

Halloween Horror Nights® Sweepstakes 2009

Official Rules

September 2, 2009-September 30, 2009

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED.

Eligibility: The *Halloween Horror Nights®* Sweepstakes (“Promotion”) is open only to persons who, at the time of entry, are legal residents of, and are physically present in, the fifty (50) United States the District of Columbia (excluding Puerto Rico, Guam, the Virgin Islands and other U.S. Territories) and who are twenty one (21) years of age or older. Officers, directors, agents and employees of Syfy Channel (“Sponsor”), NBC Universal, Inc., Universal Orlando Resort (the “Prize Provider”), and each of the foregoing entities’ parent, subsidiary, related, affiliated and joint venture companies, advertising and promotion agencies, and any other entity involved in the development or administration of this Promotion, as well as members of such employees’ immediate families and households (including children, spouses and siblings and/or other people living in the same households as such persons, whether related or not), are not eligible to participate or win the Promotion. By entering the Promotion, participants are bound by and agree to these Official Rules. Sponsor reserves the right (but is not obligated) to verify eligibility qualifications of any entrant. All federal, state and local laws and regulations apply. Void where prohibited by law.

Promotion Period: The Promotion begins at approximately 9:00 AM (ET) on September 2, 2009 and ends at 11:59 PM (ET) on September 30, 2009 (the “Promotion Period”). All times in this Promotion refer to Eastern Time.

Promotion Description: During select promotional announcements (each a “Promotional Spot”) designated by Sponsor for the Syfy Channel Original Series “Ghost Hunters” (the “Show”) broadcast on Syfy Channel during the Promotion Period, viewers will be invited to text “HHN” to the short code 72434 during the Promotion Period in order to be entered for a chance to win one (1) of two (2) Grand Prizes. All viewers who respond to the invitation will be entered for a chance to win one (1) of the Grand Prizes.

How To Enter by Mobile Phone: If you have a text messaging capable mobile phone from a participating carrier, you may enter the Promotion by responding to the on air solicitation once prompted by a Promotional Spot, by sending a text message to the short code 72434 with the text “HHN.” **Your mobile phone carrier may apply standard text messaging rates to each entry and to all other text messages sent and received in connection with the Promotion** (contact your carrier for pricing plans and details). **You will receive a “thank you” text message after you text your entry including a confirmation that the message has been received or an error message noting delivery failure.** If you get an error message, please try again. You may stop receiving text messages at any time by responding “end,” “stop” or “quit” to the thank you text message or to any of the messages. For every “HHN” message submitted via text messaging, you will receive one (1) entry into the Grand Prize Random Drawing to select the winners. You may respond to the invitation after the on air solicitation has been made during any Promotional Spot until the end of the Promotion Period. Please use caution and do not drive while entering the Promotion.

Alternative Method of Entry Online: To enter the Promotion without using a text messaging capable mobile device, visit www.Syfy.com/hhn (the "Website") and complete the online entry in its entirety and submit your entry. You may submit your entry after any on air solicitation has been made during any Promotional Spot until the end of the Promotion Period. For every entry submitted via the Website, you will receive one (1) entry into the Grand Prize Random Drawing to select the winners. Normal time, toll, connection and usage rates, if any, charged by your Internet service provider will apply.

Entry Limitations: LIMIT TEN (10) ENTRIES TOTAL DURING THE PROMOTION PERIOD: Regardless of the method of entry, you are limited to a total of ten (10) entries per email address/mobile phone during the Promotion Period. So, for example you can (a) enter up to five (5) times on your mobile phone and five (5) times online, (b) enter once on your cell phone and nine (9) times via the Website or (c) enter up to ten (10) times on your mobile phone or up to ten (10) times online. Entries from the same person in excess of ten (10) will be disqualified. Entries generated by a script, macro, robotic or other automated means will be disqualified. Entries that are incomplete, garbled, corrupted, or unintelligible for any reason, including, but not limited to, computer or network malfunction or congestion, are void and will not be accepted. Entry constitutes permission (except where prohibited by law) to use entrant's name, city, state, likeness, image, and/or voice for purposes of advertising, promotion, and publicity in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval. All entries become the property of Sponsor. **Entries must be received by the end of the Promotional Period, 11:59 PM (ET) on September 30, 2009.**

Random Drawing/Winner Notification: A Grand Prize Random Drawing will be conducted on or about October 3, 2009 by employees or representatives of Sponsor who will randomly select two (2) potential Grand Prize Winners from among all eligible text message and online entries received during the Promotion Period. Odds of winning depend on the total number of entries received. Sponsor will make two (2) attempts to contact potential Grand Prize Winners at the phone number or e-mail address provided at time of entry. If Sponsor is unable to reach a potential Grand Prize Winner via phone or email after two (2) attempts, he/she may be disqualified and an alternate Grand Prize Winner may be selected. Potential Grand Prize Winners will be required to complete, sign, have notarized and return an Affidavit of Eligibility and Liability Release ("Affidavit and Release") and Publicity Release (where legal) within five (5) days of date of attempted delivery. Noncompliance within this time period, with these Official Rules or the return of or inability to deliver any prize/prize notification/prize correspondence may result in disqualification and, at Sponsor's discretion, and time permitting, an alternate potential Grand Prize Winner may be selected from the remaining eligible Entries. Limit one (1) prize per family or household.

Prize, Approximate Retail Value (ARV) & Odds: There will be two (2) Grand Prizes awarded (one (1) prize to each Grand Prize winner ("Grand Prize Winner")), each consisting of a trip for two (2) (for Grand Prize Winner and one (1) guest ("Guest")) to Universal Orlando Resort (the "Trip") including: 1) Round-trip coach class air transportation for Grand Prize Winner and Guest from a major U.S. gateway airport near Grand Prize Winner's residence (as determined by Prize Provider in its sole discretion) to Orlando International Airport; 2) Round-trip non-exclusive ground transfers for Grand Prize Winner and Guest between airport in Orlando and Universal Orlando Resort; 3) Four (4)-day/three (3)-night hotel accommodations (standard room, double occupancy, room and tax only), at the Hard Rock Hotel® at Universal Orlando Resort, or another on-site hotel selected by Prize Provider in its sole discretion; 4) Two (2) 3-Day/2-Park Tickets valid for admission to Universal Studios® Florida and Universal's Islands of Adventure® through

November 1, 2009; 5) Two (2) tickets valid for admission to Halloween Horror Nights 2009 for one (1) night only; and 6) Two (2) CityWalk Party PassSM tickets valid for one (1) night club-to-club access at Universal CityWalk.

Approximate retail value ("ARV") of each Grand Prize is two thousand sixty five dollars and fifty-three cents (**\$2,065.53**). Total ARV of all prizes awarded is four thousand one hundred thirty one dollars and six cents (\$4,131.06). Actual value may vary depending on city of departure and dates of travel.

Any differences between stated ARV and actual ARV will not be awarded. Each Grand Prize Winner will receive an IRS Form 1099 for the total ARV of the Grand Prize for the calendar year in which the Grand Prize was won. Trip must be taken between the following dates as determined by Prize Provider: October 21-24, 2009 or else prize will be forfeited. Travel arrangements must be made through the Prize Provider, on a carrier of the Prize Provider's choice. Certain travel restrictions and black out dates may apply. Prize Provider has the right in its sole discretion to substitute ground transportation for air transportation if a Grand Prize Winner resides in Florida. If a Grand Prize Winner resides in Florida and Prize Provider elects to substitute ground transportation for air transportation, Grand Prize Winner may receive use of a rental car in Prize Provider's sole discretion (or an alternate form of ground transportation as determined by Prize Provider in its sole discretion), provided that Grand Prize Winner meets all requirements set forth by the rental car company, which rental car company shall be chosen by Prize Provider in its sole discretion. Grand Prize Winner and Guest must travel together on the same itinerary, including the same departure date, destination and return date, and must have valid travel documents (e.g., valid government issued photo ID and/or passport) prior to departure. Failure of a Grand Prize Winner to secure the necessary travel documents will result in forfeiture of the Grand Prize, and time permitting, an alternate Grand Prize Winner may be selected from the remaining eligible entries at Sponsor's sole discretion. Grand Prize Winner's Guest must complete a travel guest liability/publicity release (where legal) prior to the Trip, or this portion of the Grand Prize may be forfeited. Grand Prize Winner's Guest must be the age of majority in his or her state of residency or Grand Prize Winner must be the Guest's parent or legal guardian and must complete and return all releases on behalf of minor. If Grand Prize Winner chooses to take the Trip with no Guest, the remaining elements of the Grand Prize shall constitute full satisfaction of Prize Provider and Sponsor's prize obligation to Grand Prize Winner and no additional compensation will be awarded. All unclaimed and/or unused portions of the prize package will remain the property of the Prize Provider. If Grand Prize is unclaimed within a reasonable time after notification from Sponsor, as determined by Sponsor in its sole discretion, it will be forfeited, and time permitting, the Grand Prize may be awarded to an alternate Grand Prize Winner, who would be selected from the remaining eligible entries at Sponsors' sole discretion.

Sponsor and Prize Provider will not replace any lost or stolen tickets, travel vouchers or certificates. Once travel commences, no unscheduled stopovers are permitted; if an unscheduled stopover occurs, full fare will be charged from stopover point for the remaining segments, including return, of the Trip. Sponsor and Prize Provider are not liable for any expenses incurred as a consequence of flight cancellation/delay. Trip may not be combined with any other offer and travel may not qualify for frequent flyer miles. All travel and lodging will be at the risk of Grand Prize Winner and Guest. In the event of an act of God or an unforeseen, uncontrollable event, Sponsor reserves the right to reschedule all travel for a later date.

Each Grand Prize Winner is solely responsible for all expenses and costs associated with acceptance and/or use of the Grand Prize not specifically stated herein as being awarded, including, without limitation, any and all federal, state and local taxes, ground transportation,

meals, gratuities, gasoline, souvenirs, personal incidentals, insurance, security, baggage and airport fees. Grand Prize Winner may not substitute, assign or transfer prize or redeem prize for cash, but Sponsor and Prize Provider reserve the right, at their sole discretion, to substitute Grand Prize (or portion thereof) of comparable or greater value. If Grand Prize Winner cannot accept prize as stated, prize will be forfeited and at Sponsor's discretion, an alternate Winner may be selected from among all remaining eligible entries. All elements of the Grand Prize must be redeemed at the same time, and no changes will be permitted upon confirmation. All details of the Grand Prize to be determined by Sponsor and Prize Provider, in their sole discretion, subject to availability and event exigencies. Grand Prize Winner must be available on the dates selected by Prize Provider. If Grand Prize Winner is unable to travel during the dates specified by Sponsor, Grand Prize will be forfeited and time permitting, Sponsor may, in its sole discretion award Grand Prize to an alternate Winner selected from among all remaining eligible entries. If the Trip is cancelled, rescheduled or postponed prior to departure, or in the event that any prize component is not available for any reason, then remaining elements of prize shall constitute full satisfaction of Prize Provider and Sponsor's prize obligation to Grand Prize Winner and no additional compensation will be awarded.

GENERAL RULES: Acceptance of prize constitutes permission to the Sponsor and its designees to use Grand Prize Winner's name, city, state, likeness, voice, biographical information and statements for purposes of advertising, promotion and publicity in any and all media, now or hereafter known, throughout the world in perpetuity without additional compensation, notification or permission, unless prohibited by law. By participating, entrant (i) agrees to release and hold Sponsor, NBC Universal, Inc., Prize Provider, their respective parents, affiliates, related entities, subsidiaries, and advertising and promotion agencies, and any other entity involved in the development or administration of this Promotion, and each of their respective directors, officers, employees and assigns (collectively, the "Released Parties"), harmless against any and all claims and liability or any kind (including, without limitation, personal injury, death, and/or property damage) arising in whole or in part, directly or indirectly, out of participation in the Promotion or the acceptance, receipt, possession, misuse, nonuse or use of any prize (including any travel or activity related thereto); (ii) waives all rights to claim direct, indirect, punitive, incidental and consequential damages, attorney's fees or any damages other than actual out-of-pocket costs incurred to enter; (iii) agrees to be bound by these Official Rules and the decisions of Sponsor which are final and binding on all matters relating to the Promotion, and (iv) agrees to waive any right to claim any ambiguity or error in these Official Rules or the Promotion itself.

Released Parties are not responsible for incomplete, lost, late, stolen, damaged, inaccurate, illegible, misdirected, garbled, delayed or undelivered entries; for any computer, network, technical, mechanical, printing, typographical, human or other errors or problems of any kind relating to or in connection with the Promotion, including, without limitation, errors or problems of any kind that may occur in connection with the administration of the Promotion, the processing of entries, the announcement, delivery or use of any prize or in any Promotion-related materials; or for any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with, this Promotion.

CAUTION: Any attempt by an entrant to deliberately damage any web site or undermine the legitimate operation of the Promotion 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 entrant to the fullest extent permitted by law, including criminal prosecution.

PLEASE NOTE THAT A HIGH VOLUME OF ENTRIES, ONLINE OR BY SMS (TEXT MESSAGING), OR TECHNICAL DIFFICULTIES WITH THE SYSTEM, MAY RESULT IN

TEMPORARY INABILITY TO ENTER THE PROMOTION OR A DELAY IN THE PROCESSING OF ENTRIES SUCH THAT YOUR ENTRY IS NOT RECEIVED IN TIME TO PARTICIPATE. SPONSOR IS NOT RESPONSIBLE OR LIABLE SHOULD ANY ENTRY NOT BE RECEIVED DUE TO SUCH DELAYS.

If for any reason this Promotion is not capable of being run or implemented as planned (as determined by Sponsor in its sole discretion), including, but not limited to, as the result of infection by computer viruses or bugs, tampering, unauthorized intervention, fraud, or any other cause of any kind, which, in Sponsor's sole judgment, is likely to or actually corrupts or affects the administration, security, fairness, integrity or proper conduct of the Promotion, then Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend all or any part of the Promotion, or to disqualify any implicated entrant(s) (and their entries), and the prize(s) (or any portion thereof) may not be awarded. In the event of cancellation, termination, modification or suspension, Sponsor reserves the right, at its sole discretion, to pick winners in a random drawing from among all eligible, non-suspect entries received up to the time of the event or action warranting such cancellation, termination, modification or suspension, as applicable. In the event this Promotion is cancelled prior to the stated end date, a notice will be posted at the Website.

Sponsor may prohibit any entrant or potential entrant from participating in the Promotion, if at the sole discretion of Sponsor, such person shows a disregard for these Official Rules or acts (1) with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsor, or their agents or representatives or (2) in any other disruptive manner. In the event of a dispute as to the identity of an entrant, the authorized account holder of the cellular phone or email address used to enter, if applicable, will be deemed to be the entrant. "Authorized account holder" of a cellular phone is the natural person in whose name the phone has been issued and to whom services are billed. "Authorized account holder" of an email address is defined as the natural person who is assigned to an email address by an Internet Access provider, on-line service provider, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address.

No Warranties: Sponsor makes no warranties covering any of the prizes furnished as part of this Promotion.

Governing Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any participant, Sponsor or the Released Parties in connection with the Promotion, shall be governed by and construed in accordance with the laws of the State of New York without giving effect to any choice of law or conflict of law rules or provisions which would cause the application of the laws of any jurisdiction other than the State of New York. If any controversy or claim arising out of or relating to the Promotion, the Official Rules, or the breach of any term hereof, cannot be otherwise resolved, it shall be resolved by binding arbitration conducted in the County of New York, and administered by Judicial Arbitration and Mediation Services ("JAMS") in accordance with its Streamlined Arbitration Rules and Procedures or subsequent versions thereof ("the JAMS Rules"). The JAMS Rules for selection of an arbitrator shall be followed, except that the arbitrator shall be an experienced arbitrator licensed to practice law in New York. The decision of the arbitrator shall be binding, final and conclusive and shall not be appealable to any court. Notwithstanding the foregoing, however, any claims for bodily or personal injury and property damage resulting directly from the redemption of the Grand Prize must be submitted to the jurisdiction and venue of the federal and state courts of the State of Florida, and construed and enforced in accordance with the laws of the State of Florida.

Privacy: Sponsor will share information supplied by participants in accordance with its privacy policy, which is posted at <http://www.SyFy.com/help/privacy/>.

Winner Announcement: For names of the Grand Prize Winners (available on or about 10/3/09,) send a self-addressed, stamped envelope by 12/31/09 to:

HHN Sweepstakes Prize

Syfy Marketing

30 Rockefeller Plaza

21st Floor

New York, NY 10112