

Prize Wheel Rules

Bartender Lounge Prize Wheel – July 2010

Official Rules: Participation in the Bartender Lounge Prize Wheel game requires no purchase, transaction or obligation to enter or win a prize. The game is open to legal U.S. residents of the 50 United States and the District of Columbia who are 18 years of age or older and are registered U.S. Bartender Lounge panelists.

Note: This Game is intended for participation in the United States exclusively for use by registered U.S. Bartender Lounge panelists, and shall be governed by and construed in accordance with U.S. law without regard for any applicable conflicts of laws rules. Do not enter this Game if you are not a US resident at this time.

ENTRY PERIOD: The Bartender Lounge Prize Wheel Game begins at 7:00:00 a.m. Eastern Time (E.T.) on July 18, 2010, and ends at 7:00:00 a.m. E.T. on August 18, 2010 ("Promotion Period").

ELIGIBILITY: The Bartender Lounge Prize Wheel Game is only open to legal U.S. residents of the 50 United States and the District of Columbia who are 18 years of age or older and are registered Bartender Lounge Panelists. Employees of BR Interviewing, Braun Research ("Sponsor") and its subsidiaries, affiliates, prize suppliers, and advertising and promotion agencies, including and the immediate families (spouses, parents, children and siblings, and their respective spouses regardless of where they live) and individuals living in the households, whether related or not, of the above are not eligible to enter or win. Void where prohibited by law. The Game is subject to all applicable federal, state, and local laws and regulations and these official rules ("Official Rules").

HOW TO PLAY: Bartender Lounge Panelists will have the opportunity to play the Game at the conclusion of each eligible survey during the Promotion Period. Follow the on-screen instructions to play the Game. If the Game reveals a winning prize message, you win the prize specified (subject to confirmation, verification and compliance with these Official Rules). If you've been awarded points after spinning the wheel, please check your account balance, to ensure that your winning points have been credited to your account. Any other messages indicate you are not an instant winner of a prize or points. If you receive a prize winning message that exceeds \$500 in value, you will be required to complete a verification form to confirm your identity. A copy of your driver's license or valid state ID may be required. Prizes will be shipped to the address indicated on the verification form.

PRIZES AND ESTIMATED ODDS OF WINNING: All prizes will be awarded in the form of points as follows: 25, 50, 500, 1000, 2500. Winners will be determined based on a date and time stamp algorithm during the Promotion Period. Odds of winning depend

upon the total number and active Bartender Lounge Panelists. Prizes will not be awarded to minors.

GENERAL CONDITIONS: By entering the Game, entrants agree to the use of their name and photograph/likeness for advertising and promotional purposes without additional compensation, except where prohibited by law. Upon request, winner will provide consent to such in writing.

LIMITATION OF LIABILITY: By participating in the Game, entrants agree to release, indemnify and hold harmless Braun Research, Inc., and its respective affiliates, subsidiaries, advertising and promotions agencies, and each of their agents, representatives, officers, directors, shareholders, and employees (collectively, "Releasees") from and against any injuries, losses, damages, claims, actions, or liability of any kind resulting from or arising from participation in the Game or acceptance, possession, use, misuse or nonuse of any prize that may be awarded.

In no event will Braun Research be obligated to award more than the stated number of prizes offered. If it is suspected that actual evidence of electronic or non-electronic tampering with any portion of the Game has taken place, or if a computer virus, bug, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Game, Braun Research reserves the right at their sole discretion to disqualify any individual who tampers with the entry process, void any entries submitted fraudulently, modify or suspend the Game, or terminate the entire Game or that portion of the Game relating to the suspected or actual tampering of the Game.

Any attempt by an entrant or any other individual to deliberately damage any web site or undermine the legitimate operation of the game is a violation of criminal and civil laws and should such an attempt be made, Braun Research, Inc. reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. As a condition of entering the Game, entrant agrees that: a.) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; b.) all causes of action arising out of or connected with this Game, or the prize awarded, shall be resolved individually, without resort to any form of class action; and c.) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, but in no event attorneys fees. Braun Research reserves the right to modify prize award procedures. Braun Research reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Promotion or any one sweepstakes should the administration, security, fairness, integrity or proper conduct of this Game be compromised in any way. If the Game is canceled or modified prior to the stated expiration date, notice will be posted on www.bartenderlounge.com. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by

an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

WINNER`S LIST: A list of winners will be posted on the main Bartender Lounge site: www.bartenderlounge.com/winners.html. This list will be updated on a monthly basis and will consist of winner`s first name, city, state and a possible thumbnail of the member`s photograph.

ADMINISTRATOR: Braun Research, Inc. 271 Wall Street, Princeton, NJ 08540.