

OFFICIAL RULES
NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

1. **How to Enter:** To enter the **McDonald's All American Games Trivia Contest** ("Sweepstakes"), visit the Inside the Games blog (www.insidethegames.net) beginning at 9:00 a.m. Eastern Time on February 24, 2009 and ending at 11:59 p.m. on March 3, 2009 to view the trivia questions. Complete the online form to submit your answers to the quiz. You must also provide your name, telephone number and e-mail address. If you are a winner, you will need to provide your address in order for us to send you your prize. Enter only once. Duplicate entries will be automatically disqualified. Entries must be received no later than 11:59 p.m. Eastern Time on March 3, 2009. Only entries submitted online will be accepted. By participating in the Sweepstakes, each participant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of McDonald's USA, LLC ("**McDonald's**") which shall be final and binding in all respects.
2. **ELIGIBILITY:** The Sweepstakes is open to residents of the Fifty (50) United States and District of Columbia who are 18 years of age and older at the time of entry. Persons in any of the following categories are NOT eligible to participate or win prizes in the Sweepstakes: (a) persons who on or after January 1, 2009 were or are: a McDonald's restaurant franchise owner or employee or a director, officer; an employee associated with the McDonald's All American Basketball Games; or an agent of Sponsor, or any parent, subsidiary, affiliate, franchisee, or service agency or independent contractor of any of the above organizations; (b) individuals engaged in the development, production or distribution of materials for this Sweepstakes; and (c) persons who are immediate family members (defined as spouse, IRS dependent, or biological or step-mother, father, sister, brother, daughter, or son and each of their respective spouses) of any person in any of the preceding categories, regardless of where they live, and/or individuals who reside in the same household, whether related or not, as any person in any of the preceding categories. The Sweepstakes is void where prohibited.
3. **HOW TO ENTER:** To be eligible to win the Sweepstakes, you must correctly answer all questions. All eligible and correct submissions will be entered for the chance to win one prize – a \$25 McDonald's Arch Card. Odds of winning a prize are dependent upon the total number of eligible entries received. Sweepstakes winner will be randomly selected. Decision of Sponsor is final. All prizes will be awarded. All Winners will be notified by email. If, despite reasonable efforts, a potential winner does not respond to Sponsor's notification of him/her being selected, such person will be disqualified and an alternate winner will be selected from among all remaining eligible entries received. Limit one (1) entry per person per drawing as outlined in Rule 4 below. Incomplete or unintelligible entries will be disqualified. Once submitted, entries become the property of the McDonald's.
4. **WINNER SELECTION/PRIZE/APPROXIMATE RETAIL VALUE/ODDS:** There are three (3) Weekly Prize Drawings during the Promotion Period. For each Weekly Prize Drawing, one (1) winner will be selected from among all eligible entries received on or before 11:59:59 pm ET on the preceding day, as follows: Drawing 1 – March 3; Drawing 2 – March 16; Drawing 3 – March 30. Any entries that are not selected during any Weekly Prize Drawing will not be eligible for subsequent Weekly Prize Drawings. Limit one (1) Weekly Prize per person. The winner will receive a \$25 McDonald's Arch Card. The Approximate Retail Value of the prize is \$25. Potential winners will be notified by an e-mail from the McDonald's All American Games' staff at mcdonaldsallamericangames@yahoo.com. Any federal, state or local taxes (and the reporting consequences thereof) are the responsibility of the winner. Potential prize winners must complete a Prize Acknowledgement Form, as well as other documents that may be required (collectively, the "Prize Claim Documents"). If a potential prize winner fails or refuses to sign and return all Prize Claim Documents within ten (10) days following receipt, such potential prize winner may be disqualified and an alternate prize winner may be selected. Limit one prize per household. The odds of winning depend on the number of eligible entries received.
5. **GENERAL CONDITIONS:** In the event a sweepstakes does not or cannot take place as scheduled or at all, for reasons including but not limited to scheduling conflicts, cancellations, postponement, an event of Force Majeure, or for any other reason, then McDonald's regrets that the prize will be forfeited and no other or additional compensation will be awarded. No cash alternative or substitution of the prize will be allowed.

Each prize winner, and his or her parent or legal guardian on behalf of the prize winner, acknowledge and agree that acceptance of a prize constitutes prize winner's permission for McDonald's and any of their respective parent, subsidiary, or affiliated companies, franchisees, or the licensees or designees of each, to use prize 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 or authorization, except where such condition is prohibited by law. Participants agree that McDonald's and its respective parent company, franchisees, affiliates, subsidiaries, local corporate advertising cooperatives, advertising and promotion agencies, and all of their respective directors, officers, employees, representatives and agents (collectively, the "**Promotion Entities**") (A) shall not be responsible or liable for any losses, damages or injuries of any kind resulting from participation in the Sweepstakes or any other Sweepstakes-related activity, or from participants' acceptance, receipt, possession and/or use or misuse of any prize Without limiting the generality of the foregoing, the Promotion Entities are not responsible for incomplete, misdirected, late, lost entry submissions; or for any printing errors, clerical, typographical or other error in the offering or announcement of any prize or in any prize notification documents, or other errors of any kind or nature.

6. **GOVERNING LAW AND ARBITRATION:** This Contest will be governed by and interpreted under the laws of the State of Illinois, without application of any conflicts of law rules. Disputes between the parties or their affiliates related to this Contest shall be submitted to final, binding arbitration heard by a single arbitrator in accordance with the then-current National Arbitration Forum's Code of Procedure (except as modified herein). Any counterclaim not brought within thirty (30) days after receipt of the arbitration notice shall be barred. The arbitration shall be conducted in DuPage County, Illinois in English. Unless otherwise specified herein, the arbitrator may award any relief that he deems proper, including but not limited to equitable relief. The award shall be final and binding and enforceable in any court of competent jurisdiction.

7. **DISQUALIFICATION/FORCE MAJEURE:** It is the participant's responsibility to ensure that he/she has complied with the terms and conditions contained in these Official Rules. 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; to be acting in violation of these Official Rules; or to be acting in an unsportsmanlike 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. Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. Sponsor reserves the right, without prior notice and at any time, to terminate the Sweepstakes, in whole or in part, or modify or suspend the Sweepstakes in any way, if it determines, in its sole discretion, that the Sweepstakes is technically impaired or corrupted or that fraud or technical problems, failures or malfunctions have destroyed or severely undermined the integrity and/or feasibility of the Sweepstakes. In the event Sponsor is prevented from continuing with the Sweepstakes 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, 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. If the Sweepstakes is terminated, in whole or in part, before the designated end date, Sponsor reserves the right to select winners (or the remaining winners, as the case may be) in a random drawing from all eligible, non-suspect entries received as of the date of the event giving rise to the termination. Only the type and quantity of prizes described in these Official Rules will be awarded. Any prizes that are not duly claimed in accordance with these Official Rules will not be awarded. 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 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 their terms as if the invalid or illegal provision were not contained herein.

9. **WINNERS LIST/OFFICIAL RULES:** These Official Rules and a list of winners will be posted on www.insidethegames.net.

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