

Official Rules
“RuPaul’s Drag Race Weekly Sweepstakes”
Sponsored by MTV Networks, a division of Viacom International Inc.

1. NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
2. **Entry Period:** “RuPaul’s Drag Race Weekly Sweepstakes” (the “Sweepstakes”) commences at 11:00:01 AM (EST) on Mondays and ends at 10:59:59 PM (EST) on the same day (the “Weekly Sweepstakes Period”) commencing January 24, 2011 and ending April 25, 2011 (the “Promotional Period”). Entries must be received by 10:59:59 PM (EST) on the same Monday the Sweepstakes began for each Weekly Sweepstakes (as hereinafter defined).
3. **Sweepstakes Overview:** This Sweepstakes is made up of individual weekly sweepstakes (the “Weekly Sweepstakes”) that will each take place during the Promotional Period. Winners will be selected on Tuesdays each week during the Promotional Period in a random drawing from among all the eligible entries (as hereinafter defined) received prior to such Tuesday. Limit one (1) prize per individual. Odds of winning depend on the total number of eligible entries received for each sweepstakes.

Weekly Sweepstakes Periods – Each Weekly Sweepstakes starts and ends at the times listed in Section 2:

- Week 1: Starts Monday, January 24, 2011 – Ends Monday, January 24, 2011 – Drawing on or around Tuesday, January 25, 2011
- Week 2: Starts Monday, January 31, 2011 – Ends Monday, January 31, 2011 – Drawing on or around Tuesday, February 1, 2011
- Week 3: Starts Monday, February 7, 2011 – Ends Monday, February 7, 2011 – Drawing on or around Tuesday, February 8, 2011
- Week 4: Starts Monday, February 14, 2011 – Ends Monday, February 14, 2011 – Drawing on or around Tuesday, February 15, 2011
- Week 5: Starts Monday, February 21, 2011 – Ends Monday, February 21, 2011 – Drawing on or around Tuesday, February 22, 2011
- Week 6: Starts Monday, February 28, 2011 – Ends Monday, February 28, 2011 – Drawing on or around Tuesday, March 1, 2011
- Week 7: Starts Monday, March 7, 2011 – Ends Monday, March 7, 2011 – Drawing on or around Tuesday, March 8, 2011
- Week 8: Starts Monday, March 14, 2011 – Ends Monday, March 14, 2011 – Drawing on or around Tuesday, March 15, 2011
- Week 9: Starts Monday, March 21, 2011 – Ends Monday, March 21, 2011 – Drawing on or around Tuesday, March 22, 2011
- Week 10: Starts Monday, March 28, 2011 – Ends Monday, March 28, 2011 – Drawing on or around Tuesday, March 29, 2011
- Week 11: Starts Monday, April 4, 2011 – Ends Monday, April 4, 2011 – Drawing on or around Tuesday, April 5, 2011
- Week 12: Starts Monday, April 11, 2011 – Ends Monday, April 11, 2011 – Drawing on or around Tuesday, April 12, 2011
- Week 13: Starts Monday, April 18, 2011 – Ends Monday, April 18, 2011 – Drawing on or around Tuesday, April 19, 2011
- Week 14: Starts Monday, April 25, 2011 – Ends Monday, April 25, 2011 – Drawing on or around Tuesday, April 26, 2011

Two (2) winners will be selected from all of the Eligible Entries received during each Weekly Sweepstakes (the “Weekly Winner” or “Weekly Winners”).

4. **Eligibility:** This Sweepstakes is open to: (i) legal residents of the fifty (50) United States and District of Columbia, (ii) are at least thirteen (13) years of age or older at the time of entry and (iii) have a <http://www.twitter.com> account to enter. Entrants who have not yet reached the age of majority in the jurisdiction in which they reside will need to obtain permission from their parents/legal guardians in order to enter be declared a Weekly Winner. Employees and their immediate families (*i.e.*, parents, spouse, children, siblings, grandparents, step parents, step children and step siblings) of MTV Networks, a division of Viacom International Inc. (“MTVN” or “Sponsor”), Twitter Inc. (“Twitter”) and each of their respective affiliated companies, sponsors, subsidiaries, advertising agencies and third party fulfillment agencies (collectively “Sweepstakes Entities”) are not eligible to enter Sweepstakes. By participating in this Sweepstakes, entrants:

(a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by Sponsor, and by the decisions of Sponsor, which is final in all matters relating to the Sweepstakes; (b) release and hold harmless Sweepstakes Entities and its respective agents, employees, officers, directors, successors and assigns, against any and all claims, injury or damage arising out of or relating to participation in this Sweepstakes and/or use or misuse or redemption of a Grand Prize (as hereinafter defined); and (c) acknowledge compliance with these Official Rules.

5. To Enter: During the Promotion Period, go to <http://www.twitter.com/RuPaulsDragRace> and retweet the following messages (the “Tweet”) on each applicable week:

Week 1 (1/24/2011):

RT @RuPaulsDragRace Season 3 of RuPaul’s #DragRace STARTS TONIGHT on Logo tonight with the Casting Special at 9p/8c RT to win! <http://logo.to/RPDRsweeps>

Week 2 (1/31/2011):

RT @RuPaulsDragRace Lily Tomlin is on a new episode of RuPaul’s #DragRace on Logo tonight at 10/9c! RT to win! <http://logo.to/RPDRsweeps>

Week 3 (2/7/2011):

RT @RuPaulsDragRace Tonight @LaToyaJackson stops by the new #DragRace episode! Starts at 10p/9c. RT to win! <http://logo.to/RPDRsweeps>

Week 4 (2/14/2011):

RT @RuPaulsDragRace Sashay, Shante! Logo has a new ep of RuPaul’s #DragRace on tonight @ 10p/9c! RT to win! <http://logo.to/RPDRsweeps>

Week 5 (2/21/2011):

RT @RuPaulsDragRace Tall drink of water @AishaTyler is in a new ep of RuPaul’s #DragRace on Logo 10/9c! RT to win <http://logo.to/RPDRsweeps>

Week 6 (2/28/2011):

RT @RuPaulsDragRace Be one of the 2 lucky winners! RT! New RuPaul’s #DragRace on tonight at 10p/9c on Logo RT to win! <http://logo.to/RPDRsweeps>

Week 7 (3/7/2011):

RT @RuPaulsDragRace Comic legend @RitaRudner is on the new RuPaul’s #DragRace tonight 10p/9c on Logo RT to win! <http://logo.to/RPDRsweeps>

Week 8 (3/14/2011):

RT @RuPaulsDragRace The fab @JohnnyGWeir skates to the new ep of #DragRace on Logo at 10/9c! RT to win his book! <http://logo.to/RPDRsweeps>

Week 9 (3/21/2011):

RT @RuPaulsDragRace The voluptuous Carmen Electra on a new RuPaul’s #DragRace on Logo ton 10p/9c! RT to win! <http://logo.to/RPDRsweeps>

Week 10 (3/28/2011):

RT @RuPaulsDragRace @TasiasWord drops by the new RuPaul’s #DragRace on Logo tonight at 10p/9c! RT to win! <http://logo.to/RPDRsweeps>

Week 11 (4/4/2011):

RT @RuPaulsDragRace @MargaretCho & @MrsSOSbourne visit the new RuPaul’s #DragRace tonight on Logo at 10p/9c! <http://logo.to/RPDRsweeps>

Week 12 (4/11/2011):

RT @RuPaulsDragRace The return of @LaToyaJackson tonight on RuPaul’s #DragRace at 10p/9c on Logo <http://logo.to/RPDRsweeps>

Week 13 (4/18/2011):

RT @RuPaulsDragRace Tune in to RuPaul's #DragRace tonight at 10p/9c on Logo for a fierce clip show!
<http://logo.to/RPDRsweeps>

Week 14 (4/25/2011):

RT @RuPaulsDragRace FINAL episode of RuPaul's #DragRace with Reunion show tom Logo tonight at 10p/9c!
<http://logo.to/RPDRsweeps>

(Note: You will need to create a Twitter account if you don't already have one. Membership on Twitter is free, and registration for Twitter can be obtained by logging on to <http://twitter.com> ("Twitter Web Site") and following the onscreen instructions to open an account.) BY RE-TWEETING THE LOGO-SPECIFIED TWEET, YOU AGREE TO THESE OFFICIAL RULES. Although not required, we recommend you follow the official "RuPaul's Drag Race" Twitter account located at <http://www.twitter.com/rupaulsdragrace> so you can see the Weekly Winners announcement to see if you've won (pending verification) in addition to the Weekly Winner notification described in Section 6 below. Please note that if you do not respond the Weekly Winner notification described in Section 6, you will be disqualified and another Weekly Winner may be selected. **You must re-tweet the Tweet exactly as it appears above during the applicable Weekly Sweepstakes Period to qualify as one (1) entry. One (1) entry per person per Weekly Sweepstakes allowed.** Automated Tweets or Tweets sent via a bot will be disqualified. All entries submitted in accordance with these Official Rules shall be hereinafter referred to as "Eligible Entries". In the event of a dispute over who submitted a winning online entry, the authorized subscriber of the Twitter account used to participate in the applicable Weekly Sweepstakes at the actual time of entry will be deemed to be the entrant. The authorized account subscriber is defined as the natural person who is assigned a Twitter account by Twitter. All entries become the property of Sponsor who shall have the right to edit, adapt, and publish any or all of the entries. Entries will not be acknowledged or returned. All entries must comply with the Twitter Terms of Service and Twitter Rules available at the Twitter Web Site. Creating multiple Twitter Accounts in order to exceed the limits on Entries permitted by these Official Rules may result in the disqualification of all Entries from such accounts. Important note: If your Twitter account is set to "protected mode," your updates/responses may not be visible in Sponsor's @rupaulsdragrace inbox and may not thus be received by Sponsor unless you previously consented to permit Sponsor to see the your Twitter updates. If you opt to use Twitter via your wireless mobile device (which may only be available via participating wireless carriers and is not required to enter the Sweepstakes), standard text messaging and/or data rates may apply for each message sent or received from your handset according to the terms and conditions of your service agreement with your wireless carrier. Other charges may apply (such as normal airtime and carrier charges) and may appear on your mobile phone bill or be deducted from your prepaid account balance. Wireless carriers' rate plans may vary, and you should contact your wireless carrier for more information on messaging rate plans and charges relating to your participation in this Sweepstakes. Participation in this Sweepstakes by mobile device means that you understand that you may receive additional messages by mobile device relating to this Sweepstakes, including notifying you if you are a Weekly Winner, which may be subject to charges pursuant to your carrier's rate plan. Text messaging may not be available from all mobile phone service carriers and handset models. Mobile device service may not be available in all areas. Check your phone's capabilities for specific instructions. The odds of winning each Weekly Sweepstakes depends on the number of Eligible Entries received for each sweepstakes.

6. Weekly Winner Selection/Notification: Two (2) Weekly Winners will be randomly selected on or around the dates as specified in Section 3 by MTVN, in MTVN's sole discretion, from the Eligible Entries received for each Weekly Sweepstakes throughout the Sweepstakes Period. After each Weekly Sweepstakes, the pool of Eligible Entries is cleared out and new entries will be accepted for the next drawing. MTVN will make up to two (2) attempts over the forty-eight (48) hour period following Weekly Winners' selection to contact each potential Weekly Winner via the Twitter account and via tweets from <http://twitter.com/rupaulsdragrace>. If a potential Weekly Winner does not respond within forty-eight (48) hours of being contacted, such potential Weekly Winner will be disqualified and an alternate Weekly Winner will be selected from among the remaining applicable Eligible Entries received. This process will be repeated until a potential Weekly Winner responds.

7. Weekly Winners Verification: Each potential Weekly Winner must prove eligibility, including, without limitation, proof of age and residence within three (3) days of being notified as a potential Weekly Winner. In the event of non-compliance by a potential Weekly Winner such potential Weekly Winner shall be disqualified and all privileges otherwise due as a Weekly Winner shall be terminated and an alternative potential Weekly Winner may be chosen from among all of the remaining applicable Eligible Entries received in MTVN's sole discretion. Each Weekly Winner must sign

(his/her parent/legal guardian must sign if potential Weekly Winner is not the age of majority in the jurisdiction in which he/she resides) within three (3) days of receipt of such documents ("Deadline") from Sponsor: (a) an affidavit of eligibility and release of Sweepstakes Entities and its respective officers, directors, employees, agents and members ("Releasess"), from any and all liability, loss, claims, demands, and causes of action for personal injury and/or damage, theft, loss, or any other harm suffered in connection with this Sweepstakes or the use/misuse or acceptance of any Grand Prize (as hereinafter defined) or any portion thereof to be eligible for the Grand Prizes; and (b) except where prohibited by law, a promotional release granting Sweepstakes Entities the right to use his/her name, voice and likeness for advertising and publicity purposes without additional compensation and (c) any other documentation required by Sponsor, including a W2 form and Weekly Winner's social security number for tax purposes (collectively, the "Releasess"). Entry into this Sweepstakes constitutes agreement to sign such Releases. Each Weekly Winner also must acknowledge that Sponsor has not and will not obtain or provide insurance of any kind relating to the Grand Prize and that Weekly Winner (his/her parent/legal guardian must sign if Weekly Winner is not the age of majority in the jurisdiction in which he/she resides) will be responsible for obtaining and paying for any life, travel, accident, property or other form of insurance relating to the Grand Prize. Each Weekly Winner must also complete any additional legal documents provided by Sponsor (or third party on its behalf, if applicable) with respect to the Grand Prize and return them as instructed within the time frame specified by Sponsor or Weekly Winners may forfeit Grand Prize at Sponsor's sole discretion. Failure to return all such documents and comply with Deadline, noncompliance with these Official Rules or the return of any prize or prize notification will result in disqualification and selection of an alternate Weekly Winner. All decisions of Sponsor relating to the Sweepstakes are final. Sponsor expressly reserves the right to delay the announcement of the Weekly Winners for creative or technical reasons or for any other reason Sponsor deems necessary.

8. Grand Prizes: There will be two (2) Grand Prizes for each Weekly Sweepstakes. Each Weekly Winner will receive: (i) one (1) "RuPaul's Drag Race" t-shirt, (ii) one (1) "RuPaul's Drag Race" calendar, (iii) one (1) "RuPaul's Drag Race" poster, (iv) one (1) "RuPaul's Drag Race" mask and (v) one (1) copy of "RuPaul's Guide to Life, Liberty and the Pursuit of Style" (collectively, each, a "Grand Prize" and, collectively, the "Grand Prizes"). Sponsor is not responsible if potential Weekly Winners are unable or unavailable to accept prize.

The approximate retail value ("ARV") of each Grand Prize is \$80.00 and the total ARV of all Grand Prizes for each Weekly Sweepstakes is \$160.00. No other substitution or transfer permitted. The ARV is subject to change based on current market conditions at time of Grand Prize fulfillment. Any difference between the ARV and the actual value, if any, will not be awarded. No other substitution, transfer or cash equivalent permitted. The dates for fulfillment of the Grand Prizes will be on or around ten (10) days following each Weekly Winners selection and such dates are subject to change in Sponsor's sole discretion.

9. General Prize Terms: Arrangements for fulfillment of the Grand Prizes will be made by MTVN. All costs and expenses not specifically listed above, including, without limitation, any equipment to be used in connection with the Grand Prize are solely each Weekly Winner's responsibility. The value of the Grand Prize may be taxable to each Weekly Winner as income. Each Weekly Winner may need to supply MTVN with his/her social security numbers for tax purposes. An IRS Form 1099 may be issued in the name of each Weekly Winner, or if a minor in the jurisdiction in which he/she resides, in the name of his/her parent or legal guardian, for the actual value of the Grand Prize received. Upon entry into the Sweepstakes, Weekly Winners (as well as all other entrants) are required to comply with any and all applicable federal, state, and local laws, rules, and regulations. All federal, state and local taxes (if any), and any other costs and expenses associated with the Grand Prize not specifically provided for in these Official Rules, are solely each Weekly Winner's responsibility. Sponsor shall have no responsibility or obligation to Weekly Winners or potential Weekly Winners who are unable or unavailable to accept or utilize the Grand Prize as described herein. Sponsor reserves the right not to award some or all of the Grand Prizes if it determines, in its sole discretion, that an insufficient number of Eligible Entries were received during any of the Weekly Sweepstakes Periods.

10. General Terms: Noncompliance with any of these Official Rules may result in disqualification. ANY VIOLATION OF THESE OFFICIAL RULES BY A WEEKLY WINNER OR ANY BEHAVIOR BY A WEEKLY WINNER THAT WILL BRING SUCH WEEKLY WINNER OR SWEEPSTAKES ENTITIES INTO DISREPUTE (IN SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH WEEKLY WINNER'S DISQUALIFICATION AS A WEEKLY WINNER OF THE SWEEPSTAKES AND ALL PRIVILEGES AS A WEEKLY WINNER WILL BE IMMEDIATELY TERMINATED.

The Sweepstakes Entities assume no responsibility for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human error which may occur in the processing of the entries in this Sweepstakes. 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 the Grand Prizes and Weekly Winners. If, for any reason, the Sweepstakes is not capable of running as planned, including, without limitation, unauthorized intervention, fraud, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, Sponsor reserves the right in its sole discretion to cancel, terminate, modify or suspend the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, the Grand Prize may be awarded to a winner to be selected from among all Eligible Entries received up until and or after (if applicable) the time of modification, cancellation or termination or in a manner that is fair and equitable as determined by Sponsor. All interpretations of these Official Rules and decisions by Sponsor are final. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE NEW YORK COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE SWEEPSTAKES AND THE LAWS OF THE STATE OF NEW YORK SHALL GOVERN THE SWEEPSTAKES. EACH ENTRANT WAIVES ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMITS TO THE JURISDICTION OF THOSE COURTS. Entrants agree to indemnify and hold harmless Sweepstakes Entities from any and all liability resulting or arising from the Sweepstakes, to release all rights to bring any claim, action or proceeding against Sweepstakes Entities, and hereby acknowledge that Sweepstakes Entities has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Grand Prizes.

11. Request for Names of Weekly Winners and Official Rules: For the names of the Weekly Winners and/or Official Rules, send a self-addressed stamped envelope to: Logo, Attention: "RuPaul's Drag Race Weekly Sweepstakes", 1540 Broadway, 31st Floor, New York, NY 10036. All requests for a copy of the Official Rules and for the names of the Weekly Winners must be made by June 24, 2011. Please note on the front left-hand corner of your outer envelope whether you are requesting "Official Rules" or the names of the "Weekly Winners". Vermont residents may omit return postage if requesting a set of Official Rules.

12. Sponsor: This Sweepstakes is sponsored by MTV Networks, a division of Viacom International Inc., 1515 Broadway, New York, NY 10036. Twitter is not a sponsor of the Sweepstakes, and is in no way responsible for the administration of the Sweepstakes, the verification of winners or the fulfillment of the prizes.