

2012 D.I.C.E. SUMMIT SWEEPSTAKES

Take part in the D.I.C.E Summit Sweepstakes. It's easy! Be one of the first 150 registrants to be automatically entered into the **REGISTER EARLY D.I.C.E. DRAWING** or invite a new attendee and be automatically entered into the **REFER A FRIEND D.I.C.E. SWEEPSTAKES** and you can win some great prizes!

REGISTER EARLY D.I.C.E. DRAWING

Available only to the FIRST 150 eligible registrants (paid in full at the advertised price) for the 2012 D.I.C.E. Summit and you can win one of FIVE PRIZES: (1) a Regular room upgrade to a Signature Suite for up to a three (3) night stay at the Red Rock Resort or (2) one of four (4) pairs of tickets to the Interactive Achievement Awards VIP Party!

REFER A FRIEND D.I.C.E. SWEEPSTAKES

For all returning D.I.C.E. Summit alumni, refer a NEW, first time D.I.C.E. Summit registrant and have the chance to win one of FOUR PRIZES: (1) a Regular room upgrade to a Signature Suite for up to a three (3) night stay at the Red Rock Resort or (2) one (1) ticket to attend one of the 2012 D.I.C.E. Summit special event activities – poker, go-karting or golf!

Referred first time registrants will also receive an introductory 30% discount off the full, advertised rate for their D.I.C.E. Summit pass (pending confirmation of the referrer's registration). First time registrants need to contact Event Director, Lindsey Weinstein directly (lindsey@interactive.org) to receive their 30% discount on the 2012 D.I.C.E. Summit Pass.

PRIZE DESCRIPTIONS

Red Rock's Signature Suite offers an unmatched combination of comfort and extravagance during your stay during the 2012 D.I.C.E. Summit – a luxurious retreat for a chance to unwind and relax before returning to all the fantastic networking opportunities the conference has to offer.

Interactive Achievement Awards VIP Party tickets offer attendees the opportunity to have a chance to mingle with video game industry luminaries and celebrities before a night of celebration at the 15th Annual Interactive Achievement Awards.

Get an opportunity to show your hand at the annual D.I.C.E. Summit poker tournament (includes one (1) registration cost + \$200 buy-in), tee-off at the acclaimed Badlands Golf Course (includes one (1) registration and one (1) club rental), or race head-to-head at the Pole Position Raceway with C-level executives and your industry peers (includes one (1) registration).

OFFICIAL RULES

1. Only attendees who pay the full price of registration (as advertised) will be eligible for the sweepstakes.

2. Referred first time registrants will also receive a 30% discount on their D.I.C.E. Summit pass (pending confirmation of the referrer's registration).
3. Entrants must be 18 years of age or older.
4. Employees of Sponsor, affiliates and promotion agencies directly involved in this sweepstakes and members of the immediate families or household of any of the foregoing are NOT eligible to participate in this sweepstakes.
5. All prize details will be determined by Sponsor in its discretion. All expenses and costs associated with the acceptance or use of the prize, unless specifically identified by Sponsor, are the responsibility of the winners.
6. Prizes must be redeemed upon check-in at the D.I.C.E. Summit 2012. The Signature Suite may ONLY be used during the period of February 7-10, 2012. The VIP tickets and Special Events registrations are only eligible for the 2012 D.I.C.E. Summit as listed on the schedule.
7. The winner is solely responsible for all applicable Federal, State and local taxes on the prize. As IRS form 1099 will be issued as required by law. No substitution, cash redemption or transfer of right to receive prize is permitted.
8. Noncompliance with the Official Rules and terms of this sweepstake may result in disqualification and selection of an alternate winner.

HOW TO ENTER

Registrants who pay the fully advertised price for the 2012 D.I.C.E. Summit are automatically entered in the sweepstakes ("Eligible Registrant"). For the REGISTER EARLY D.I.C.E. DRAWING, only the FIRST one hundred fifty (150) registrants will be considered an Eligible Registrant. Limit one (1) entry per person for the REGISTER EARLY D.I.C.E. DRAWING. For the REFER A FRIEND D.I.C.E. SWEEPSTAKES, the Referring Attendee must identify the Eligible Registrant **at the time of registration**. For the REFER A FRIEND D.I.C.E. SWEEPSTAKES, there is no limit to the number of Eligible Registrants allowed per Referring Attendee.

Eligible Registrants must fully complete the registration form and provide all required information, which will include your full name, company name, complete address, daytime phone number and email address, along with full payment for the 2012 D.I.C.E. Summit. Incomplete registration forms or payments will be disqualified.

Registration for the REGISTER EARLY D.I.C.E. DRAWING begins October 17, 2011 at 6 a.m. PST and ends when 150 Eligible Registrants have been submitted.

Registration for the REFER A FRIEND D.I.C.E. SWEEPSTAKES begins October 17, 2011 at 6 a.m. PST and ends January 30, 2012 at 11:59 PST.

In the event of a dispute regarding the identity of any entrant, the entry in question will be deemed to have been submitted by the paid registrant as listed on the registration form.

Sponsor is not responsible for incomplete, lost, late, damaged, illegible, delayed, corrupted, non-delivered or misdirected registrations, or for any technical problems, malfunctions of any computer

systems, servers, providers, hardware or software, lost or unavailable network connections, incorrect or inaccurate capture of registration information or loss of registration information, failed, incomplete, garbled or delayed computer transmissions, or any other human or technical errors of any kind, or any combination of any of the foregoing. Sponsor reserves the right, in its sole discretion, to cancel, modify or suspend this sweepstakes should a virus, registration fraud or misconduct, or other causes beyond the control in the Sponsor, in Sponsor's determination, corrupt the administration, integrity, security or proper operation of the sweepstakes. In the event of termination of the sweepstakes, a notice will be posted on-line and a random drawing to award prizes will be conducted using Sponsor's computer, which will be the official clock for the sweepstakes.

DRAWING METHODOLOGY AND WINNER NOTIFICATION

Winner will be selected by a random drawing held within five (5) days of the conclusion of the entry period set forth herein among all Eligible Registrants received. The drawing will be conducted by or under the supervision of Sponsor, whose decisions will be final in all matters concerning the sweepstakes.

Winner is subject to verification. Winner will be notified by e-mail within five (5) days after the drawing. If winner cannot be contacted or does not respond within three (3) days of being contacted, or in the event a potential winner does not accept the prize or fails to comply with these rules and requirements, the prize will be forfeited. Upon prize forfeiture, no compensation will be given.

GENERAL TERMS

By entering, entrants agree to release and hold Sponsor, affiliates, distributors and agents, and each of their directors, officers and employees, harmless from and against any and all claims and liability arising out of participation in the sweepstakes or use of prize. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this sweepstakes or use or redemption of any prize. Acceptance of prize constitutes permission for the Sponsor, affiliates and agents to use winner's name and/or picture for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the sweepstakes or in the announcement of any prize. In no event will more than the stated number of prizes be awarded.

SPONSOR

Academy of Interactive Arts & Sciences

23622 Calabasas Road, Suite 300

Calabasas, CA 91302

(818) 876-0826

WINNER'S LIST

For winners' names, send a separate, self-addressed, stamped envelope to 2012 D.I.C.E. Summit Sweepstakes, Academy of Interactive Arts & Sciences Attn: Debby Chen, 23633 Calabasas Road, Suite 300, Calabasas, CA 91302 by February 29, 2012.