

Pop TV's
"Big Brother After Dark Watch & Win Challenge" Sweepstakes
OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN

SWEEPSTAKES DESCRIPTION: Pop TV's "Big Brother After Dark Watch & Win" Sweepstakes (the "**Sweepstakes**") begins on Monday, July 9, 2018, at 12:00:00 p.m. Eastern Time ("**ET**") and ends on Saturday, September 1, 2018, at 3:15:00 a.m. ET (the "**Sweepstakes Period**"). By participating in the Sweepstakes, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Pop Media Networks, LLC, located at 28 W 44th Street, Suite 1208, New York, NY 10036 ("**Sponsor**"), which shall be final and binding in all respects.

ELIGIBILITY: Only legal residents of the 48 contiguous United States, and the District of Columbia, who are 21 years of age or older are eligible to enter. Void where prohibited by law. Sponsor, Kaleidoscope Promotions Interactive, Ltd. (the "**Sweepstakes Administrator**"), their respective parents, subsidiaries, and affiliates, and each of their respective officers, directors and employees (collectively, the "**Sweepstakes Entities**"), are ineligible to enter the Sweepstakes or win the prize.

HOW TO ENTER: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. Pop TV's "Big Brother After Dark Watch & Win" Sweepstakes (the "**Sweepstakes**") begins on Monday, July 9, 2018, at 12:00:00 p.m. Eastern Time ("**ET**") and ends on Saturday, September 1, 2018, at 3:15:00 a.m. ET (the "**Sweepstakes Period**"). Throughout the Sweepstakes Period, you may enter the Sweepstakes daily by registering or logging into poptv.com/bbad (each, a "**Daily Registration Entry**") and following the on-screen instructions to provide the required information. A total of fifty-four (54) Daily Registration Entries are available per entrant.

DAILY CHALLENGE AND BONUS ENTRIES: One (1) Daily Watch & Win Challenge will be announced on-air and available at the sweepstakes web site (poptv.com/bbad) during each daily Big Brother After Dark broadcast on Pop TV. The broadcast schedule for Big Brother After Dark and the corresponding entry period to play each Daily Watch & Win Challenge is: Monday at 12-3 a.m. ET, Tuesday at 12-3 a.m. ET, Wednesday at 1-4 a.m. ET, Thursday at 1-4 a.m. ET, Friday at 12-3 a.m. ET, Saturday at 12-3 a.m. ET, and Sunday at 12-3 a.m. ET throughout the Sweepstakes Period. Airtimes may vary by location, TV service provider, and/or tier of service. Be sure to adjust for your time zone, and check your local listings. Daily Watch & Win Challenges will include Bingo, Trivia and/or a special hashtag to be shared via Twitter. The information needed to successfully complete each Daily Watch & Win Challenge will be announced on-air during the Big Brother After Dark broadcast on Pop TV. One (1) additional entry can be earned each day by completing each Daily Watch & Win Challenge, regardless of outcome (each, a "**Daily Challenge Entry**"). Up to three (3) Bonus Entries (each, a "**Bonus Entry**") will be awarded for correctly completing each portion of the Daily Watch & Win Challenge on the sweepstakes web site by using the information announced on-air. A total of fifty-four (54) Daily Challenge Entries and one hundred sixty-two (162) Bonus Entries are available per entrant. Each Daily Watch & Win Challenge must be

completed within 15 minutes of the end of each Big Brother After Dark Broadcast (i.e. by 3:15:00 a.m. ET on each Monday, Tuesday, Friday, Saturday and Sunday; and by 4:15:00 a.m. ET on each Wednesday and Thursday) in order for the entrant to receive a Daily Challenge Entry and any applicable Bonus Entry(ies). Sponsor's computer shall serve as the official time keeping device for this Sweepstakes. Neither Sponsor nor Sweepstakes Administrator will verify receipt of entries. All entries submitted become the sole property of Sponsor and will neither be acknowledged nor returned. In the event that any given Big Brother After Dark broadcast is cancelled or preempted, the Daily Watch & Win Challenge or a portion thereof will be cancelled for that particular day, and the Daily Challenge Entry and/or Bonus Entry(ies) may be unavailable.

HOW TO PLAY DAILY CHALLENGES: Daily Watch & Win Challenges include Bingo Games, Trivia Questions, or Special Hashtags to be shared on Twitter:

- **BINGO**: Complete your daily registration at the sweepstakes site, and you may be presented with a Bingo Card. Click to drop a chip on each square announced on-air during the Big Brother After Dark broadcast on Pop TV. If you get four adjacent squares across, down, or diagonally on your Bingo Card, you have Bingo, and therefore will receive three (3) Bonus Entries.
- **TRIVIA QUESTIONS**: Complete your daily registration at the sweepstakes site, and you may be presented with three (3) Trivia Questions per broadcast. When each question is revealed on-air during the Big Brother After Dark broadcast on Pop TV, click to select the correct answer or wait for the correct answer to be revealed during the broadcast. If you select the correct answer for any given question on your first try, you will receive one (1) Bonus Entry, for a total of up to three (3) Bonus Entries per Trivia game.
- **SPECIAL HASHTAGS**: Complete your daily registration at the sweepstakes site, and you may be presented with a Special Hashtag challenge. Click the Tweet Now button and manually replace “#Today'sHashtag” with each Special Hashtag announced on-air during the Big Brother After Dark broadcast on Pop TV, then click “Tweet” to share the message including the Special Hashtag from your Twitter account. If you Tweet the message from your Twitter account, as entered in the sweepstakes registration form, and the Tweet includes the Special Hashtag, you will receive one (1) Bonus Entry. On Special Hashtag challenge nights, three (3) will be announced during each broadcast, for a total of up to three (3) available Bonus Entries per day. To participate in any Special Hashtag challenge, you must have a Twitter account and be logged in to it. If you do not currently have a Twitter account, you may create one for free at twitter.com. This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with Twitter.

SOCIAL ENTRIES: At the conclusion of each Daily Watch & Win Challenge, each entrant will have a chance to share a message about the Sweepstakes via either Twitter or Facebook for one (1) additional entry per day (each, a “**Social Entry**”), regardless of method of sharing or the number of messages posted through the entrant's social media account(s). To be eligible for Social Entry(ies), you must have a Twitter or Facebook account and be logged in to it. If you do not currently have a Twitter account, you may create one for free at twitter.com. If you do not currently have a Facebook account, you may create one for free at facebook.com. This Sweepstakes is in no way sponsored,

endorsed or administered by, or associated with either Twitter or Facebook. A Twitter account is also required in order to participate in each Special Hashtag Daily Watch & Win Challenge. In the event that any given Big Brother After Dark broadcast is cancelled or preempted, the Social Entry may be unavailable for that particular day.

DRAWINGS AND WINNER NOTIFICATION: One (1) Daily Prize Winner will be chosen at random each day from among all eligible daily entries received the previous night, including Daily Registration Entries, Daily Challenge Entries, Bonus Entries, and Social Entries. Each Daily Prize Winner will be announced on-air during the next Big Brother After Dark episode and online at poptv.com/bbad. A total of fifty-four (54) Daily Prize Winners will be selected. Limit one (1) Daily Prize per entrant / email address.

One (1) Grand Prize winner will be randomly selected on or about September 4, 2018, from among all eligible entries received throughout the Sweepstakes Period, including Daily Registration Entries, Daily Challenge Entries, Bonus Entries, and Social Entries. Each random drawing will be conducted by Sweepstakes Administrator, using randomization methods selected in its sole discretion. The potential Grand Prize Winner will be notified by telephone and/or e-mail using the contact information given at the time of entry.

Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, the potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. If any potential winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines a prize for any reason prior to award, such potential winner will be disqualified and an alternate winner may be selected. Sponsor will successively attempt to contact up to two (2) potential winners of the prize in accordance with such procedure, and if there is still no confirmed winner of the prize in question after such attempts have been made, the prize may go unawarded.

PRIZE: One (1) Grand Prize: A trip for two (2) to Los Angeles, California (the "Trip"). The Trip consists of roundtrip coach air transportation for two (2) on a carrier of Sponsor's choice from the major airport closest to winner's residence in the continental U.S. to Los Angeles; three (3) days / two (2) nights deluxe hotel accommodations (double occupancy; room rate and tax only); ground transportation at destination; two (2) tickets to attend the Finale Taping of *Big Brother*; and Five Hundred Dollars (\$500) spending cash (for the winner only). The Approximate Retail Value (the "ARV") of the Grand Prize is Two Thousand Four Hundred Twenty-Five Dollars (\$2,425.00). **Fifty-Four (54) Daily Prizes:** Each Daily Prize consists of one (1) Big Brother After Dark T-shirt and one (1) Big Brother After Dark hat. The ARV of each Daily Prize is Forty Dollars (\$40.00).

No cash alternative or prize substitutions will be allowed, except Sponsor reserves the right to substitute prize(s) of comparable value if the prize listed is unavailable for any reason. Prize may not be extended, transferred or refunded. Actual value of the Grand Prize may depend on location of the Grand Prize Winner, fares at the time of travel, and the value of services rendered. Therefore, the value of the Grand Prize awarded may be lower or higher at the time it is fulfilled. Any stated difference between the approximate value and actual value of the Prize or any substituted prize will not be awarded. Each Daily Prize will be shipped to the name and address provided on the sweepstakes web

site at the time of initial registration into the Sweepstakes, using the T-shirt size designated at the time of entry, subject to availability. Odds of winning depend on the number of eligible entries received. The ARV of all prizes to be awarded is Four Thousand Five Hundred and Eighty-Five Dollars (\$4,585.00 USD).

GENERAL PRIZE CONDITIONS: Prize winner(s) shall be solely responsible for all federal, state and/or local taxes, and the reporting consequences thereof, and for any other fees or costs associated with the prize. The potential Grand Prize winner will be required to execute an Affidavit of Eligibility, a Liability Release, and (where legal) a Publicity Release (collectively, "**Prize Claim Documents**"). If a winner fails or refuses to sign and return all Prize Claim Documents within five (5) days of prize notification, the winner may be disqualified and an alternate winner may be selected. **If any potential Grand Prize Winner is not able to take the Trip September 25-27, 2018, then the potential winner will be disqualified and an alternate potential winner will be selected.** The scheduled Finale Taping of *Big Brother* has no monetary prize value and is subject to availability and scheduling conflicts, or cancellation due to environmental or weather-related concerns as determined by Sponsor at its sole discretion. No compensation will be made in the event that the event does not occur, or does not occur within a certain time period, due to circumstances beyond Sponsor's control, or in the event that any member of the *Big Brother* show is unable to attend.

GENERAL LIABILITY RELEASE/FORCE MAJEURE: Acceptance of a prize constitutes winner's permission for Sponsor to use winner's name, photograph, likeness, voice, biographical information, statements and address (city and state) for advertising and/or publicity purposes worldwide and in all forms of media now known or hereafter developed, in perpetuity, without further compensation. Entrants agree that the Sweepstakes Entities (A) shall not be responsible or liable for, and are hereby released from, any and all costs, injuries, losses or damages of any kind, including, without limitation, death and bodily injury, due in whole or in part, directly or indirectly, to participation in the Sweepstakes or any Sweepstakes-related activity, or from entrants' acceptance, receipt, possession and/or use or misuse of any prize, and (B) have not made any warranty, representation or guarantee express or implied, in fact or in law, with respect to any prize, including, without limitation, to such prize's quality or fitness for a particular purpose. Sponsor assumes no responsibility for any damage to an entrant's computer system which is occasioned by accessing the Website or otherwise participating in the Sweepstakes, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged, stolen, or postage-due submissions or prize notifications; or for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet service providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Sweepstakes or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Sweepstakes, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to

seek damages and other remedies from any such person to the fullest extent permitted by law. No mechanically reproduced, illegible, incomplete, forged, software-generated or other automated multiple entries will be accepted. In the event of a dispute as to the identity of the entrant, any on-line entry will be deemed submitted by the authorized account holder of the e-mail account from which it was sent, provided such account holder must still meet the eligibility requirements for the Sweepstakes. The authorized account holder shall be the natural person to whom the applicable e-mail address has been assigned by the Internet access provider, service provider, or other on-line organization responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. The potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the entry will be deemed ineligible. Sponsor reserves the right to modify, extend, suspend, or terminate the Sweepstakes, in whole or in part, if it determines, in its sole discretion, that the Sweepstakes or any particular Sweepstakes drawing is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions or other causes beyond Sponsor's control have destroyed or severely undermined or to any degree impaired the integrity, administration, security, proper play and/or feasibility of the Sweepstakes or particular Sweepstakes drawing as contemplated herein. In the event Sponsor is prevented from awarding prizes or continuing with the Sweepstakes or a particular Sweepstakes drawing as contemplated herein by any event beyond its control, including but not limited to fire, flood, natural or man-made epidemic of health of other means, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, terrorist threat or activity, war (declared or undeclared) or any federal state or local government law, order, or regulation, public health crisis (e.g. SARS), order of any court or jurisdiction, or other cause not reasonably within Sponsor's control (each a "**Force Majeure**" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Sweepstakes in its entirety or the affected Sweepstakes. If the Sweepstakes or a particular Sweepstakes is terminated before the designated end date, Sponsor will (if possible) select the winner[s] in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. Only the type and quantity of prizes described in these Official Rules will be awarded. If, for any reason, more bona fide winners come forward seeking to claim prizes in excess of the number of each type of prize set forth in these Official Rules, the winners, or remaining winners, as the case may be, of the advertised number of prizes available in the prize category in question may be selected in a random drawing from among all persons making purportedly valid claims for such prize(s). Inclusion in such drawing shall be each entrant's sole and exclusive remedy under such circumstances. These Official Rules cannot be modified or amended in any way except in a written document issued in accordance with law by a duly authorized representative of the Sponsor. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with these terms as if the invalid or illegal provision were not contained herein.

OFFICIAL RULES: For a copy of the Official Rules, log onto poptv.com/bbad. ANY MAIL-IN REQUESTS SUBMITTED WILL BE AUTOMATICALLY DESTROYED WITHOUT OPENING.

SWEEPSTAKES SPONSOR: Pop Media Network, LLC, 28 W 44th Street, Suite 1208, New York, NY 10036.

SWEEPSTAKES ADMINISTRATOR: Kaleidoscope Promotions Interactive, Ltd., PO Box 130395, The Woodlands, TX 77393.

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