policy located at www.lgtexter.com for details of Sponsor's policy regarding the use of personal information collected.

4. PRIZES GENERALLY: No cash redemption or transfer of prizes is permitted. No substitution of prize, except as determined by Sponsor in its sole discretion, will be allowed. Any difference between the value stated herein and the actual value of prize will not be awarded. Taxes on any prize awarded hereunder are the responsibility of the winners and winners must authorize the deduction of such taxes, if any, from the prize(s) to the extent required by law. Winners may receive an IRS 1099 form from Sponsor for any prizes awarded. Prizes won by an eligible entrant who is a minor in his/her state of residence will be awarded to minor's parent or legal guardian who must sign and return all required documents.

5. GENERAL CONDITIONS: By participating, all Participants (and their parent(s)/legal guardian(s), if Participants are minors) agree to these Official Rules, Sponsor's Privacy Policy (available at www.lgtexter.com) and to the Judge's decisions, which are final and binding in all respects. Sponsor Reserves the right to waive any of the eligibility requirements set forth herein as to any participants, but the waiver with respect to any entrant, winners shall not constitute a general waiver to all Participants. If for any reason the or Online Sweepstakes ("Events") are not capable of running as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Events, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the registration process, and to cancel, modify or terminate or modify any of the Events, or any portion thereof, and reschedule as necessary. **CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE EVENTS MAY BE IN 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..**

6. RELEASE: By participating in any Event and accepting any prize in connection therewith, Participants (and Participants' parent or legal guardian if the Participant is minor) agree that the Promotion Parties, and all of their respective officers, directors, employees, representatives, affiliates, and agents will have no liability whatsoever for, and shall be held harmless by Participant against, any liability for injuries,

losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Events; from acceptance, possession, misuse or use of any prize; or from participation in any prize-related activity, including any travel related thereto and participation in the Events and for any claims based on intellectual property rights, publicity rights, defamation or invasion of privacy and merchandise delivery. Participants agree to indemnify Sponsor for any unauthorized use or misuse of or modification to the prizes. Participants who do not comply with these Official Rules, or who attempt to interfere with the Events in any way shall be disqualified.

7. LIMITATIONS OF LIABILITY AND CONDITIONS: By entering, each Participant (and their parent or legal guardian if an eligible minor) agrees to be bound by these Official Rules and the decisions of the Sponsor and any official judges, which shall be final. Sponsor, the Promotion Parties, and each of their respective affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and each of their respective officers, directors, and employees are not responsible for and shall not be liable for: (i) any condition caused by events beyond the control of the Sponsor that may cause the Events to be disrupted, corrupted or otherwise be conducted as planned; (ii) any printing or typographical errors in any materials associated with the Events; (iii) technical failures of any kind, including but not limited to telephone (including wireless devices and/or handsets), electronic, hardware or software program, network, Internet, traffic congestion, or computer malfunctions, failures, or difficulties of any kind; or (iv) failed, incomplete, garbled, or delayed computer or transmissions; (v) any incorrect or inaccurate information by Participants, printing errors or by any of the equipment or programming associated with or utilized in any survey conducted in connection with the Events; (vi) unauthorized human intervention; or (vii) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Events or receipt or use or misuse of any prize.

By participating, Participants agree that all decisions Sponsor makes with respect to the Events, including but not limited to the interpretation of these rules, shall be made in Sponsor's sole discretion and that Sponsor's decisions are final and non-appealable. If a technical difficulty, mechanical failure, human error or other possible irregularity affecting occurs during any of the Events, the Sponsor's representative will review the situation on a case-by-case basis and take appropriate action to preserve the fairness and the integrity of the Events. If Sponsor's representatives, in their sole discretion, determine that technical difficulty, mechanical failure or human error has corrupted the Events, Sponsor's representatives may take any remedial or reparative step which, in their sole discretion, they deem necessary or appropriate. Sponsor reserves the right, at its sole discretion, to modify, cancel, postpone, delay, suspend or terminate the Events in whole or in part in the event that the Events are not capable of running as planned or as intended by these Official Rules by reason of any of the technical or other disabling causes or other causes that, in the sole discretion of the Sponsor, impair, corrupt or interrupt the administration, fairness, security or integrity or proper play of the Events, including without limitation, hurricane, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, terrorist threat or activity or insurrection. In such event, Sponsor may, in its sole discretion: (a) postpone and/or reschedule and/or modify the any of the Events, or (b) cancel any of the Events in its entirety.

8. DISPUTES: Except where prohibited, Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with any of the Events 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 any of the Events, but in no event attorneys' fees; and (3) under no circumstances will Participant be permitted to obtain awards for, and Participant 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 Events, 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.

9. RULES REQUESTS: Full official rules will be available for on-line viewing at www.lgtexter.com, from on or around February 1, 2010.

10. PARTICIPANTS LIST REQUESTS: For a list of Winners, mail a self-addressed, stamped envelope to: Online Sweepstakes Winners List Request, Fathom Communications, 437 Madison Ave, 20th Floor, New York, NY 10028. Requests must be received by July 15, 2010.

11. SPONSOR: LG Electronics MobileComm U.S.A., Inc., 10101 Old Grove Road, San Diego, CA 92131.