

GENERAL ELECTRIC

GE® STEEL BLOG SWEEPSTAKES OFFICIAL RULES #2

OPEN ONLY TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES OR DISTRICT OF COLUMBIA, 18 YEARS OLD AS OF TIME OF ENTRY

NO PURCHASE OR PAYMENT NECESSARY

A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCES OF WINNING

1. HOW TO ENTER: GE® Steel Blog Sweepstakes ("Sweepstakes") starts 8/24/09 at 12:00: A.M., Eastern Time ("ET") and ends 11/15/09 at 11:59:59 P.M., ET. ("Sweepstakes Period"). To enter: go to www.insertblogsite address, provide the information requested on the registration page, including your name, date of birth and valid email address, and you will be automatically entered into the Sweepstakes. After your initial registration, you can return and enter the Sweepstakes once each day during the Sweepstakes Period by returning to the Blogsite and entering your information. One entry per person per calendar day regardless of email address and blogsite address used. A calendar day shall be defined as starting at 12:00 A.M., ET and ending at 11:59:59 P.M., ET of that calendar day.

2. RANDOM DRAWINGS & ODDS OF WINNING: Approximately one hundred (100) different blogsites will be participating in this Sweepstakes, although the exact number of participating blogsites is not currently known. On or about 11/19/09, Mercury Promotions & Fulfillment ("Mercury"), an independent judging agency, will select the names of the one (1) potential Grand Prize Winner ("Potential Grand Prize Winner") in a random drawing from among all the eligible entries submitted and received from all of the participating blogsites during the Sweepstakes Period by General Electric Company ("Sponsor"), and s/he will be notified by e-mail on or about 11/20/09. Additionally, the author of the participating blogsite at which the potential Grand Prize submitted his/her entry will be deemed to be the potential "Blogsite Author Winner." Mercury's decisions shall be final in all matters pertaining to this Sweepstakes. Odds of winning the Grand Prize Sweepstakes depend on the number of eligible entries received from all participating blogsites during the Sweepstakes Period.

3. PRIZE AND APPROXIMATE RETAIL VALUES ("ARV"): Both the Grand Prize Winner and the Blogsite Author Winner will each receive his/her choice of one (1) of the following appliances: Either: (A) a GE® Tall Tub Built-In Dishwasher. Model # GLD6760NSS, ARV \$649; (B) GE® 25.0 Cu. Ft. ENERGY STAR® Side-By-Side Refrigerator with Dispenser, Model # GSH25ISX, ARV \$1,499; (C) a GE® Spacemaker® Over-the-Range Microwave Oven, Model # JVM1850SMSS, ARV \$489; (D) a GE® 30" Free-Standing Electric Range. Model #JB700SN, ARV \$1,099; or (E) a, GE® 30" Free-Standing Gas Range with Warming Drawer. Model # JGBP88SEMSS ARV \$1,449. **NOTE:** Sponsor will only deliver the Prize to a winner's legal residence within the forty-eight (48) contiguous United States or the District of Columbia that is within a GE delivery area. If the potential Grand Prize Winner or potential Blogsite Author Winner resides in an area that is not within the GE delivery area, they must agree to accept delivery at the location within the GE delivery area that is closest to their respective residence and to be solely responsible for delivery from that location to winner's residence. Installation of an appliance and removal of the appliance

being replaced is the sole responsibility of the respective Winner. Regardless of the Prize won, all costs and expenses not specifically included above are solely the respective Winner's responsibility, including all federal, state and local sales and use taxes, etc. Total Approximate Value of all Prizes: \$978-\$2,998.00. **IMPORTANT:** Regardless of the Prize, no Prize is redeemable for cash; nor is it transferable or substitutable except that Sponsor may, at its sole discretion, substitute a Prize or any component thereof with one of equal or greater value. If the ARV of respective Prize selected by the potential Grand Prize Winner and the potential Blogsite Author Winner exceeds Six Hundred Dollars (\$600), s/he will each be required to sign and return within ten (10) days of notification or attempted notification of being a potential winner, an Affidavit of Eligibility/Compliance (including Social Security Number as required for tax reporting purposes) & Publicity/Liability Release (where permitted by law), or an alternate potential winner(s) will be selected. Additionally, s/he will each receive a Form 1099 in the amount of the actual value of the Prize, as required by law. Limit: One Prize per person or household regardless of email address or blogsite address used.

4. ELIGIBILITY: The Sweepstakes is open only to persons who are legal residents of, and living within, the 48 contiguous United States and District of Columbia, 18 years or older, as of the date of entry except officers, directors, and employees (and members of their household and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings and persons residing in the same household of such immediate family members) of Sponsor, its subsidiaries, affiliates, sales representatives, distributors, advertising/promotion/web design agencies including Mercury Promotions & Fulfillment, and/or their affiliates, assigns or representatives; (herein after referred to collectively as "Sponsor & Others"), the household members of blogsite authors and members of their household and of their immediate families, i.e., parents, children, stepchildren, spouse, siblings and persons residing in the same household of such immediate family members, and all other persons or entities associated with the development, administration, promotion, execution of, or supply to this Sweepstakes.

5. RELEASE: By acceptance of a Prize, Winners release the officers, directors and employees of Sponsor, Mercury, and their respective parent companies, subsidiaries, affiliates, divisions, dealers, distributors, suppliers, advertising and promotion agencies, and all other individuals or entities involved in the creation, administration, or fulfillment of this Sweepstakes (all of the former collectively referred to as "Sponsor & Others"), from and against any and all liability and claims or causes of action, including , but not limited to, personal injury, death, or damage to or loss of property with respect to all aspects of this Sweepstakes, including those arising out of participation in this Sweepstakes, any Prize related activity whether sponsored by Sponsor or third parties, or the acceptance or possession or use/misuse of the Prize or any component of the Prize.

6. LIMITATIONS OF LIABILITY/INTERNET: Sponsor & Others are not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical, typographical or electronic or for any damage to any person's computer related to participating in the Sweepstakes. Sponsor & Others are not responsible for illegible, unintelligible, late, lost or stolen entries or incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by

any technical or human errors which may occur in the processing of any entries in this Sweepstakes. Any entrant who attempts to play with multiple email addresses, under multiple identities or uses any other device or artifice to play multiple times or to interfere with the proper play of this Sweepstakes will be disqualified from participation in the Sweepstakes. Persons found tampering with, abusing any aspect of this Sweepstakes, or behaving in an unsportsmanlike manner, as solely determined by Sponsor, will be disqualified and may be subject to prosecution. If in the judgment of Sponsor, the Sweepstakes is compromised by viruses, bugs, non-authorized human intervention or other causes beyond the control of Sponsor, which corrupt the administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right, in its sole discretion to discontinue, modify, suspend or terminate the Sweepstakes and proceed in a manner it deems fair and reasonable, including the selection of winners from among eligible entries received prior to such discontinuation, modification, suspension or termination. Any personally identifiable information collected during an entrant's participation in this Sweepstakes will be collected by Sponsor or its agent and used by Sponsor and its agents solely for purposes of the proper administration and fulfillment of the Sweepstakes as described in these Official Rules or as stated in Sponsor's Privacy Policy at http://www.geappliances.com/privacy/privacy_policy.htm. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of a potential winner based on an email address or a blogsite address, the winning entry will be deemed to have been made by the Authorized Account Holder of the email address or blogsite address submitted at time of entry. "Authorized Account Holder" is defined as the natural person who is assigned to an email address or blogsite address by an Internet access provider, on-line service provider or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email or blogsite addresses for the domain associated with the submitted email or blogsite address. **SPONSOR & OTHERS MAKE NO WARRANTIES OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT AS REGARDS ANY PRIZE OR ANY COMPONENT OF THE ANY PRIZE. AS SOME JURISDICTIONS MAY NOT ALLOW LIMITATIONS OF EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, YOU WOULD HAVE TO CHECK YOUR LOCAL LAWS TO LEARN IF ANY OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU.**

7. DISPUTES: Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of Michigan. All disputes arising out of or connected with this Sweepstakes will be resolved individually, and without resort to class action, exclusively by the United States District Court for the Eastern District of Michigan (Southern Division) of the appropriate Michigan State Court located in Macomb County, Michigan. Should there be a conflict between the laws of the State of Michigan and any other laws, the conflict will be resolved in favor of the laws of the State of Michigan. All judgments or awards shall be limited to actual incurred out-of-pocket expenses (excluding attorneys' fees) associated with participation

in this Sweepstakes and shall not include any indirect, punitive, incidental and/or consequential damages.

8. GENERAL: By participating in the Sweepstakes, all entrants and blogsite authors agree to abide by these Official Rules throughout the Sweepstakes Period and the decisions of Mercury, which are final and binding in all matters and all respects relating to this Sweepstakes. This Sweepstakes is void in Alaska, Hawaii, Puerto Rico and wherever else prohibited by law. Acceptance of a Prize constitutes the winner's consent to the use of his/her name, biographical information, photograph, and/or likeness for advertising and publicity purposes as determined by Sponsor without further compensation, except where prohibited by law. All federal, state and local laws and regulations apply. All entries and/or materials submitted become the property of Sponsor and will not be returned. Sponsor & Others are not responsible for any lost, late, undelivered, misdelivered or postage due mail.

11. WINNERS LIST: For the name of the winners, send a self-addressed stamped envelope, postmarked by 11/29/09 to: Winners List, GE Steel Blog Sweepstakes, 35610 Mound Road, Dept. 900, Sterling Heights, MI 48310-4725.

SPONSOR: General Electric Company, 307 N. Hurstbourne Parkway, Louisville, KY 40222.

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