

Official Contest Rules

The Milan Mystery Contest

1. DESCRIPTION: NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCE OF WINNING. "The Milan Mystery Contest" ("Contest") begins on November 12, 2013 at 12:01 a.m. ET ("Start Date") and ends when the prize is found (collectively, "Contest Period"). The administrator of this Contest is The Rundown, LLC ("Administrator") and the Sponsor of this Contest is The Rundown, LLC ("Sponsor") (and together, the "Contest Entities").

2. HOW TO PARTICIPATE: During the Contest Period, clues to the location of the contest prize will be posted on <http://rundown.com/nyc/7668-milan-mystery> and on Rundown's e-newsletter that can be subscribed to at no charge on <http://rundown.com/NYC>. The clues will lead to the location of the prize, where entrants will be required to ask a host for their ticket to Milan and receive a voucher. The voucher will contain a phone number and a unique confirmation code. The recipient of the voucher will be required to call the number indicated and give the unique confirmation code over the phone. The prize winner may be required to verify address and to execute before a notary public and return within seven (7) days an affidavit of eligibility and liability/publicity release covering eligibility, liability, advertising, publicity and media appearance issues, unless prohibited by law. Prize shall not be awarded until all such properly executed and notarized forms are returned.

4. ELIGIBILITY: The Contest is open only to legal residents of the continental U.S. who are at least twenty one (21) years old at the time of entry. Void where prohibited. All federal, state, and local laws & regulations apply. Any individuals (including but not limited to employees, consultants, independent contractors and interns) who have, within six months prior to the Start Date, held employment with The Rundown, LLC, The Emirates Group, or any of their respective distributors, dealerships, retailers, or advertising or promotion agencies involved in the creation or administration of the Contest are not eligible to enter or win. Immediate family and household members of such individuals are also not eligible to enter or win. "Household Members" shall mean those people who share the same residence at least three months a year. "Immediate Family Members" shall mean parents, step-parents, legal guardians, children, step-children, siblings, step-siblings, or spouses. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Contest. Winning a prize is contingent upon fulfilling all requirements set forth herein.

4. WINNER SELECTION: Grand Prize winner will be the first person to contact the phone number indicated on the voucher with the correct confirmation code.

5. PRIZES: ONE (1) GRAND PRIZE: Three (3) nights of hotel accommodations in Milan, Italy, Two (2) round trip economy flight tickets on Emirates between John F. Kennedy International Airport in New York and Milano Malpensa Airport. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, airline fees, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes, tips or other expenses are the responsibility solely of winner. Major credit card may be required at check in to cover any incidental expenses. Approximate Retail Value: \$3,600; actual value may vary. Winners and his/her guest (if any) must execute liability/publicity releases prior to receipt of the prize. Guest must be twenty-one (21) years of age or older. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Prize must be redeemed within six (6) months of winning the prize. Black-out dates and other exclusions apply for prize redemption.

6. ODDS OF WINNING: Odds of winning depend on the number of participants. Contest is open to over 24 million people in the New York Metropolitan area.

7. CONDITIONS OF PARTICIPATION/INDEMNIFICATION: By participating, entrants agree to be bound by these official rules and the decisions of the Sponsor and the Administrator, which shall be final in all respects. Contest is void where prohibited or restricted by law. All federal, state and local laws and regulations apply. By participating in this Contest and/or by accepting any prize that they may win, entrants agree that The Rundown, LLC, The Emirates Group; their parent, subsidiary and affiliated companies, units and divisions and advertising and promotional agencies and prize suppliers; each of their respective officers, directors, agents, representatives and employees; and each of these companies and individuals' respective successors, representatives and assigns (collectively, the "Indemnified Parties") shall not be liable for any and all actions, claims, including any third party claims, injury, loss or damage arising in any manner, directly or indirectly, arising from or relating to this Contest, including entry and participation in this Contest and acceptance, possession, use or misuse of any prize. Each entrant, including each prize winner, by participating in the Contest, agrees to fully indemnify each Indemnified Party from any and all such claims by third parties without limitation. Entrants authorize the Indemnified Parties to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. Sponsor is not obligated to use any of the above mentioned information or materials, but may do so and may edit such information or materials, at Sponsor's sole discretion, without further obligation or compensation. The Indemnified Parties shall not be liable for: (i) late, lost, delayed, stolen, misdirected, postage-due, incomplete unreadable, inaccurate, garbled or unintelligible entries, communications or affidavits, regardless of the method of transmission; (ii) telephone system, telephone or computer hardware, software or other technical or computer malfunctions, lost connections, disconnections, delays or transmission errors; (iii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iv) any injuries, losses or damages of any kind caused by the prize or resulting from acceptance, possession or use of a prize, or from participation in the Contest; or (v) any printing, typographical, administrative or technological errors in any materials associated with the Contest. Sponsor disclaims any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with this Contest, and reserves the right, in its sole discretion, to cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest. Sponsor may prohibit you from participating in the Contest or winning a prize if, in its sole discretion, it determines you are attempting to undermine the legitimate operation of the Contest by cheating, hacking, deception, or any other unfair playing practices of intending to annoy, abuse, threaten or harass any other players or Sponsor representatives.

8. RELEASE: Entrants agree to these Official Rules and the decisions of the judges and the Sponsor, and on their behalf, and on behalf of their respective heirs, executors, administrators, legal representatives, successors and assigns ("Releasing Parties"), release, defend and hold harmless the Sponsor, The Emirates Group, or, as well as their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, employees, officers, directors agents and prize suppliers, ("Released Parties"), from any and all actions, suits, damages, lost profits, indirect or direct damages, consequential damages, incidental damages, punitive or exemplary damages, judgments, claims and demands whatsoever, whether known or unknown, foreseen or unforeseen, against Released Parties which any one or more of the Releasing Parties ever had, now have or hereafter can, shall or may have which in any way arise out of or result from entrant's participation, acceptance and use or misuse of any prize, including any travel related activities.

9. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Contest, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Contest, as determined by Sponsor in its sole discretion, in which case sponsor will award prizes among all eligible entries unaffected by the problem. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or any other Promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately

undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. DISPUTES: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate federal or state court located in Los Angeles, California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

11. ADMINISTRATOR: The Rundown, LLC, 311 Montana Ave., Suite 201, Santa Monica, CA 90403.

12. SPONSOR: The Rundown, LLC, 311 Montana Ave., Suite 201, Santa Monica, CA 90403.

13. For the name of Winner, send a stamped, self-addressed envelope (VT & WA residents need not affix return postage) to: Milan Mystery Contest Winner, c/o The Rundown, LLC, 311 Montana Ave., Suite 201, Santa Monica, CA 90403.