

Pushing Play Game Giveaway

2009 Official Rules

NO PURCHASE NECESSARY. A PURCHASE OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

This is a monthly sweepstakes over an eight month period.

1. Entry. There are two ways to enter the Pushing Play Game Giveaway (“Sweepstakes”).
Internet Entry: To enter, visit the <http://ea.com/wii-sweeps> website (“Website”) and complete the registration process as directed. Registration must be completed between **June 1, 2009** and **January 31, 2010** (the “Sweepstakes Period”). By registering for the Sweepstakes, you will automatically be given one (1) entry. Mail-In Entry: You may also enter by sending a 3”x5” card with your name, address and email address (if available), to:

PUSHING PLAY GAME GIVEAWAY

Electronic Arts Inc.
209 Redwood Shores Parkway
Redwood City, CA 94065

Mail-in entries must be hand-addressed, and can contain no more than one (1) 3”x5” card per envelope.

For All Methods of Entry: You may obtain one (1) entry per month, as defined in the schedule below (each, an “Entry Period”). Only one (1) entry per person, email address, or mailing address will be accepted for each Entry Period. Duplicate entries will be discarded. **NON-WINNING ENTRIES FOR EACH ENTRY PERIOD WILL BE DISCARDED; YOU MUST SUBMIT A SEPARATE ENTRY FOR EACH ENTRY PERIOD IN ORDER TO BE ELIGIBLE FOR THE NEXT DRAWING.**

All entries, regardless of entry method, must be received by 11:59 p.m. PST on **January 31, 2010**. Entries become the property of Sponsor and will not be returned. Sponsor assumes no responsibility for lost, late, incomplete, incorrect, or misdirected entries. Use of a false email account will disqualify an entry. Sponsor is not responsible for technical, hardware or software malfunctions, misdirected entries, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, lost, late, illegible, misdirected, garbled, damaged or delayed electronic or other communications or other technical problems related to website entries. The use of scripts or any automated system to enter is strictly prohibited. Sponsor, in its sole discretion, reserves the right to disqualify any person who tampers with the entry process or the operation of the web site, or who otherwise violates these rules. By entering, entrants accept and agree to abide by the terms of these Official Rules and Conditions.

Month	Entry Period		Drawing	Notification
	Start	End		
June 2009	6/1/09	6/30/09	7/7/09	7/9/09
July 2009	7/1/09	7/31/09	8/7/09	8/10/09
August 2009	8/1/09	8/31/09	9/7/09	9/10/09
September 2009	9/1/09	9/30/09	10/7/09	10/8/09
October 2009	10/1/09	10/31/09	11/7/09	11/9/09

November 2009	11/1/09	11/30/09	12/7/09	12/10/09
December 2009	12/1/09	12/31/09	1/7/10	1/8/10
January 2010	1/1/10	1/31/10	2/7/10	2/9/10

2. Eligibility. This Sweepstakes is only open to residents of the 50 United States and the District of Columbia who are **13** years of age or older at time the Sweepstakes begins and who had Internet access as of May 15, 2009. Employees of Electronic Arts Inc. (“Sponsor”), and its respective affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies and the immediate families of each are not eligible. Sweepstakes is void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

Any person selected as a winner in any Entry Period will not be eligible to submit a registration for any subsequent Entry Period.

3. Prizes; Winner Selection and Notification. Each of the eight (8) Entry Periods will have one (1) drawing, resulting in one (1) winner being chosen at random from among all eligible entries. The drawing will be conducted at Sponsor’s address as indicated in Section 6 of these rules by Sponsor or its designee, the judge of the Sweepstakes, whose decisions are final and binding.

Verification/Affidavit of Eligibility: All potential winners will be required to complete and sign an Affidavit of Eligibility/Release of Liability (except where prohibited), in the form provided by Sponsor, within 14 days of attempted notification in order to claim Prize. If a minor wins a prize, it will be awarded in the name of the minor’s parent or legal guardian, who will also be responsible for signing any necessary releases, consents and affidavits. Winners will be notified on or about the dates listed above by an email sent to the email address specified on the entry form. If winner cannot be contacted at this email address, is contacted and does not respond as directed within 14 days of attempted notification, refuses the Prize or is ineligible to accept the Prize, Prize may be forfeited and awarded to an alternate winner.

Prize: **10 EA videogames for the Wii console.** The approximate retail value (ARV) of each prize is **\$449.50**.

Odds of winning any prize depend upon the number of eligible entries in the Sweepstakes.

Limit: One (1) prize per person, e-mail address, or household (as defined by the address submitted through the registration process).

Prizes are not transferable. No substitution of Prizes for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute Prize of approximately equal value. Game versions awarded as prizes are within the sole discretion of Sponsor and subject to availability. Platforms/consoles are not included in prizes except as otherwise stated in these Official Rules. All expenses not specified above, including, without limitation, all federal, state and local taxes, and international tariffs, are the sole responsibility of the individual winners. All prizes claimed in accordance with the Official Rules will be awarded. Winners may be required to provide a shipping address to claim prize. Allow 4-6 weeks for delivery of prize.

4. General Conditions. Electronic Arts Inc. and its affiliates, subsidiaries, representatives, advertising, promotion and publicity agencies are not in any way responsible or liable for damages, loss or injury resulting from entrants’ participation in this Sweepstakes or the acceptance, possession, shipping and handling, loss, use or mis-use of any prizes awarded in this Sweepstakes. Entrants and Winners assume sole liability for injuries, including personal injuries and/or damage to property, caused or claimed to be caused by participating in this Sweepstakes or the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded. Sponsor has the right to cancel, terminate or modify this Sweepstakes if it cannot be completed as planned due to computer virus, bugs, tampering, unauthorized

intervention, technical failures, or other conditions beyond Sponsor's control, including, without limitation, insufficient volume of eligible entries, and to select winners from eligible entries received on or before the termination date. Sponsor is not responsible for any failure to contact entrants, whether due to technical or human error.

By entering this Sweepstakes, entrants agree (i) that Sponsor may post their entries on Sponsor's website and in any and all publicity and advertising for Electronic Arts, this Sweepstakes or other promotions by Sponsor without any further attribution, notification or compensation to entrants, and except if entrant is a resident of TN or otherwise where prohibited by law, has the right to use the entries along with entrant's user or screen name and hometown therewith; (ii) to be bound by these Official Rules and decisions of the judges, and (iii) to be contacted by Sponsor or its agents by telephone, mail or email regarding this Sweepstakes. The Sweepstakes is governed by the laws of the United States and all claims must be resolved in the United States. If there is a dispute regarding the identity of an entrant, the entry will be deemed submitted by the person in whose name the email account is registered.

5. Winners list. A winners list will be available at <http://ea.com/wiisweeps> after all winners are determined and verified, and posted for approximately two weeks. A complete winner's list can also be obtained by sending a stamped, self addressed envelope marked "**EA's Pushing Play Game Giveaway**" to Electronic Arts Inc. 209 Redwood Shores Parkway, Redwood City, CA 94065 by **February 10, 2010**.

6. Sponsor. This Sweepstakes is sponsored by Electronic Arts Inc. 209 Redwood Shores Parkway, Redwood City, CA 94065.

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