

## OFFICIAL RULES FOR THE LEBRON MORE THAN A GAME TOUR CONTEST

### NO PURCHASE REQUIRED TO ENTER OR WIN

#### Important Notice for Amateur Athletes

You are responsible for ensuring that your use of or participation in the activities of this Sweepstakes/Contest does not affect your eligibility as an amateur athlete. Please check with your amateur athletic association for the rules that apply to you. NIKE IS NOT RESPONSIBLE OR LIABLE FOR YOUR PARTICIPATION IN THIS SWEEPSTAKES/CONTEST RESULTING IN YOUR INELIGIBILITY AS AN AMATEUR ATHLETE.

You agree that your participation in this Contest is subject to the Terms of Use and Privacy Policies located at: <http://www.nike.com/renov/nikestore/us/v1/us/en/info/privacy.jsp?item=terms> and <http://www.new.facebook.com/terms.php?ref=pf>. If you are between 13 and 18 years old, you must have your parent/guardian's permission to use or post Generated Content (“UGC”) to the Contest Site (defined below).

#### 1. Who is eligible?

This Sweepstakes is open only to legal US residents who are thirteen (13) or older as of August 6, 2009, and are a member of Ballers Network (official basketball social network of Nikebasketball that lives on Facebook.com). Employees of NIKE USA, Inc., its parent company, NIKE, Inc., their subsidiaries and affiliates, or of other companies associated with the promotion of the Sweepstakes, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible.

#### 2. Who is sponsoring the Sweepstakes?

The Sweepstakes is sponsored by NIKE USA, Inc., One Bowerman Drive, Beaverton, Oregon 97005 (the “Sponsor”).

#### 3. How do I enter?

This Sweepstakes begins **August 6, 2009** and will end on the below specified dates (the “Entry Period”):

Tour City	End Date	Winner Selected and Notified Date	Movie Screening Date
Chicago, Illinois	8/8/09	8/8/09	8/10/09
Washington, DC	8/11/09	8/11/09	8/13/09
Akron, Ohio	8/18/09	8/18/09	8/20/09
New York, New York	9/20/09	9/20/09	9/22/09
Los Angeles, California	9/23/09	9/23/09	9/25/09

During the Entry Period, visit <http://apps.facebook.com/ballersnetwork/> (“Contract Site”) and register to Ballers Network on Facebook, completely fill out the Ballers profile (accessible through the Global navigation “My Profile”). Within your Profile page, Entrants can select “Edit My Profile” to complete their Profile. In addition to completing your Profile, Entrants must post in your Profile message text field a creative answer to one of the following questions:

- ❖ How is basketball more than a game to you?
- ❖ What does it mean to you to play basketball with heart?
- ❖ What does LeBron mean to basketball?

There is a limit of one (1) entry per person. Subsequent entries will be void.

#### **4. How will winners be selected?**

In each City of the Tour (Chicago, Illinois; Washington, DC; Akron, Ohio; New York, New York; and Los Angeles, California) fifteen (15) City Tour Winners will be selected and notified on the dates stated in Section 3 above, in a random drawing from all entries received that meet the following criteria: living within a 150 mile radius of the Tour City's downtown sector; Entrant's Baller Profile is completely filled out (especially the location); and a creative answer to one of the three questions in Section 3 above has been posted within their profile message textbox. One (1) of the fifteen (15) selected City Tour Winners with the best answer to one of the three questions will also receive a pair of Max LeBron VII - City Edition Shoes. On or about **October 1, 2009**, one (1) Winner will be chosen in a random drawing from all entries to receive a pair of Max LeBron VII - City Edition Shoes. Entrants that have already won a prize will not be eligible for this drawing. The odds of winning depend on the number of eligible entries received.

#### **5. What can I win?**

Seventy-Five (75) Winners – fifteen (15) in each City on the Tour listed above -- will each receive a movie pass to the screening of ***More Than A Game, starring LeBron James***. Winners are responsible for their own transportation to and from the venue/theatre. Approximate retail value ("ARV"): **\$0**

Six (6) Winners -- one (1) National Winner, and one (1) of the fifteen (15) selected movie screening winners in each City on the Tour listed above -- will also receive a pair of Max LeBron VII - City Edition Shoes, ARV: **\$900 (\$150 each)**

Total ARV for all prizes awarded: **\$900**

Any prize details not specified above will be determined by the Sponsor in its sole discretion. Prizes are not transferable and must be accepted as awarded. No cash or other substitution may be made, except by the Sponsor, who reserves the right to substitute a prize with another prize of equal or greater value if the prize is not available for any reason as determined by the Sponsor in its sole discretion. ***The winner is responsible for taxes and any and all other costs and expenses not listed above.***

#### **6. What may a potential winner be required to do?**

Except where prohibited, a potential winner may be required to complete and return a Declaration and Release and/or tax form W-9, if applicable, within five (5) days of being notified. If a potential winner declines to accept the prize, has violated any of these Official Rules, or fails to sign and return the required documents within the required time period, then an alternate entrant will be selected in his/her place in a random drawing of remaining entries. If a potential winner is a minor, his/her parent or legal guardian will be required to sign the required documents on the potential winner's behalf.

#### **7. What other terms should I be aware of?**

By participating in the Sweepstakes, entrants agree to be bound by these Official Rules and the determinations of Sponsor, which shall be final. Unless prohibited by law, entrants agree to allow use of their name, voice, city/state of residence, photograph, and/or likeness for advertising and/or trade and/or any other purpose in any media or format now or hereafter known without further compensation, permission or notification.

The Sweepstakes is subject to federal, state, and local laws and regulations and is void where prohibited by law. In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but not limited to fraud, virus, or other technical problem, the Sponsor may, in its sole discretion, either: (a) suspend the Sweepstakes to address the impairment and then resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; or (b) award the prize at random from among the eligible entries received up to the time of the impairment. The 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 in an unsportsmanlike or disruptive manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any term of these Official Rules shall not constitute a waiver of that provision.

By participating in the Sweepstakes, entrants agree to release and hold harmless the Sponsor, its parent and related companies, and their respective officers, directors, employees, and agents (the “Released Parties”) from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of any prize, including, but not limited to: (a) unauthorized human intervention in the Sweepstakes; (b) technical errors related to computers, servers, providers, or telephone or network lines; (c) printing errors; (d) lost, late, postage-due, misdirected, or undeliverable mail; (e) errors in the administration of the Sweepstakes or the processing of entries; or (f) 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. Entrant further agrees that in any cause of action, the Released Parties’ liability will be limited to the cost of entering and participating in the Sweepstakes, and in no event shall the Released Parties be liable for attorney’s fees. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

#### **8. How will disputes be handled?**

Except where prohibited, entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of Oregon. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrant’s rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Oregon, without giving effect to any choice of law or conflict of law rules (whether of the State of Oregon or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Oregon.

#### **9. How can I find out who won?**

To obtain the name of the winners, send a self-addressed stamped envelope to LeBron More Than A Game Tour Contest, ATTN: J Cheema, NIKE, Inc., One Bowerman Drive, Beaverton, OR 97005. Requests must be received within four (4) weeks of the conclusion of the Entry Period.