

**The Being Tempted Ultimate VIP Giveaway
Official Rules
February 27, 2012 – March 31, 2012**

PRELIMINARY INFORMATION: NO PURCHASE NECESSARY. A purchase will not improve your chances of winning. Void where prohibited. The Being Tempted Ultimate VIP Getaway (“Sweepstakes”) will begin on February 27, 2012 at 10:00 PM ET and end on March 31, 2012 at 11:59 PM ET (“Sweepstakes Period”). All times in the Sweepstakes refer to Eastern Time (“ET”). Odds of winning depend upon the number of eligible Entries (as defined below) received. Sweepstakes is subject to all applicable federal, state and local laws.

ELIGIBILITY: Open only to permanent, legal United States (“U.S.”) residents who are physically residing in one (1) of the (50) U.S. or the District of Columbia (excluding Puerto Rico, Guam, the U.S. Virgin Islands and other U.S. territories), and who are eighteen (18) years of age or older as of the start of the Sweepstakes Period. Entrants must have a valid U.S. Social Security Number or a valid U.S. personal tax identification number. Officers, directors, and employees of Sweepstakes Entities (as defined below), members of these persons’ immediate families (spouses and/or parents, children, and siblings, and their spouses, regardless of where they reside), and/or persons living in the same households as these persons (whether or not related thereto) are not eligible to enter or win the Sweepstakes. Sweepstakes Entities, as referenced herein, shall include the Syfy Channel, NBCUniversal Media, LLC, both located at 30 Rockefeller Plaza, New York, NY 10112, (collectively, “Sponsors”), Toyota Motor Sales, U.S.A., Inc. (“Prize Provider”), Saatchi & Saatchi North America, Inc., Shazam Entertainment Limited, and their respective parent, subsidiary, and affiliate companies, and their administrative, advertising, and promotion agencies, and any other entity involved in the development, administration, promotion, or implementation of the Sweepstakes.

TO ENTER: There are three (3) ways to enter the Sweepstakes:

1. To enter through a mobile device via the Shazam mobile application (“Shazam”): To enter the Sweepstakes, during the Sweepstakes Period, if you have not already done so, download Shazam by visiting www.shazam.com using your mobile device. Click on “Get Shazam” and follow the provided instructions to complete the download. Once Shazam is installed on your mobile device, watch the Syfy television program “Being Human” Mondays at 9:00 PM ET (the “Program”) and capture audio at any point during the broadcast for immediate access to the Sweepstakes Mobile Website (defined below). Then click on the Sweepstakes link, and follow the provided instructions by entering your name, email address, and mobile telephone number in the spaces provided and then submit the Entry by clicking “Submit” (“Mobile Entry”). Check your local listings

for the Syfy Channel and to confirm the date and time of Program. **DATA AND MESSAGING RATES MAY APPLY.**

2. To enter through a mobile device without using Shazam: To enter the Sweepstakes, during the Sweepstakes Period, visit: m.syfy.com/beinghuman/shazam/sweepstakes ("Sweepstakes Mobile Website"), click on the Sweepstakes link, and then submit your Mobile Entry. **DATA AND MESSAGING RATES MAY APPLY.**

3. To enter online without using a mobile device: To enter the Sweepstakes, during the Sweepstakes Period, without using a mobile device, visit syfy.com/beinghuman/shazam/sweepstakes (the "Sweepstakes Website") and follow the provided instructions to complete and thereafter submit the Entry form, which includes your name, address, date of birth, telephone number, and email address ("Online Entry"). Normal Internet access and usage charges imposed by entrant's online carrier will apply to Entry. Mobile Entry and Online Entry will be referred to herein as entry ("Entry").

Entries must be received before March 31, 2012 at 11:59 PM ET to be eligible for the Sweepstakes. Limit three (3) Entries per person or email address during the Sweepstakes Period regardless of method of Entry. Multiple Entries received from any person or email address beyond this limit will void all such additional Entries. Entries generated by a script, macro, 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. In case of a dispute over the identity of an entrant, the authorized account holder of the mobile device or email address used to enter will be deemed to be the entrant. "Authorized account holder" of a mobile device is defined as the natural person in whose name the phone has been issued and to whom services are billed. "Authorized account holder" of an e-mail address is defined as the natural person who is assigned to an email address by an Internet access provider, online 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. 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.

WINNER SELECTION AND NOTIFICATION: On or about April 6, 2012, one (1) potential winner ("Winner") will be selected in a random drawing by representatives of Sponsors from all eligible Entries received during the Sweepstakes Period. Sponsors will make two (2) attempts to notify the potential Winner at the phone number and/or email address submitted at the time of Entry. Potential Winner may be required to execute and return an affidavit of eligibility,

release of liability, and, except where prohibited, publicity release (collectively, "Sweepstakes Documents") within three (3) days of such notification. Noncompliance within this time period will result in disqualification, and, at Sponsors' sole discretion an alternate potential Winner may be selected from the remaining eligible Entries. If a potential Winner cannot be reached, is found to be ineligible, cannot or does not comply with these Official Rules, or if prize or prize notification is returned as undeliverable, potential Winner will be disqualified and time permitting, at Sponsors' sole discretion, an alternate potential Winner may be selected from the remaining eligible Entries.

PRIZE: There will be one (1) prize ("Prize") awarded to Winner. Prize will consist of the following: a trip for Winner and one (1) guest ("Guest") to Boston, MA ("Trip"). Trip includes: (i) round-trip commercial coach class air transportation for Winner and Guest from a major U.S. gateway airport near Winner's residence, as determined by Sponsors in their sole discretion, to a major gateway airport in or near Boston, MA, as determined by Sponsors in their sole discretion; (ii) three (3) days / two (2) nights hotel accommodations at a Boston, MA metropolitan-area hotel (standard room/double occupancy) ("Hotel"), as determined by Sponsors in their sole discretion; (iii) five hundred dollars (\$500) awarded in the form of a check made payable to the Winner, or in another form subject to Sponsors' sole discretion; (iv) one (1) Boston Downtown Freedom Trail, History & Architecture walking tour for Winner and Guest; (v) one (1) Famous Boston Frightseeing Tour: Ghost & Gravestones for Winner and Guest; (vi) one (1) dinner for Winner and Guest at five-star restaurant, Sorellina; and (vii) a Lexus-provided car and driver for three (3) days while in Boston, MA (car and driver hours are as follows: Day 1: 6-hours, Day 2: 8-hours, Day 3: 6-hours)("Car and Driver"). Estimated Retail Value ("ERV") of the Prize is seven thousand eight hundred and fifty dollars (\$7,850). Actual retail value ("ARV") of Prize may vary depending upon the points of departure, ground transportation, and/or airline fare fluctuations. Any difference between stated ERV and ARV of Prize will not be awarded.

Sponsors will determine all details of Prize in their sole discretion. Sponsors reserve the right to substitute a similar Prize (or Prize element) of comparable or greater value. Gift cards are subject to certain terms and conditions as specified by issuer. All taxes and other expenses, costs, or fees associated with the acceptance and/or use of Prize are the sole responsibility of Winner. Sponsors will furnish an Internal Revenue Service Form 1099 to the Winner for the ARV of Prize for the tax year in which Prize was awarded. Prize cannot be transferred by Winner or redeemed for cash and is valid only for the items detailed above, with no substitution of Prize by Winner. If Prize is unclaimed within a reasonable time after notification from Sponsors, as determined by Sponsors in their sole discretion, it will be forfeited, and time permitting, an alternate Winner may be selected from the remaining eligible Entries at Sponsors' sole discretion. **Prize must be awarded/redeemed within one (1) year after Winner notification.**

All elements of the Prize must be redeemed at the same time, and no changes will be permitted after confirmation of any redemption. Specific travel dates and arrangements are subject to blackout dates, and other prize and travel restrictions. Reservations are subject to availability. Travel dates are subject to Sponsors' approval. Travel and Hotel arrangements will be determined by Sponsors in their sole discretion. Once determined, no change, extension, or substitution of travel dates and/or times is permitted, except by Sponsors in their sole discretion. Winner and Guest must travel together on the same itinerary. Tickets are not valid for business-related or group travel. Tickets are valid only for travel on airline chosen by Sponsor in its sole discretion. Tickets will be issued only to Winner and Guest. Tickets are void if sold for cash or other consideration. Winner is responsible for any tax liability (including applicable departure taxes or fees, including baggage fees), inspection charges, and security charges. Once issued, tickets are non-transferable and may not be reissued once travel has commenced. Open tickets may not be issued and stopovers are not permitted. Winner and Guest must have valid travel documents (i.e., valid, government-issued photo identification, United States passport and appropriate visas and other related documents required for international travel) prior to departure or issuance of tickets where applicable. Failure to do so will result in forfeiture of Prize. Sponsors shall have no responsibility or liability for cancellations, delays, or any other change by any company or person providing any element of Prize due to reasons beyond Sponsors' control, and is not responsible or liable for any expenses incurred as a consequence thereof. Travel may not be combined with any other offer and may not qualify for frequent flyer miles or hotel points. All travel, including that with Car and Driver, will be at the risk of Winner and Guest. Sponsors will not replace any lost or stolen tickets, passes, vouchers, or certificates. In the event of an act of God or an unforeseen, uncontrollable event, Sponsors reserve the right to reschedule all travel (or a portion thereof) for a later date, as determined by Sponsor in its sole discretion.

If Winner chooses to take Trip without a Guest, the remaining elements of Prize shall constitute full satisfaction of Sponsors' Prize obligation to Winner and no additional compensation will be awarded. Guest, if any, may be required to execute and return releases of liability and, where legal, publicity releases (collectively, "Guest Documents"), which must be returned with the Sweepstakes Documents, or Guest portion of the Prize will be forfeited. Winner's Guest must be eighteen (18) years of age or older. Tickets are non-refundable. Prize consists only of the elements expressly set forth above; no other elements or expenses (including, without limitation, insurance, meals, unspecified ground transportation, phone calls, gratuities, incidentals, souvenirs, gasoline, etc.) are included in the Prize and all such expenses are the sole responsibility of Winner. Sponsors have the right, in their sole discretion, to substitute ground transportation for air transportation depending on Winner's place of residence.

CONDITIONS: By entering the Sweepstakes, each entrant agrees for entrant and for entrant's heirs, executors, and administrators (a) to release and hold

harmless Sweepstakes Entities and their respective officers, directors, and employees (collectively, "Released Parties") from any liability, illness, injury, death, loss, litigation, or damage that may occur, directly or indirectly, whether caused by negligence or not, from such entrant's participation in the Sweepstakes and/or his/her acceptance, possession, use, or misuse of Prize or any portion thereof; (b) to specifically release Sponsors from any liability related to transportation provided by Car and Driver; (c) indemnify Released Parties from any and all liability resulting or arising from the Sweepstakes and to hereby acknowledge that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to Prize, including express warranties provided exclusively by Prize supplier that are sent along with Prize; (d) if selected as a Winner, to the posting of such entrant's name on the Sweepstakes Website and the use by Released Parties of such name, voice, image, and/or likeness for publicity, promotional, and advertising purposes in any and all media now or hereafter known, throughout the world in perpetuity, without additional compensation, notification, permission, or approval, and, upon request, to the giving of consent, in writing, to such use; and (e) to be bound by these Official Rules and to waive any right to claim any ambiguity or error therein or in the Sweepstakes itself, and to be bound by all decisions of the Sponsors, which are binding and final. Failure to comply with these conditions may result in disqualification from the Sweepstakes at Sponsors' sole discretion.

ADDITIONAL TERMS: Sponsors reserve the right to permanently disqualify from any promotion any person they believe has intentionally violated these Official Rules. Any attempt to deliberately damage the Sweepstakes or the operation thereof is unlawful and subject to legal action by Sponsors, who may seek damages to the fullest extent permitted by law. The failure of Sponsors to comply with any provision of these Official Rules due to an act of God, hurricane, war, fire, riot, earthquake, terrorism, act of public enemies, actions of governmental authorities outside of the control of Sponsors (excepting compliance with applicable codes and regulations), or other "force majeure" event, will not be considered a breach of these Official Rules. Released Parties assume no responsibility for any injury or damage to entrants' or to any other person's computer relating to or resulting from entering or downloading materials or software in connection with the Sweepstakes. Released Parties are not responsible for telecommunications, network, electronic, technical, or computer failures of any kind; for inaccurate transcription of Entry information; for errors in any promotional or marketing materials or in these Official Rules; for any human or electronic error; or for Entries that are stolen, misdirected, garbled, delayed, lost, late, damaged, or returned. Sponsors reserve the right to cancel, modify, or suspend the Sweepstakes or any element thereof (including, without limitation, these Official Rules) without notice in any manner and for any reason (including, without limitation, in the event of any unanticipated occurrence that is not fully addressed in these Official Rules). In the event of cancellation, modification, or suspension, Sponsors reserve the right to select Winner in a random drawing

from among all eligible, non-suspect Entries received prior to the time of the event warranting such cancellation, modification, or suspension. Notice of such cancellation, modification, or suspension will be posted on the Sweepstakes Website. Sponsors may prohibit any entrant or potential entrant from participating in the Sweepstakes, if such entrant or potential entrant shows a disregard for these Official Rules; acts with an intent to annoy, abuse, threaten, or harass any other entrant, Sponsors, or Sponsors' agents or representatives; or behaves in any other disruptive manner (as determined by Sponsors in their sole discretion). Sponsors reserve the right to modify these rules for clarification purposes without materially affecting the terms and conditions of the Sweepstakes.

DISPUTES: THE SWEEPSTAKES IS GOVERNED BY, AND WILL BE CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK, AND THE FORUM AND VENUE FOR ANY DISPUTE SHALL BE IN NEW YORK, NEW YORK. IF THE CONTROVERSY OR CLAIM IS NOT OTHERWISE RESOLVED THROUGH DIRECT DISCUSSIONS OR MEDIATION, IT SHALL THEN BE RESOLVED BY FINAL AND BINDING ARBITRATION ADMINISTERED BY JUDICIAL ARBITRATION AND MEDIATION SERVICES, INC., IN ACCORDANCE WITH ITS STREAMLINED ARBITRATION RULES AND PROCEDURES OR SUBSEQUENT VERSIONS THEREOF ("JAMS RULES"). THE JAMS RULES FOR SELECTION OF AN ARBITRATOR SHALL BE FOLLOWED, EXCEPT THAT THE ARBITRATOR SHALL BE EXPERIENCED AND LICENSED TO PRACTICE LAW IN NEW YORK. ALL PROCEEDINGS BROUGHT PURSUANT TO THIS PARAGRAPH WILL BE CONDUCTED IN THE COUNTY OF NEW YORK. THE REMEDY FOR ANY CLAIM SHALL BE LIMITED TO ACTUAL DAMAGES, AND IN NO EVENT SHALL ANY PARTY BE ENTITLED TO RECOVER PUNITIVE, EXEMPLARY, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, INCLUDING ATTORNEYS' FEES OR OTHER SUCH RELATED COSTS OF BRINGING A CLAIM, OR TO RESCIND THIS AGREEMENT OR SEEK INJUNCTIVE OR ANY OTHER EQUITABLE RELIEF.

WINNER ANNOUNCEMENT: For the name of the Winner, available after May 1, 2012 send a self-addressed, stamped envelope to: The Being Tempted Ultimate VIP Getaway, Attn: Jeannine Irons, 18th Floor 1843E-5, 30 Rockefeller Center, New York, NY 10112.