



371 Target Industrial Circle,
Bangor ME 04401
Bangor Communications, LLC

2010 SESAME STREET LIVE CONTEST RULES

No purchase necessary. One winner per household. Contest is open to all residents in the Bangor, Maine Television DMA as defined in Nielsen Media Research. Must be 18 or older to enter/win.

Enter on line at wvii.com or mail a 3x5 card with your name, street address, city, state, zip code and telephone number to, "Sesame Street Live Contest" c/o ABC 7/WVII, 371 Target Industrial Cir., Bangor, ME 04401 (limit one entry per envelope).

For a complete set of rules send a self-addressed stamped envelope to "Sesame Street Live Contest" Rules c/o ABC 7/WVII, 371 Target Industrial Cir., Bangor, ME 04401. Or log on to wvii.com.

This on-line contest will begin on February 22, 2010 and will continue through 12noon on March 10, 2010.

During contest period we will pick 4 weekly winners of a Family 4 pack of tickets to Sesame Street Live at Bangor Auditorium for either March 16th or 17th. Plus on March 10th, one winner will be picked for a Grand Prize Pack. Which will include a pair of diamond earrings valued at \$500 from Quality Jewelers in Bangor, A family 4 pack of tickets to Sesame Street Live at Bangor Auditorium for either March 16th or 17th, plus other items TBD. The weekly winners and the grand prize winner will be picked by random drawing. Weekly winners will also be eligible for grand prize drawing.

All winners will need to pick up their tickets no later than 5:00pm March 15, 2010 at the ABC 7/WVII Television Studios located at 371 Target Industrial Circle, Bangor, Maine 04401. All winners must appear in person at the ABC 7/WVII Studios, present acceptable photo identification (such as a Drivers License) and sign a ABC 7/WVII winner release form to claim his/her prize. Office hours are 8:00am to 5:00pm Monday through Friday (except for holidays and weekends).

Each weekly winner will receive the following prize package: Four tickets to Sesame Street Live at the Bangor Auditorium for either March 16 or 17, 2010. Grand Prize winner will receive Four tickets to Sesame Street Live and also receive the diamond earrings from Quality Jewelers, plus other items TBD. Items not included are as follows: ground transportation to and from the Bangor Auditorium, souvenirs, food, beverages, taxes, and any other incidentals not mentioned above.

Prizes are not transferable and non exchangeable. No substitution will be made on any prize unless at the discretion of the sponsor who may substitute prizes of greater or comparable value.

Employees of ABC 7/WVII and FOX 22/WFVX, Quality Jewelers and Sesame Street Live, their advertising agencies, affiliates, representatives, immediate families or households and employees are ineligible to enter/win.

Void where prohibited or restricted by law.

By participating in this contest the winner a) permits ABC 7/WVII and FOX 22/WFVX, Quality Jewelers and Sesame Street Live to make reasonable use in all media, without reimbursement, of the winner's name, likeness, biographical information, and b) releases ABC 7/WVII and FOX 22/WFVX, Quality Jewelers and Sesame Street Live their partners and affiliates, related companies, successors, assigns, officers, directors, stockholders, and employees, and participating sponsors, and their agencies and suppliers, from any and all claims, liabilities, and damages arising directly or indirectly out of the award or use of the prize.

All taxes are the sole responsibility of the winner. All decisions of WVII are final.