

STYLE “SPOIL ME” SWEEPSTAKES OFFICIAL RULES

1. **HOW TO ENTER: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.** The Style Network’s *Spoil Me* Sweepstakes ("Sweepstakes") begins at 12:01:00 a.m. (Pacific Time ["PT"]) on Monday, January 16, 2012, and ends at 2:00:01 a.m. (PT) on Saturday, January 28, 2012 ("Sweepstakes Period"). Beginning Monday, January 16, 2012, at 12:01:00 a.m. (PT), you may enter this Sweepstakes via Text Message or Twitter ReTweet as follows. (1.) TEXT MESSAGE ENTRY - Tune in to the Style Network’s Nightcap programming block each weekday and text the code revealed on-air each hour for a chance to win that hour’s prize. Data and messaging rates may apply. Airtimes for Style’s Nightcap programming vary based on location, TV service provider, and/or tier of service. Airtimes for most are 11 p.m.-2 a.m. ET, 10 p.m.–1 a.m. CT and 9 p.m.–12 a.m. MT, and either 11 p.m.-2 a.m. PT or 8 p.m.–11 p.m. PT. Be sure to check www.spoilmesweeps.com for each night’s Nightcap show lineup, and then check your local listings for airtimes. If you do not have a mobile phone with text messaging, or elect not to use it, you may alternatively enter the sweepstakes by submitting your 10-digit phone number and the revealed on-air code at www.spoilmesweeps.com during the same time period(s). (2.) TWITTER RETWEET ENTRY - ReTweet a phrase promoting Style’s Nightcap programming block and each daily prize, and you’ll be entered for a chance to win that day’s prize. Incomplete, false or deceptive entries are void. **ONLY ONE ENTRY PER PERSON PER PRIZING OPPORTUNITY WILL BE ACCEPTED DURING THE SWEEPSTAKES PERIOD.** All entries must be received by 2:00:01 a.m. (PT) on January 28, 2012. E!’s computer shall serve as the official time keeping device for this Sweepstakes. E! Entertainment Television, LLC ("E!") (the "Sponsor"), nor Kaleidoscope Promotions Interactive, Ltd. ("Sweepstakes Administrator") will verify receipt of entries. All entries submitted become the sole property of E! and will neither be acknowledged nor returned.

2. **ELIGIBILITY:** From the official time and date of the start of the Sweepstakes Period through the final date of prize fulfillment, you must be a lawful permanent U.S. citizen and resident residing in the 48 contiguous United States or the District of Columbia. You must also be 18 years of age or older as of the official time and date of the start of the Sweepstakes Period. Sweepstakes is void in Alaska, Hawaii, Puerto Rico, the U.S. Virgin Islands, U.S. Military installations in foreign countries, and all other U.S. territories and possessions and where restricted or prohibited by law. The Sweepstakes, and any website pages and advertisements relating thereto, is intended for viewing only within the United States. **United States law governs this Sweepstakes.** Employees of E!, Style Network, and Kaleidoscope Promotions Interactive, Ltd., their advertising and promotion agencies, and any other entities participating in the design, promotion, marketing, administration or fulfillment of this Sweepstakes, as well as each of their parent corporations, subsidiaries and affiliated companies (collectively, "Sweepstakes Entities"), and their immediate families (defined as spouse, mother, father, sisters, brothers, sons, daughters, uncles, aunts, nephews, nieces, grandparents and in-laws, regardless of where they live) and members of their households (whether or not related), are ineligible to participate in this Sweepstakes.

3. **DRAWING AND NOTIFICATION:** Three (3) daily prize winners will be selected each day from the Text Message method of entry, according to the following schedule (all times ET/PT):

Monday, Jan. 16, 2012

Entries received 11:00-11:59:59 p.m.	Diamond earrings
Entries received 12:00-12:59:59 a.m.	lia sophia Capsule Collection jewelry set

Entries received 1:00-1:59:59 a.m.	Lululemon gift card (\$350)
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Tuesday, Jan. 17, 2012

Entries received 11:00-11:59:59 p.m.	Sephora gift card (\$300)
Entries received 12:00-12:59:59 a.m.	Gucci sunglasses
Entries received 1:00-1:59:59 a.m.	Kiehls gift card (\$400)

Wednesday, Jan. 18, 2012

Entries received 11:00-11:59:59 p.m.	Crème de la Mer
Entries received 12:00-12:59:59 a.m.	Marc Jacobs handbag
Entries received 1:00-1:59:59 a.m.	Michael Kors watch

Thursday, Jan. 19, 2012

Entries received 11:00-11:59:59 p.m.	Prada sunglasses
Entries received 12:00-12:59:59 a.m.	iPod
Entries received 1:00-1:59:59 a.m.	T3 Hair Dryer

Friday, Jan. 20, 2012

Entries received 11:00-11:59:59 p.m.	Clarisonic Skin Cleansing System
Entries received 12:00-12:59:59 a.m.	Rebecca Minkoff handbag
Entries received 1:00-1:59:59 a.m.	Cosabella gift card (\$300)

Monday, Jan. 23, 2012

Entries received 11:00-11:59:59 p.m.	Diamond Pendant
Entries received 12:00-12:59:59 a.m.	lia sophia Capsule Collection jewelry set
Entries received 1:00-1:59:59 a.m.	Cashmere wrap

Tuesday Jan. 24, 2012

Entries received 11:00-11:59:59 p.m.	Spafinder gift card (\$350)
Entries received 12:00-12:59:59 a.m.	Marc Jacobs watch
Entries received 1:00-1:59:59 a.m.	Dolce & Gabbana sunglasses

Wednesday, Jan. 25, 2012

Entries received 11:00-11:59:59 p.m.	Michael Kors watch
Entries received 12:00-12:59:59 a.m.	Diamond earrings
Entries received 1:00-1:59:59 a.m.	Sephora gift card (\$300)

Thursday, Jan. 26, 2012

Entries received 11:00-11:59:59 p.m.	T3 Hair Dryer
Entries received 12:00-12:59:59 a.m.	lia sophia Capsule Collection jewelry set
Entries received 1:00-1:59:59 a.m.	iPod

Friday, Jan. 27, 2012

Entries received 11:00-11:59:59 p.m.	Tom Ford sunglasses
Entries received 12:00-12:59:59 a.m.	Crème de la Mer
Entries received 1:00-1:59:59 a.m.	Dolce & Gabbana sunglasses

One (1) daily prize winner will be selected each day from the Twitter ReTweet method of entry, according to the following schedule:

Entries received January 16, 2012	Diamond earrings
Entries received January 17, 2012	Sephora gift card (\$300)

Entries received January 18, 2012	Crème de la Mer
Entries received January 19, 2012	Prada sunglasses
Entries received January 20, 2012	Rebecca Minkoff handbag
Entries received January 23, 2012	lia sophia Capsule Collection jewelry set
Entries received January 24, 2012	Spafinder gift card (\$350)
Entries received January 25, 2012	Michael Kors watch
Entries received January 26, 2012	lia sophia Capsule Collection earrings
Entries received January 27, 2012	Tom Ford sunglasses

Winners will be selected from all eligible entries received in random drawings to be held each weekday from January 17-30, 2012 for the previous day's entries, by Kaleidoscope Promotions Interactive, Ltd., an independent judging organization whose decisions are final and binding in all respects. Daily Prize winners will be notified daily, beginning on or about January 17, 2012 through January 30, 2012. Odds of winning a prize depend on the number of eligible entries received during each prizing period. Potential winners will be notified by phone or email. Failure by any potential winner to respond to such notification within a reasonable time frame, as determined by Sponsor and/or Sweepstakes Administrator in their absolute and sole discretion, will result in disqualification of the potential winner and an alternate potential winner will be selected. The return of a potential winner's notification, prize information, or the prize as undeliverable or rejection of the prize by the potential winner will result in disqualification of the potential winner and an alternate potential winner will be selected. Sponsor reserves the right to modify the notification procedures in connection with the selection of any alternate potential winners, if any. In the event of a dispute about the identity of an entrant, each entry will be declared made by the authorized account holder of the email address submitted at time of entry. The authorized account holder is defined as the natural person who is assigned to an email address by an Internet Service Provider, online access 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. With respect to each winning entry, the winner may be required to provide proof that the winner is the authorized account holder of the email address associated with the winning entry. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED VERIFICATION IS COMPLETE.

4. PRIZES: Forty (40) Daily Prizes: A range of luxurious beauty products and accessories, including the following:

- Three (3) sets of diamond earrings will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 16 and 25. ARV - \$500.00 each.
- Five (5) lia sophia Capsule Collection jewelry sets including, 1 necklace, 1 pair of earrings, and 1 bracelet will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 16, 23, and 26. ARV - \$340.00 each.
- Three (3) Sephora gift certificates will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 17 and 25. ARV - \$300.00 each.
- Three (3) Michael Kors watches will be awarded as a \$350.00 Macy's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 18 and 25. ARV - \$350.00 each.
- Two (2) Spafinder gift certificates will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 24. ARV - \$350.00 each.

- One (1) Cosabella gift certificate will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 20. ARV - \$300.00 each.
- One (1) Lululemon gift certificate will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 16. ARV - \$350.00 each.
- One (1) Kiehl's gift certificate will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 17. ARV - \$400.00 each.
- One (1) pair of Gucci Sunglasses will be awarded as a \$400.00 Nordstrom's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 17. ARV - \$400.00 each.
- Two (2) pairs of Prada Sunglasses will be awarded as a \$400.00 Macy's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 19. ARV - \$400.00 each.
- Two (2) pairs of Dolce & Gabbana Sunglasses will be awarded as a \$400.00 Macy's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 24 and 27. ARV - \$400.00 each.
- Two (2) iPod Touch 32 GB will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 19 and 26. ARV - \$299.00 each.
- Three (3) 2 oz Crème de la Mer will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 18 and 27. ARV - \$250.00 each.
- One (1) Marc by Marc Jacobs 'Supersonic Fran Small' Totes will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 18. ARV - \$358.00 each.
- Two (2) T3 hair dryers will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 19 and 26. ARV - \$250.00 each.
- One (1) Clarisonic PLUS Sonic Skin Cleansing System will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 20. ARV - \$225.00 each.
- Two (2) Rebecca Minkoff handbags will be awarded, each as a \$500.00 Nordstrom's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 20. ARV - \$500.00 each.
- One (1) diamond pendant will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 23. ARV - \$500.00 each.
- One (1) cashmere wrap will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 23. ARV - \$268.00 each.
- One (1) Marc by Marc Jacobs "Bubble Stainless Bracelet" watches will be awarded. Daily Prize Winners for this prize will be selected from among eligible entries received on January 24. ARV - \$250.00 each.
- Two (2) pairs of Tom Ford sunglasses will be awarded, each as a \$400 Nordstrom's gift certificate. Daily Prize Winners for this prize will be selected from among eligible entries received on January 27. ARV - \$400.00 each.

Total ARV of Daily Prizes is: Fourteen Thousand One Hundred and Forty-Nine Dollars (\$14,149.00). Limit one (1) Daily Prize win per person / household, regardless of method of entry.

No transfer, or cash or other substitution of any prize allowed except that Sponsor reserves the right, in its sole and absolute discretion, to substitute a prize or prize component of comparable or greater value. Allow 4-6 weeks for delivery of prizes to the address provided in the entry. Total approximate retail value of all prizes to be awarded is \$14,149.00.

- 5. PRIZE CONDITIONS:** Except where prohibited, each potential winner will be required to execute an Affidavit of Eligibility, a Liability Release and a Publicity Release ("Affidavit/Release"). Such documents must be returned by the date and/or time indicated within such documents. If any potential winner fails to return such documents within that time, or if an entrant is found to be ineligible, or if an entrant does not comply with the Official Rules, then the potential winner will be disqualified and an alternate potential winner will be selected. Entrant waives the right to assert as a cost of winning a prize any and all costs of verification and redemption or travel to redeem said prize and any liability which might arise from redeeming or seeking to redeem said prize. Sponsor is not responsible for fraudulent calls or emails made to entrants not by the Sponsor. All federal, state or other tax liabilities (including income taxes) arising from this Sweepstakes will be the sole responsibility of the winner. Except where prohibited by law, each winner's entry and acceptance of the prize constitutes permission for the Sweepstakes Entities to use said winner's name, photograph, likeness, statements, biographical information, voice, and city and state address for promotional or advertising purposes in connection with this Sweepstakes on a worldwide basis, and in all forms of media, now or hereafter known, in perpetuity, without review, permission or further compensation. All entries are subject to verification prior to awarding of prize. Eligibility, age, and claims made by a prize winner also are subject to verification prior to awarding of prizes.
- 6. SWEEPSTAKES CONDITIONS: VOID WHERE PROHIBITED.** This Sweepstakes is subject to all applicable federal, state and local laws of the United States. By participating, entrants agree to be fully and unconditionally bound by these Official Rules and the decisions of the Sponsor and Sweepstakes Administrator, and waive any right to claim ambiguity in the Sweepstakes or these Official Rules. Winner and entrants also agree to release, discharge, indemnify and hold harmless the Sweepstakes Entities and each of their respective officers, directors, employees, representatives and agents from and against any claims, damages, disability, attorneys' fees, and costs of litigation and settlement, as well as any liability due to any injuries, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from (i) redemption, acceptance, possession, ownership, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes, or (ii) printing, distribution or production errors. Sponsor or its affiliates may rescind any promotion found to contain such errors without liability at its sole discretion. NEITHER SPONSOR NOR THE SWEEPSTAKES ENTITIES MAKE ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESS OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO THE USE OF ANY PRIZE, INCLUDING, WITHOUT LIMITATION, QUALITY, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE (UNLESS SPONSOR PROVIDES THE PRIZE WINNER WITH WRITTEN WARRANTIES). FURTHER, NO RESPONSIBILITIES ARE ACCEPTED FOR ANY ADDITIONAL EXPENSES, OMISSIONS, DELAYS OR ACTS OF ANY GOVERNMENT OR AUTHORITY.
- 7. RESTRICTIONS:** Sponsor may at Sponsor's sole and absolute discretion provide different prizes of equal or greater value. Sponsor shall not be liable to any winner or any person claiming through such winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, threatened terrorist acts, terrorist acts, air raid, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot, or any other cause beyond Sponsor's sole control. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

- 8. LIMITATIONS OF LIABILITY:** Sweepstakes Entities are not responsible for: (1) lost, late, misdirected, undeliverable or incomplete entries due to system errors or failures, or faulty transmissions or other telecommunications malfunctions and/or entries; (2) technical failures of any kinds; (3) failures of any of the equipment or programming associated with or utilized in the Sweepstakes; (4) unauthorized human and/or mechanical intervention in any part of the entry process or the Sweepstakes; (5) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use of any prize. If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, hacking, deception, or other unfair playing practices (including the use of automated quick entry programs) or intending to annoy, abuse, threaten or harass any other entrants or Sponsor's representatives. If for any reason this Sweepstakes is not capable of running as planned, including, but not limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, or any other causes beyond the reasonable control of Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, then Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend all or any part of the Sweepstakes and to select potential winner from among all eligible entries received by Sponsor up until the time of such cancellation, termination, modification or suspension, as applicable. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK CIVIL AND/OR CRIMINAL PROSECUTION AND DAMAGES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW.
- 9. JURY TRIAL WAIVER.** EXCEPT AS PROHIBITED BY LAW AND AS A CONDITION OF PARTICIPATING IN THIS SWEEPSTAKES, ENTRANT HEREBY WAIVES ANY RIGHT HE/SHE MAY HAVE TO A TRIAL BY JURY IN RESPECT OF ANY LITIGATION DIRECTLY OR INDIRECTLY ARISING OUT OF, UNDER OR IN CONNECTION WITH THIS SWEEPSTAKES, ANY DOCUMENT OR AGREEMENT ENTERED INTO IN CONNECTION HERewith AND ANY OF THE TRANSACTIONS CONTEMPLATED HEREBY OR THEREBY.
- 10. PRIVACY POLICY AND TERMS OF USE:** BY ENTERING THIS SWEEPSTAKES, EACH ENTRANT ACKNOWLEDGES AND AGREES THAT: (i) THE ENTRANT HAS OPTED-IN TO E!'S PRIVACY POLICY ON THE SWEEPSTAKES ENTRY PAGE; AND (ii) BY OPTING-IN, THE ENTRANT HAS READ AND CONSENTS TO E!'S PRIVACY POLICY AND TERMS OF USE. EACH ENTRANT FURTHER ACKNOWLEDGES THAT IF HE/SHE IS CHOSEN AS A WINNER, CERTAIN OF HIS/HER IDENTIFYING INFORMATION MAY BE DISCLOSED TO THIRD PARTIES AT LEAST AS REQUIRED BY LAW INCLUDING, WITHOUT LIMITATION, ON A WINNERS' LIST.
- 11. RULES/WINNERS LIST:** For a copy of the Official Rules or for the name and address of prize winner(s), log onto <http://www.spoilmesweeps.com>. Winner information becomes available after completion of Sweepstakes. ANY MAIL-IN REQUESTS SUBMITTED WILL BE AUTOMATICALLY DESTROYED WITHOUT OPENING.
- 12. SPONSORS:** E! Entertainment Television, LLC, 5750 Wilshire Boulevard, Los Angeles, CA 90036.

13. SWEEPSTAKES ADMINISTRATOR: Kaleidoscope Promotions Interactive, Ltd., PO Box 130395, The Woodlands, TX 77393.

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