

NBC13HD SCHOLAR ATHLETE CONTEST OFFICIAL RULES

1. No purchase is necessary to enter or win. A purchase will not increase your chances of winning.
2. To enter or participate, you must be a legal resident of Alabama enrolled in school in grades 9th through 12th at the time of entry. If you are under the age of eighteen (18), you will also need written parental consent to participate. Participants must maintain a grade point average (GPA) of 3.0 or higher during the Contest Period (as defined below), as verified by school administration, and must participate in at least one (1) organized sport at their high school. Other restrictions apply.
3. Contest is subject to all federal, state and local laws. Void where prohibited by law. By entering, participants agree to these Official Rules.
4. Thirty (30) Weekly Award Winners.
5. Limit one (1) entry per person. Limit one (1) award per person.
6. Contest begins on October 8, 2007 and ends on April 30, 2008 ("Contest Period"). Final entry deadline is April 30, 2008.
7. The geographic scope of this promotion is the state of Alabama. The Sponsors of this Contest are Media General Operations, Inc. d/b/a WVTM d/b/a WVTM-TV 13 ("NBC13HD"), Morgan Stanley, and Spiller Furniture ("Sponsors").

AWARDS

8. Weekly Awards (30): Each Weekly Award consists of a special recognition award certificate and a special invitation to the end of the year dinner banquet for Winner and 2 parents/legal guardians. Dinner banquet includes non-alcoholic beverages and a full dinner. Certificates will be presented to Weekly Winners during the news cast in which they are interviewed. Each Weekly Winner will also be featured in a story that will appear both on the NBC13HD's web site and on the air. Approximate Retail Value ("APR") of each Weekly Award is \$35.00.
9. Awards are not redeemable for cash and may not be transferred or substituted, except that NBC13HD reserves the right to substitute an Award of comparable or greater value if it deems necessary. Any such changes will be announced. Awards cannot be sold, bartered or traded on auction websites. Winners are solely responsible for all expenses unspecified as part of the Award description that are associated with the

receipt, acceptance and use of the Awards, including without limitation, fees, service charges, surcharges, other expenses, transportation, tips, parking, any meal items or beverages not described above, and all insurance, federal, state and local taxes, if any. In the event an Award is unclaimed, that Award will not be awarded. Other restrictions apply. No more than the stated number of Awards will be awarded. In the event that production, technical, programming or any other reasons cause more than the stated number of Awards as set forth in these Official Rules to be available and/or claimed, NBC13HD reserves the right to award only the stated number of Awards by selecting the stated number of winners from among all legitimate, unawarded, eligible Award claims using the previously described criteria. Limit one Award per person. Merchandise Awards carry no warranty other than that offered by manufacturers.

10. If any of the winners fail to meet any eligibility requirement herein, alternate winners will be chosen using the same selection criteria as soon as reasonably practicable after initial winners are determined to be ineligible. Alternate winners are subject to all eligibility requirements and restrictions of these Official Rules.

ELIGIBILITY

11. No Purchase Necessary. A purchase will not increase your chances of winning.
12. To enter or participate, you must be a legal resident of Alabama enrolled in school in grades 9th through 12th at the time of entry. If you are under the age of eighteen (18), you will also need written parental consent to participate. Participants must maintain a grade point average (GPA) of 3.0 or higher during the Contest Period, as verified by school administration, and must participate in at least one (1) organized sport at their high school. Other restrictions apply.
13. Employees of WVTM-NBC13HD, Media General Operations, Inc., Morgan Stanley, Spiller Furniture, and of the affiliates, subsidiaries, distributors, suppliers, franchisees, advertisers, promoters, and agents of any of these, and the immediate families (defined as spouse, parents, siblings or children) of the employees of any of these, are not eligible.

TO ENTER

14. Entries will be accepted beginning October 8, 2007 and ending April 30, 2008. There are two ways to enter:
 - (A.) Log onto www.NBC13.com (keyword: "scholar athlete") and complete an online Nomination Form with the following required

information: (i) your name, (ii) your address, (iii) your telephone number, (iv) your e-mail address, (v) your date of birth, (vi) your nominee's name, (vii) your nominee's address, (viii) your nominee's phone number, (ix) your nominee's school and grade level, (x) the sports played by your nominee. Nomination Forms must also include a brief description of your nominee's academic and athletic achievements; OR

- (B.) Obtain an official Nomination Form from the administration at your school or log onto www.NBC13.com (keyword: "scholar athlete") and print out an official Nomination Form. Then either hand print or type the Nomination Form with the following information: (i) your name, (ii) your address, (iii) your telephone number, (iv) your e-mail address, (v) your date of birth, (vi) your nominee's name, (vii) your nominee's address, (viii) your nominee's phone number, (ix) your nominee's school and grade level, (x) the sports played by your nominee. Nomination Forms must also include a brief description of your nominee's academic and athletic achievements.

You may only nominate one student for this Contest. However, students may be nominated by more than one person.

To be eligible for an Award during this promotion, all entries must be submitted no later than 11:59 PM EST on April 30, 2008. Nomination Forms that fail to provide any of the information required above, are late, illegible, mutilated or otherwise ineligible will not be considered and those entrants will not be notified by Sponsors. All Nomination Forms become the property of Sponsors and will not be returned or acknowledged.

WINNER SELECTION

15. A panel of WVTM judges will select Weekly Award winners based on the following criteria: (a) grade level maintained; (b) number and nature of high school sports in which nominee participates; and (c) other academic or athletic achievements as described in the Nomination Form. WVTM will announce the potential Weekly Award Winners during the following newscasts: or within a reasonable time thereafter: Fridays at 5:00 PM, Saturdays at 8:00 AM and Mondays at 6:00 AM. Subject to verification of eligibility, each person so selected will be declared a Weekly Award Winner. Sponsors may, but will not be required, to depict pictures of those Winners on their websites without further compensation to the Winners.

WINNER NOTIFICATION

16. WVTM will contact all potential winners by telephone in accordance with the information supplied to WVTM on their Entry Forms. Winners may be verified over the telephone at the time and may be asked to provide WVTM with valid

identification and proof of eligibility. Acceptable identification includes a valid driver's license or other valid picture ID showing name and address. Proof of eligibility may include current academic transcripts and documentation proving participation in a school sport. Faxes will not be accepted. Winners may be required to sign an Affidavit of Eligibility and Release. As a condition of attending banquet, Winners and their Guests will be required to sign a Liability Release and a Publicity Release. If WVTM is unable to communicate directly with a potential winner within two (2) days from initial attempted notification, WVTM in its sole discretion may disqualify that winner and select an alternate winner using the same winner selection method set forth above. Alternate winners are subject to all eligibility requirements and restrictions of these Official Rules. Upon verification of eligibility, the names of winners will be posted on the Sponsor's website at www.NBC13.com.

Winners will receive their Award certificate during their interview by WVTM. Alternatively, winners can pick up their Award at NBC13HD, 1732 Valley View Drive, Birmingham, AL 35209 on weekdays between 9:00 a.m. and 4:00 PM.

MISCELLANEOUS

17. All federal, state and local laws apply. WVTM shall be entitled to interpret these rules as needed — including but not limited to rules regarding entries, selection of winners, deadlines, restrictions on Awards, and eligibility — and all of its decisions are final. By entering, participants agree to these Official Rules. Sponsors reserve the right to cancel, terminate or suspend this Contest or any part of this Contest should any non-authorized intervention, network failure, information storage failure, telecommunications failure, malfunction, or other causes beyond its control, corrupt or impair the security, administration, fairness and/or operation of this Contest as determined by Sponsors in their sole discretion, at which time Sponsors will select the Winners in accordance with the previously announced selection criteria from among all non-suspect eligible entries received at the time of the Contest termination. Sponsors are not responsible for lost, interrupted, or unavailable network, server, or other connections, or for any failed telephone or computer hardware or software, or for any failed, delayed, misdirected, corrupted, or garbled transmissions or errors of any kind, whether human, mechanical, or electronic, or for entries that for any reason are not received by Sponsors by the deadlines stated above. Sponsors are also not responsible for any injury or damage to any computer, modem or other electrical device as a result of participation in this Contest or downloading of any software or materials. Sponsors reserve the right to correct typographical or clerical errors in any Contest-related materials. No more than the stated number of Awards will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Awards as set forth in these Official Rules to be available and/or claimed, Sponsors reserve the right to award only the stated number of Awards by selecting the Winners from all legitimate, un-awarded Award claims in accordance with the previously announced selection criteria.

18. Sponsors reserve the right to prohibit any entrant from participating in the Contest if, at their sole discretion, Sponsors find such entrant to be tampering with the entry process or the operation of the Contest, or if such entrant repeatedly shows a disregard for, or attempts to circumvent, these Rules, or acts: (a) in a manner Sponsors determine to be not fair or equitable; (b) with an intent to annoy, threaten or harass any other entrant or Sponsors; or (c) in any other disruptive manner. Any person attempting to defraud or tamper with this Contest in any way will be ineligible for Awards and may be prosecuted to the full extent of the law. Any failure by the Sponsors to enforce any of these Rules shall not constitute a waiver of such Rules. Sponsors have neither made nor are responsible or liable for any warranty, representation, or guarantee, express or implied, in fact or in law, relative to any Award, including but not limited to its quality, mechanical condition or fitness for a particular purpose.
19. Participants agree to release Sponsors and a range of subsidiaries, directors, agents, agencies, affiliates, franchisees, promoters, officers, directors, employees and related persons from any and all liability related to this Contest and the receipt and use of the Award.
20. Sponsors, their affiliates, subsidiaries and agencies will not be responsible for the inability to select winners because of postal failure, equipment failure, or data storage failure.
21. For a final list of winners, visit www.NBC13.com or send a self-addressed stamped envelope by mail to: NBC13HD Scholar Athlete Award Contest Winners' List c/o WVTM-NBC13HD, 1732 Valley View Drive, Birmingham, AL 35209 after May 31, 2008.
22. For a copy of the Official Rules, stop by WVTM-NBC13HD during normal business hours, visit www.NBC13.com or send a self-addressed stamped envelope to: NBC13HD Scholar Athlete Award Contest, Official Rules c/o WVTM-NBC13HD, 1732 Valley View Drive, Birmingham, AL 35209.
23. The information that you provide in connection with the Contest may be used by Sponsors in accordance with their respective Privacy Policies, which are found at www.NBC13.com and www.spillerfurniture.com and which may be updated from time to time.

DISPUTES

24. By entering the Contest, entrants agree that (1) any and all disputes, claims, and causes of action arising out of or connected with the Contest, or any Awards awarded, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs

associated with entering the Contest but in no event attorneys' fees; and (3) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased 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 entrants and WVTM-NBC13HD in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Alabama without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the laws of any jurisdiction other than the State of Alabama. Any legal proceedings arising out of this Contest or relating to these rules shall be instituted only in the federal or state courts located in the State of Alabama, Jefferson County and the parties consent to jurisdiction therein with respect to any legal proceedings or disputes of whatever nature arising under or relating to these rules. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.