

**Universal Orlando “The Simpsons Ride” Contest
OFFICIAL RULES**

NO PURCHASE NECESSARY. MAKING A PURCHASE WILL NOT
INCREASE YOUR CHANCES OF WINNING.
VOID WHERE PROHIBITED. VOID OUTSIDE OF ORLANDO-DAYTONA BEACH-MELBOURNE
DESIGNATED MARKET AREA

1. **How to enter and how to win:** “The Simpsons Ride” contest entry period begins July 8, 2008, at 9:00 a.m. ET and ends on July 20, 2008, at 11:59 p.m. ET (“Contest Entry Period”). For purposes of this Contest, all times refer to eastern time (“ET”). To submit an entry, go to www.cw18tv.com and click on the “contest” option on the menu bar or a contest hyperlink, which will take you to the Contest home page where you can access the entry form. Entrants must complete all fields in the online entry form and submit it online. Information required on the entry form (collectively, “Entry Information”) consists of first and last name, complete address, telephone number including area code, date of birth, and email address. Limit one entry per person per email address per day. Entries in excess of the stated limit will be rejected or disqualified and are not eligible entries. Entries must be received by 11:59 p.m. ET on July 20, 2008. On or soon after July 20, 2008, one (1) Grand Prize Winner and twenty-five (25) Secondary Prize Winners will be randomly selected from among all valid entries received. By entering, you agree to comply with all applicable law and these Contest rules, and you agree to abide by all decisions of the Sponsors. In the event of a dispute, electronic and email entries will be deemed to have been submitted by the authorized account holder of the email address at the time of the entry. The authorized account holder is the person to whom the applicable internet service provider or other organization (such as a business or educational institution) has assigned the email address.

Sponsor may not verify receipt of entries. Entries become property of Sponsor and will not be returned. Incomplete entries are void. Sponsor is not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable or delayed. Entries generated by any automated means that are detected as such are void.

Winner will be notified by phone or by other means, based on the contact information provided in the entry. If winner does not respond to Sponsor’s notification of winning by July 22, 2008 that winner is subject to disqualification and forfeiture of prize.

2. **Eligibility:** This Contest is only open to legal U.S. residents who are physically located and residing within counties located within the Orlando-Daytona Beach-Melbourne Designated Market Area as defined by Nielsen Media Research and who are 18 years of age or older as of the date of entry. Employees of WESH, WKCF, Orlando Hearst-Argyle Television, Inc., Hearst-Argyle Television, Inc., Universal City Development Partners, Ltd., d/b/a Universal Orlando, those involved in the development, production (including prize suppliers), implementation and distribution of this Contest, their advertising or promotion agencies, parent companies, agents, officers, directors, subsidiaries or affiliates, participating stations, service providers, any other persons or entities directly associated with this Contest (collectively “Contest Entities”), members of their immediate families (parents, children, siblings, spouses), and/or persons living in the same households as such persons (whether related or not) are ineligible to participate in the Contest.

3. **Prizes/Odds of Winning:** One (1) Grand Prize Winner will receive the Grand Prize Package. The Grand Prize Package has a fair market value of \$442.80 (actual value may vary depending on travel dates) and will include and is limited to the following:

1. Four (4) 1-Day/ 2-Park Universal Orlando tickets valid for admission to Universal Studios and Islands of Adventure theme parks through December 31, 2008.
2. \$100 Universal Orlando Currency.
3. One (1) Universal Orlando general parking pass valid through December 31, 2008.

Twenty-five (25) Secondary Prize Winners will each receive the Secondary Prize Package. Each Secondary Prize Package has a fair market value of \$176.90 and will include and is limited to the following:

1. Two (2) 1-Day/ 2-Park Universal Orlando tickets valid for admission to Universal Studios and Islands of Adventure theme parks through December 31, 2008.
2. One (1) Universal Orlando general parking pass valid through December 31, 2008.

Blackout dates or other restrictions may apply. Winner travel arrangements must be made a minimum of fourteen (14) days prior to winner travel and are subject to availability. Hotel stay, theme park, and hard ticket dates may not be changed after scheduling, acceptance, and confirmation by Universal Orlando. All elements of each prize package must be used, redeemed, fulfilled, booked and/or confirmed at the same time, and no changes will be permitted. If winner is unable to fulfill any portion of the prize during the time period specified, winner forfeits the entire prize

package. Winner and guests must travel at the same time. Prizes are non-transferable and have no cash value. All tickets are valid during normal operating hours only. Operating hours and availability of attractions and shows are subject to change without notice. Some special events may be separately ticketed. All tickets specifically exclude admission to special or separately ticketed "hard ticket" entertainment events at either of the theme parks or within any of the Universal CityWalk venues. Components may not be sold, traded, or transferred by winners, nor may they be rescheduled, or refunded. Winner and guests are responsible for all other costs and incidentals. All expenses not specified as included are the responsibility of the winner and guests, including but not limited to, meals, parking, gratuities, phone calls, ground transportation, and all taxes. Prize is non-transferable and no substitution is allowed, except by the Sponsors, in their sole discretion. In the event prize (or any prize component) is not available for any reason, Sponsors may substitute a prize (or prize component) of equal or greater value. Sponsors and their agents assume no responsibility or liability for damages, losses, or injury, including death, resulting from acceptance or use of prize or participation in any Contest-related or prize-related activity. All taxes related to prize, including income taxes, are the responsibility of the individual winner. Any depiction of prize is for illustrative purposes only. Odds of winning any prize depend on the number of participants. As a condition of winner's acceptance of the prize, Contest Entities, their parent, related, affiliated and subsidiary companies and their respective officers, directors agents, employees and assigns shall be released and discharged from any and all legal claims, losses, injuries, demands, damages, actions, and/or causes of actions that arise out of and/or in any way related to the prize, the receipt, use and/or enjoyment of the prize and/or the Contest.

4. **Claiming Prize:** Winners will be required to complete an Affidavit of Eligibility and Liability and Publicity Release when claiming prize. To claim prize, winners must provide valid government-issued photo identification by 5 pm on July 30, 2008. Only the actual winner may claim their prize, and prizes are non-transferable by winners. Winners must claim prizes at the WKCF Television Studios located at 1021 N. Wymore Road, Winter Park, FL 32789 between regular business hours of 9 a.m. and 5 p.m. Failure to timely claim prize will result in the forfeiture of the prize, and such prizes will remain the property of Sponsors.

5. **General Conditions/Liability Waiver:** Contest is subject to these Official Rules and all federal, state, and local laws apply. By entering, participants agree to be bound to these Contest rules and agree to abide by all decisions of Sponsor, including the interpretation of any ambiguities in Sponsor's sole discretion. By returning the completed Affidavit/Release, winner attests the authenticity of his/her winning entry. Each guest (his/her parent/legal guardian if deemed to be a minor) at Sponsor's sole discretion, may be required to execute, sign, have notarized and return a Liability Release, a Publicity Release and any other documentation that Sponsor requires. Any personal information supplied by entrants to Sponsor or its affiliates will be subject to Sponsor's Privacy Policy. Thus, except where prohibited by law and Sponsor's Privacy Policies: (1) entry and/or winner's acceptance of prize constitutes permission for the Contest Entities' use of winner's name, address (city and state), photo, likeness, biographical information, statement and voice for advertising/publicity purposes worldwide and in all forms of media, in perpetuity, without further notice to or compensation in connection with said Contest or the prize awarded and Sponsor has the right to modify, edit, adapt, electronically alter, use, assign and/or dispose of entries however they see fit and for any purpose without any notice or compensation to entrant or any third parties. Any person attempting to defraud or tamper with this Contest may be prosecuted and is not eligible for the prize. If, for any reason, the Contest is not capable of running as originally planned, Sponsor at its sole discretion, reserve the right to cancel, suspend or modify the Contest. AS A CONDITION OF PARTICIPATION, WINNER AND ENTRANTS AGREE, EXCEPT WHERE PROHIBITED BY LAW, TO RELEASE AND DISCHARGE, HOLD HARMLESS AND INDEMNIFY THE CONTEST ENTITIES, THEIR EMPLOYEES, AGENTS AND REPRESENTATIVES, OFFICERS AND DIRECTORS AND THEIR IMMEDIATE FAMILIES, SUCCESSORS AND ASSIGNS, AND ALL OTHERS ASSOCIATED WITH THE DEVELOPMENT AND EXECUTION OF THIS CONTEST, FROM ANY AND ALL TAX LIABILITY THAT MAY BE IMPOSED OR ASSOCIATED WITH RECEIPT OR USE OF THE PRIZES, AND FROM AND AGAINST ANY AND ALL CLAIMS, ACTIONS, PROCEEDINGS, AND LIABILITY FOR ANY DAMAGES, EXPENSES, FEES, INJURY OR LOSSES (INCLUDING PERSONAL INJURY OR DEATH) SUSTAINED IN CONNECTION WITH THE RECEIPT, OWNERSHIP, OR USE OF THE PRIZE OR WHILE TRAVELING TO, PREPARING FOR, OR PARTICIPATING IN ANY CONTEST-RELATED OR PRIZE-RELATED ACTIVITY. By entering the Contest or by winning, participants grant to the Contest Entities the right to publicize the participant's name, photograph, image, likeness, voice, statements, and biographical information for advertising, trade, and promotion purposes without compensation and without opportunity for review, except where prohibited by law. Sponsor retains the discretion to make all decisions regarding the interpretation and application of these rules. All decisions of Sponsor are final and discretionary. In the event the selected winner of a prize is ineligible, refuses the prize, or if the prize is forfeited for any reason, the prize will be forfeited and Sponsor, in its sole discretion, may randomly select an alternate winner from remaining entries pursuant to the selection criteria described above and if time permits. The laws of the State of Florida shall govern this Contest, without regard to Florida's choice of law rules. The courts of Florida in Orange County shall be the exclusive forum and venue for any dispute relating to these rules, terms and conditions and/or this Contest. All participants and winners agree, by their participation in the Contest, to submit to the personal jurisdiction of the courts of Florida in Orange County. For prizes valued at \$600 or greater, winner must provide his or her Social Security Number for tax purposes. Prizes may be considered income, and any and all taxes associated with prizes are responsibility of winner.

6. **Disclaimers and Force Majeure Clause:** Contest Entities, their affiliated, parent, and subsidiary companies, their employees, agents and officers, advertising and promotion agencies, and all others associated with the development and execution of this Contest are not responsible for: (1) problems associated with television transmission, radio transmission, cable transmission, satellite transmission, phone lines, facsimile, or cable lines and/or phone or IP numbers that are beyond their control. This includes, but is not limited to: a busy signal, operator interference, cellular interference, Internet congestion, technical or atmospheric conditions that disrupt the completion of a phone call, facsimile transmission, email transmission, or cable modem service, or other wireless or wireline or Internet interruptions or malfunctions or for technical or other difficulties which may prohibit, prevent, or interfere with the transmission of television or radio signals to all or limited geographic areas during the playing of the Contest or that may prohibit, prevent, or interfere with the acquisition, completion, or submission of an entry; failures of or other problems relating to computer or communications hardware, software, the Internet, or similar systems, including but not limited to difficulties relating to entrants' ISP, DSL, wireless or cable modem access, "worms," or viruses or any other problem of any description or nature which may prohibit prevent or interfere with the acquisition, completion or submission of an entry; (2) typographical errors in any materials relating to the Contest; (3) lost, misdirected, illegible, incomplete, or delayed entry forms; (4) cancellations, postponements, or delays; (5) Acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or other similar causes beyond the control of the Contest Entities, their affiliated, parent, and subsidiary companies, advertising and promotional agencies and their immediate assigns, making it inadvisable, illegal, impossible or impractical to continue the Contest or to perform under these Rules. In the event of any of the foregoing, Sponsor reserves the right to suspend, terminate, modify, or continue the Contest, in its sole discretion. Contest Entities make no warranty, guarantee, or representation of any kind concerning any prize, and Contest Entities specifically DISCLAIM ANY IMPLIED WARRANTY OF MERCHANTABILITY, WARRANTY OF FITNESS, AND ANY OTHER IMPLIED WARRANTY.

7. **Rules and Winners List:** For a copy of these official rules, log onto www.CW18tv.com or send a request and a self-addressed, stamped envelope to or visit the WKCF-TV studios at 1021 N. Wymore Road, Winter Park, FL 32789. Rules requests must be received by July 20, 2008. These Official Rules may also be posted on Sponsor's website. For a list of winners, send an SASE by September 30, 2008, to "The Simpsons Ride contest."

Sponsor: WKCF-TV, 1021 N. Wymore Road, Winter Park, FL 32789.