

Universal Orlando® Resort
Hollywood Mummy Premiere Sweepstakes
Official Rules

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR
PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF
WINNING.**

1. Eligibility: Universal Orlando® Resort Hollywood Mummy Premiere Sweepstakes (the "Promotion") is open only to legal residents of the fifty (50) United States (including District of Columbia) who are at least eighteen (18) years old at the time of entry. Employees of Universal City Development Partners, Ltd., Universal City Studios LLLP d/b/a Universal Studios Hollywood, ePrize LLC, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Subject to all applicable federal, state and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein. The Promotion consists of a sweepstakes (the "Sweepstakes").

2. Sponsor: Universal City Development Partners, Ltd., 1000 Universal Studios Plaza, Orlando, FL 32819. **Drawing Administrator:** ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Promotion begins on July 11, 2008 at 9:00 a.m. Eastern Time ("ET") and ends on July 11, 2008 at 2:00 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for this Promotion.

4. How to Enter:

a. In-person Entry: During the Promotion Period, visit Universal Studios Florida ("USF") located within Universal Orlando Resort and completely fill out the official entry form provided with your full name, date of birth, and daytime telephone number where you may be reached within a twenty-four-hour (24-hr) period. Submit the handwritten entry form in the appropriate locked entry receptacle as identified within USF.

b. Alternate Method of Entry: No purchase necessary. During the Promotion Period, enter by completely filling out the official entry form provided with your full name, date of birth, and daytime telephone number where you may be reached within a twenty-four-hour (24-hr) period. Handwritten entry forms are available for completion and submission at the Guest Pick-Up/Drop-Off area located across from the Universal Orlando parking garage and should be submitted in the appropriate locked entry receptacle as identified. There is no parking or entrance admission fee associated with this alternate form of entry.

Limit: Each entrant may submit one (1) entry during the Promotion Period. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different telephone numbers, identities, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified.

5. Selection of Potential Winner: Administrator will randomly select the potential Sweepstakes winner, from all eligible entries received during the Promotion Period, on or about 2:45pm on July 11, 2008. Winner will be announced in front of the Revenge of the Mummy ride at USF, but winner need not be present to win. Administrator's selection of potential winner is final and binding in all matters related to the Promotion.

6. ALL POTENTIAL WINNERS ARE SUBJECT TO VERIFICATION BY SPONSOR OR ADMINISTRATOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THE PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY AND THE POTENTIAL SWEEPSTAKES WINNER'S NAME HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. SPONSOR WILL NOT ACCEPT ANY OTHER EVIDENCE OF WINNING IN LIEU OF ITS VALIDATION PROCESS. ANY ENTRY THAT OCCURS AFTER THE PROMOTION PERIOD HAS ENDED IS DEEMED A DEFECTIVE ENTRY AND IS VOID AND WILL NOT BE HONORED.

7. Verification of Potential Winners: Potential winners must continue to comply with all terms and conditions of these Official Rules, and winning is contingent upon fulfilling all requirements. The potential winners will be notified by telephone after the date of random drawing. The potential winners (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Administrator, within three (3) days of the date notice is sent, an Affidavit of Eligibility, Liability and Publicity Release (except where prohibited) in order to claim his/her prize if applicable. If a potential winner of any prize cannot be contacted, or fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release within the required time period (if applicable), potential winner forfeits prize. In the event that a potential winner of the Sweepstakes Prize is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. There will be three (3) alternate drawings after which the prize will remain unawarded and will be returned to Universal Orlando.

8. One (1) Sweepstakes Prize: Winner will receive a trip for two (2) to attend the Hollywood Premiere of "The Mummy: Tomb of the Dragon Emperor" on July 27, 2008 in Hollywood, California, including: (a) roundtrip, coach-class air transportation for two (2) from a major airport near winner's home (determined by Sponsor in its sole discretion) to Los Angeles, CA; (b) roundtrip ground transfers for two (2) to/from airport and hotel; (c) 4-day/3-night hotel accommodations at a hotel determined by Sponsor in its sole discretion (single room, double occupancy, room and tax only); (d) two (2) 1-Day tickets to Universal Studios Hollywood; and (e) two (2) tickets to the Hollywood Premiere of "The Mummy: Tomb of the Dragon Emperor" on July 27, 2008 in Hollywood, CA. Approximate Retail Value of each prize is \$1,800.00 USD. Actual value may vary based on airfare fluctuations and distance between departure and destination.

Winner must agree to travel July 26 – July 29, 2008 or prize will be forfeited. Travel must be roundtrip. Sponsor will determine airline and flight itinerary in its sole discretion. No refund or compensation will be made in the event of any cancellation or delay of any flight. Air transportation and accommodations are subject to change based on availability. Travel is subject to the terms and conditions set forth in this Promotion, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, gratuities, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the sole responsibility of the winner. Unless child of

winner, travel companion must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the winner. If winner is a minor in his/her state of residence, travel companion must be winner's parent/legal guardian. Travel companion must execute liability/publicity releases prior to issuance of travel documents. Travel restrictions, conditions and limitations may apply. If in the judgment of Sponsor air travel is not required due to winner's proximity to prize location, ground transportation will be substituted for roundtrip air travel at Sponsor's sole discretion. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Winner will not receive difference between actual and approximate retail value of any prize. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period.

No cash equivalent will be provided, all prizes are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion.

10. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, Universal City Studios LLLP d/b/a Universal Studios Hollywood, ePrize LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Promotion or receipt or use or misuse of any prize.

11. Publicity: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.

12. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Promotion, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

13. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Promotion; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human

intervention in any part of the entry process or the Promotion; (4) technical or human error which may occur in the administration of the Promotion or the processing of entries; or (5) 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 Promotion or receipt or use or misuse 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, provided that if it is not possible to award another entry due to discontinuance of the Promotion, or any part of it, for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

14. Disputes: Except where prohibited, entrant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Promotion or (excluding any and all disputes, claims and cause of action arising out of or connected with the use of any of the prizes awarded in the Promotion) shall be resolved individually, without resort to any form of class action, and exclusively by the United States District Court for the Middle District of Florida or the appropriate Florida State Court located in Orange County, Florida; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. Any and all disputes, claims and causes of action arising out of or connected with the use of prizes shall be noted individually, without resort in any form of class action, before the Circuit Court of the Ninth Judicial Circuit in and for Orange County Florida; or, if the Circuit Court does not have jurisdiction, then before the United States Court for Middle District of Florida (Orlando Division); or if neither of such courts shall have jurisdiction, then before any other court sitting in Orange County, Florida, having subject matter jurisdiction, and shall be construed in accordance with the laws of the State of Florida. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules (whether of the State of Florida or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Florida.

15. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (http://www.universalorlando.com/privacy_policy.html).

16. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than August 1, 2008. For the Winner List, send an email with subject line: "Universal Orlando Resort Hollywood Premiere Sweepstakes, Winner List Request," to Jessica Jurkowski at jessica.jurkowski@universalorlando.com.