

GOLD RUSH OFFICIAL RULES
NO PURCHASE NECESSARY TO ENTER. OPEN ONLY TO LEGAL RESIDENTS OF THE
50 UNITED STATES, AND THE DISTRICT OF COLUMBIA CURRENTLY LIVING IN THE
UNITED STATES, AT LEAST 18 YEARS OF AGE AS OF SEPTEMBER 13, 2006.
VOID IN PUERTO RICO AND WHERE PROHIBITED.

GENERAL DESCRIPTION:

Gold Rush (Hereinafter referred to as The "Promotion") begins at 7:00:00 AM Eastern Time (ET) on September 13, 2006 and ends at 11:59:59 AM ET on November 1, 2006 (the "Promotion Period").

- Gold Rush is a Two Part competition. Part One ("Online Phase") is an online skill-based competition consisting of thirteen (13) Rounds. Part Two ("Reality Phase") is a reality competition show involving both physical and mental challenges. You must successfully complete all challenges and meet all criteria in both phases to win a prize.
- Participant will be required to correctly solve 13 challenges in each Round, with each Round consisting of twelve (12) separate Challenges and one final (1) Gold Challenge. For the first twelve (12) Challenges in any Round, you must collect twelve (12) virtual gold bars by correctly solving pop culture oriented challenges with the help of clues available at AOL.com and other media including, but not limited to, web sites, television, radio, print, and at retail stores. Once you successfully collect the twelve (12) virtual gold bars in a Round, you will access the online Vault for that Round containing the 13th challenge for that Round, that Round's Gold Challenge. You must be one of the first three (3) Participants, whose correct Solution (as defined below) to a Gold Challenge for a Round is properly received and recorded by the Promotion computer in order to become eligible to compete in the Gold Competition for the Round.
- Clues, which may be in the form of text, graphics or video, will be released (at the Sponsor's discretion) to allow participants to solve each of the 13 Challenges within each of the 13 Rounds. All clues will be available online at aol.com/goldrush.
- Each of the Challenges in each of the 13 Rounds could have one or more clues.
- The objective of the participants is to correctly and accurately determine the Solution to Challenges in the quickest way in order to open an online Vault. The Vault contains the Gold Challenge. The first three Participants in Rounds 1-12 and the first six Participants in Round 13 whose correct Solution (as defined below) to a Gold Challenge for a Round is properly received and recorded by the Promotion computer for that Round become that Round's Finalists, subject to verification and compliance with these Official Rules.
- Participants can enter the Promotion at any time during the Promotion Period. Clues are not cumulative. Clues for any Challenge in any Round are not relevant to the Solutions to Challenges in any other Round.
- Each Round is independent. Participants need not compete in all 13 Rounds of online game play to be eligible to win a prize.
- The first 13 people to correctly solve the Gold Challenge behind the Vault in each of the 13 Rounds will receive a 2006 1oz 24-karat solid gold American Buffalo Gold Bullion coin.
- There will be Three (3) Round Finalists in each of the first twelve (12) Rounds who will win a trip and opportunity to compete for a prize valued at \$100,000.
- There will be 18 Semi-Finalist competitors who will win a trip and opportunity to compete for a prize valued at \$1,000,000 (One Million Dollars). These 18 Semi-Finalists will be the 12 Round Winners from each of the first twelve (12) Rounds who have won the \$100,000 prize for a Round plus an additional six (6) Round Finalists from the 13th Round. NOTE: Round 13 Finalists will NOT have an opportunity to compete for a \$100,000 prize.
- In the Finale, eighteen Semi-Finalists will compete using a combination of physical and mental abilities. The Winners from the Semi-Final competition become Million Dollar Finalists.

- In the Grand Finale each of the Million Dollar Finalists will then face off in one last competition. The winner of the Grand Finale will be awarded the \$1,000,000 (One Million Dollars) prize.

ACCEPTANCE OF OFFICIAL RULES/ADMINISTRATOR'S DECISIONS:

By entering the Promotion, you hereby accept and agree to the Official Rules ("Official Rules") and the decisions of Marden-Kane, Inc. (the "Administrator"), whose decisions are final and binding in all matters relating to this Promotion. The Promotion computer is the official time keeping device for the Promotion.

ELIGIBILITY:

To be eligible to participate in the Promotion, you must: (a) be a legal resident and be living in one (1) of the fifty (50) United States or District of Columbia ("U.S."); and (b) be at least eighteen (18) years of age as of September 13, 2006. Participants must be in excellent mental and physical health. All Participants who believe they meet our criteria, including persons with disabilities, are welcome and encouraged to register. Void in Puerto Rico and where prohibited by law. Employees and their immediate families (spouse, parents, children, siblings, and their respective spouses), including their respective household members (whether or not related), of JamCam Productions, Inc. ("Sponsor"), AOL LLC, Best Buy Stores, L.P., Chevrolet Motor Division, a wholly owned subsidiary of General Motors Corporation, The Coca-Cola Company, acting by and through its Coca-Cola North America division, T-Mobile USA, Inc., Washington Mutual Bank, AEG/Regal Cinemas, American Media, Inc., CBS Broadcasting Inc., Gemstar-TV Guide International, Inc., Time Inc., USA TODAY, a division of Gannett Co. Inc, and any other marketing partners, ("Marketing Partners"), any of their respective parent companies, directors, officers, affiliates, subsidiaries, divisions, advertising and promotion agencies, web masters/suppliers and Marden-Kane, Inc., are not eligible to enter. Sponsor and/or Marden-Kane, Inc. reserve the right to disqualify and terminate the eligibility of any Participant who, as solely determined by either of them, violate the Official Rules or interfere with this Promotion in any manner.

REGISTRATION: To enter, go to www.aol.com/goldrush ("Web site") and follow the instructions to register. You must register by entering your true and correct information on the Registration Page (required fields include email address, cell phone number and daytime phone number and date of birth) and click "Submit". Entry form must be filled out completely in order to qualify as an eligible entry into the Promotion. Further, you must affirmatively check the box agreeing to the official rules.

When you first register you will be directed to a page on which you will create an account or you may use your AOL or AIM screen name. To create the account you will be required to enter your email address, create a password and both an account security question and answer, your date of birth, gender, Country, and zip code. When you return to participate you will be required to log-on using your password. If you forget your password follow the directions on the Web site. You are solely responsible for the security of your password. You should take precautions to keep your password private to prevent unauthorized use. Neither Sponsor, Marden-Kane, Inc., AOL LLC, nor any other person or entity connected with the promotion will be responsible for any losses, damages or consequences you may suffer due to careless or unauthorized use of a password. Only one account and password may be used by any participant and there is a limit of one account per participant and email address. Should any participant attempt to use more than one password or establish more than one account, that participant may be disqualified.

WHAT IS GOLD RUSH:

Description:

Starting September 13, 2006 at 7:00:00 AM ET, JamCam Productions, Inc. and AOL.com present Gold Rush, a Two Part Competition.

What you can win:

We've taken \$2.2 million dollars, divided it into twelve (12) \$100,000 lots and one (1) \$1,000,000 lot, and placed them in various locations throughout the U.S. But in order to qualify for a chance to win a prize, you'll have to explore the world of pop culture (for example but not limited to, contemporary lifestyle, cultural patterns, famous people, places and items that are commonly known within society), using the AOL.com web site as your base.

How you compete:

The object is to solve all the challenges in a Round in order to open an online Vault for that Round to reveal that Round's "Gold Challenge". To open the Vault, you'll need to collect twelve virtual gold bars online. To collect them, you might be required for example but not limited to, master an online game or solve a riddle with the help of embedded clues which may be in the form of text, graphics or video. Clues will be released (at the Sponsor's discretion) in such media as television, radio, magazines, in retail locations and online (all clues will be available on www.aol.com/goldrush). When you've collected the twelve virtual gold bars in a Round, you'll open the online Vault which will reveal the Gold Challenge for that Round. If you're one of the first three (3) Participants in any of Rounds 1-12, whose correct Solution (as defined below) to a Gold Challenge for a Round is properly received and recorded by the Promotion computer for that Round you will win the opportunity to compete in that Round's Gold Competition, subject to verification and compliance with these Official Rules, or one of the first six (6) Participants in Round 13 whose correct Solution to that Round's Gold Challenge is properly received and recorded by the Promotion Computer. The Gold Competition is an offline reality show where you may qualify to become the Grand Finale Winner. If you are a Round Finalist you'll be contacted by the Administrator, and if you are verified and comply with these Official Rules you will be given the opportunity to be sent to a location somewhere in the U.S. where you'll participate on-camera, in a head-to-head competition with the other Round Finalists of that Round to win that Round's prize. The Gold Competition will take place off-line and will consist of a series of pop-culture themed and oriented games and interactive physical and mental challenges. Gold Competitions will be taped and broadcast on AOL.com, (in whole or in part), and possibly other broadcast media outlets. Notwithstanding anything to the contrary Sponsor shall be under no obligation to tape or broadcast all or any part of any Competition.

With a \$100,000 prize being claimed every few days for six weeks this Fall, the pace will be fast and furious. And since "Gold Rush" is all themed and oriented about pop culture, if you watch TV, read magazines, or browse online, you may already have some of the skills necessary to win.

Best of all, you never have to play alone. To help master the Promotion you'll be able to create a social network of online Buddies -- friends, relatives, co-workers, whomever you choose -- to help you with the online Challenges. Your "Gold Buddies" are the designated Buddies you select to help you if you advance in the offline Gold Competitions. If you are a Round Finalist or Semi-Finalist, you will be provided with a T-Mobile wireless device (free of charge) to connect with one of your Gold Buddies in order to get his or her help to win the prize.

In the 13th and final Round of online game play, even more participants will qualify to compete to win a prize. The six Participants whose Solutions to all of that Round's Challenges are first to be properly received and recorded by the Promotion computer will join the previous 12 Round Winners to become Semi-Finalists in the Finale, in which they will all compete to become one of three Million Dollar Finalists who will be eligible to compete to win \$1,000,000 (One Million dollars). All Semi-Finalists will be sent to the Finale location. If you are one of the eighteen Semi-Finalists you will be able to wirelessly connect with one of your Gold Buddies to get his or her help in winning during this competition.

In the Finale, the eighteen Semi-Finalists will compete. The Winners of this Semi-Final competition become Million Dollar Finalists. The Million Dollar Finalists will then face off in one

last competition. The winner of the Grand Finale will be awarded \$1,000,000 (One Million Dollars), the terms and conditions of which are set forth herein.

GLOSSARY OF TERMS:

ENTRANTS

PARTICIPANT: Any eligible person that has registered and is participating in the Gold Rush Promotion at any time during the Promotion Period. No participant can be substituted for any other participant at any time for any reason whatsoever.

ROUND FINALIST: One of three top Participants whose correct Solutions to all the online Challenges in any Round are the first to be received and recorded by the Promotion computer for the Round for any of the first twelve Rounds of game play. In the 13th Round, the top six (6) Participants whose correct Solutions to all the Challenges in the 13th Round are the first to be received and recorded by the Promotion computer for that Round. A Round Finalist is not an Official Round Finalist until he/she has been verified and complied with all of the terms and conditions of the Official Rules. There is a limit that a Participant can only be a Round Finalist once for the entire Promotion.

ALTERNATE ROUND FINALIST: A Participant who is designated as next in line to compete in any Round's offline Gold Competition should any of the actual Round Finalists be rendered unable to compete for any reason. There may be more than one Alternate Round Finalist. Alternate Round Finalists in any Round who do not become Round Finalists are not precluded from becoming Alternate Round Finalists or Round Finalists in any other Round.

ROUND WINNER: One of the three Round Finalists who wins the \$100,000 in any one of the first twelve Gold Competitions. There is no Round Winner in Round 13 because there is no \$100,000 prize available to be won in that Round.

SEMI-FINALIST: 18 Participants who compete to become Million Dollar Finalists; twelve of these individuals are previous Round Winners, the other six are Round Finalists from the thirteenth and final Round of online game play. Semi-Finalists will compete as part of the Finale to become Million Dollar Finalists.

MILLION DOLLAR FINALIST: The Finalists who compete for the million-dollar prize.

GRAND FINALE WINNER: The Million Dollar Finalist who is the first to successfully complete the reality phase challenges in the Grand Finale event.

PRIZES:

AMERICAN BUFFALO GOLD BULLION COIN: The first 13 people to solve the Gold Challenge behind the Vault in each of the 13 Rounds will receive a 2006 1oz 24-karat solid gold American Buffalo Gold Bullion coin courtesy of Washington Mutual.

GOLD PRIZE: A Gold Prize is what a Round Winner receives at the conclusion of each Gold Competition. The Gold Prize may be actual gold valued at \$100,000 on the day the prize is claimed or the cash equivalent (awarded in the form of a check).

GRAND FINALE PRIZE: The \$1,000,000 prize that the Grand Finale Winner receives after completion of the Grand Finale Competition. The Grand Finale Prize may be actual gold valued at \$1,000,000 on the day the prize is claimed or the cash equivalent (awarded in the form of a check).

Neither Sponsor nor any other person or entity warrants or represents that the actual gold can be sold, bartered or traded for the stated value; the actual value of gold can fluctuate with market and financial conditions.

NOTE: Physical object obtained during competition is a representation or replica of actual gold and has no cash or market value while at the site.

TRAVEL PRIZE: The travel (transportation and lodging) necessary for a Round Finalist, Semi-Finalist and Million Dollar Finalist to attend, and participate in, the offline Gold Competition, Finale and Grand Finale reality portion of the Promotion.

ADDITIONAL DEFINITIONS

BUDDIES: Any other registered Participant you designate as a member of your online social network at your sole discretion. Buddies must be registered Participants that may help you advance yourself in the Promotion (i.e. get advice or help on how to solve online Challenges or find Gold Bars). A Participant may have as many online Buddies as they wish.

CHALLENGE: A specific task the Participant must perform online to arrive at a Solution. Each Round consists of a series of thirteen (13) total Challenges. Challenges will be released on a set schedule throughout the first 48 hours (approximate) of each Round for that particular Round.

CLUE: A Clue is a piece of information the Participant can use to help them solve a Challenge. Some Clues are openly given, by the Host for example, when a Challenge is first presented. Other Clues are embedded in such media as magazines and television, and/or posted online at aol.com/goldrush to help you solve a Challenge. Clues will also be archived online at aol.com/goldrush so they can be referred back to later in the Promotion.

FINALE: The Finale involves eighteen Semi-Finalists who compete using a combination of physical and mental abilities. The Winners of this Semi-Final competition become Million Dollar Finalists.

GOLD BAR: Virtual Gold Bars can be found throughout the AOL.com universe and may be positioned near information that's helpful to solving Challenges. You have to collect 12 virtual Gold Bars per Round to open the Vault. You will always earn a virtual Gold Bar for completing a Challenge. These virtual Gold Bars do not represent actual gold and have no cash or market value.

GOLD BUDDIES: If Buddies are your "friends," Gold Buddies are your "best friends." Participants can designate up to five of their online Buddies as "Gold Buddies." Gold Buddies are helpful for online game play and one of them may prove especially helpful during the offline portion of the Promotion. If you become a Round Finalist, Semi-Finalist or Million Dollar Finalist, you may have the phone numbers of up to five of your Gold Buddies pre-programmed into a T-Mobile wireless device which is provided to you at no cost. Using this wireless device you can contact one out of your five predetermined Gold Buddies for advice or information during the Gold Competition in order to assist you in winning the prize. A Participant can communicate with one Gold Buddy for up to 2 minutes in order to get assistance.

GOLD CHALLENGE: Gold Challenge refers to the final Challenge in each Round that exists behind the online Vault door.

GOLD COMPETITION: The Gold Competition is the offline portion of the Promotion that involves the Round Finalists in a head-to-head competition that's taped on location. The Gold Competition will rely on one's ability to solve pop-culture oriented games, physical challenges, and mental challenges. The Round Finalists will be provided transportation to the location of their Gold

Competition. The Gold Competition will be taped "reality style" for broadcast on AOL.com and, potentially, other broadcast media. Notwithstanding anything to the contrary Sponsor shall be under no obligation to tape, or broadcast all or any part of any Competition. The winner of the Round 1-12 Gold Competitions are Round Winners and will automatically advance to participate in the Finale. The Round Finalists from Round 13 automatically advance to participate in the Finale.

GRAND FINALE: The Grand Finale will involve the Million Dollar Finalists who have advanced from the Finale Round. Participants will compete in a series of physical and mental challenges. The first of the Million Dollar Finalists to successfully negotiate all challenges will be the Grand Finale Winner.

PROMOTION: Refers to the Gold Rush Contest in whole or in part.

ROUND: The period of time starting from the release of the first Challenge, and ending with the first three Participants solving that Round's Gold Challenge as verified by Sponsor and Administrator. A Round is approximately three and one-half days. Rounds begin twice a week. A Round will begin on specific dates throughout the promotion period. See below chart for exact dates and information.

SOLUTION: The correct answer to any Challenge. Participants can attempt to provide Solutions as many times as they wish. Solutions must be spelled correctly. Misspelled Solutions will not be accepted. Not all solutions require a typed in answer. Some Challenges are solved by completing a video game level or finding a virtual Gold Bar. After correctly entering and/or submitting a Solution, and that Solution is received and recorded by the Promotion Computer, you will be presented with an acknowledgement that you have successfully completed that Challenge.

VAULT: The Vault is the online construct used in each Round of online game play. Behind the Vault is the Gold Challenge. Once a Participant has successfully completed Challenges 1 – 12, the Vault will open revealing the Gold Challenge.

HOW TO WIN PRIZES:

To qualify to compete to win a prize in any Round Participants must be one of the first three (3) Participants in one of the 1-12 Rounds or one of the first six (6) Participants in the 13th Round to successfully submit the correct Solution for all online Challenges in that Round (and whose correct Solutions are the first to be received and recorded by the Promotion computer), and agree to the conditions of the offline reality competition. Additionally, participants must then also complete all proper documentation as stated in the Winner Notification section of these rules, be verified and otherwise comply with the Official Rules.

| ROUND | STARTS | ENDS | PRIZE |
|-------|------------------------------|------------------------------|--|
| 1 | 9/13/06 7:00:00 AM ET | 9/18/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 2 | 9/18/06 12:00:00 PM ET | 9/20/06 5:59:59 PM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 3 | 9/20/06 6:00:00 PM ET | 9/25/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 4 | 9/25/06 | 9/28/06 | Transportation and lodging to participate in the |

| | | | |
|----|---------------------------------|-------------------------------|--|
| | 12:00:00 Noon ET | 11:59:59 AM ET | offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 5 | 9/28/06 12:00:00 Noon ET | 10/2/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 6 | 10/2/06 12:00:00 Noon ET | 10/4/06 5:59:59 PM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 7 | 10/4/06 6:00:00 PM ET | 10/9/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 8 | 10/9/06 12:00:00 Noon ET | 10/12/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 9 | 10/12/06 12:00:00 Noon ET | 10/16/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 10 | 10/16/06 12:00:00 Noon ET | 10/19/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 11 | 10/19/06 12:00:00 Noon ET | 10/23/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 12 | 10/23/06 12:00:00 Noon ET | 10/26/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Gold Prize Round Winner for the specific Round. |
| 13 | 10/26/06 12:00:00 Noon ET | 11/01/06 11:59:59 AM ET | Transportation and lodging to participate in the offline reality competition show and the opportunity to compete to become the Grand Finale Winner. |

About the Ending Rounds: While the above “End” dates and times are as scheduled, should (3) three Round Finalists and (10) Ten Alternate Round Finalists fail to be determined by the “End” date and time for any of 1-12 Round or (6) six Round Finalists and (10) Ten Alternate Finalists fail to be determined by the “End” date and time for Round 13, the particular Round will continue (at the sole discretion of Sponsor) until the stated number of Finalists and Alternate Finalists for that Round has been determined.

PRIZES: Rounds 1 – 13

VAULT WINNERS (169 in total) - AMERICAN BUFFALO GOLD BULLION COIN:

Thirteen (13) Participants from each of the 13 Rounds who enter the vault and solve the Gold Challenge first will each receive an American Buffalo Gold Bullion Coin. Coin is 1 ounce in weight and has an approximate retail value of \$650.00. Neither Sponsor nor any other person or entity warrants or represents that the actual gold can be sold, bartered or traded for the stated

value; the actual value of gold can fluctuate with market and financial conditions. The form of any actual gold prize, or portion thereof, will be determined at the sole discretion of the Sponsor.

PRIZES: Rounds 1-12

ROUND FINALISTS: (36 in total)

Three (3) Participants from each of the first twelve online Rounds will win transportation and lodging to the destination of the offline reality competition show and participate on camera to become a Gold Prize Round Winner. The Round Finalists for each Round will receive Round-trip coach air transportation; lodging for up to 4 nights (as determined by Sponsor); \$40 per diem; and ground transportation between the destination airport and lodging. A member of JamCam Productions Team will be assigned and will provide transportation to all sites during the Gold Competition. Approximate Retail Value of travel: \$1,500.00 per person.

ROUND WINNERS: (12 in Total)

Each Round Winner of Rounds 1-12 will receive \$100,000 to be awarded in their choice of either actual gold valued at \$100,000 based on the market value the day actual prize is won or in the form of a \$100,000 check.

In addition to becoming a Gold Prize Round Winner, the twelve (12) Round Winners will also receive transportation and lodging to the destination of the Finale and participate on camera in the Grand Finale competition to compete alongside the other Round Winners and Round 13 Semi-Finalists to become a Million Dollar Finalist. The participants will receive Round-trip coach air transportation; lodging for up to 6 nights (as determined by Sponsor); \$40 per diem; and ground transportation between the destination airport and lodging and between lodging and the site of the Finale/Grand Finale. A member of the JamCam Productions Team will be assigned and will provide transportation to all sites during the Gold Competition. Approximate Retail Value of travel: \$1,500.00 per person.

PRIZES: Round 13

ROUND 13 SEMI-FINALISTS (6 in Total)

Six (6) Round 13 Semi-Finalists will win transportation and lodging to the destination of the Finale and participate on camera in the reality competition show together with the Round Winners to become a Million Dollar Finalist. The participants will receive Round-trip coach air transportation; lodging for up to 6 nights (as determined by Sponsor); \$40 per diem; and ground transportation between the destination airport and hotel and between lodging and the site of the Finale/Grand Finale. Semi-Finalists will be assigned a member of the JamCam Productions Team and will be provided transportation to all sites during the competition. Approximate Retail Value of travel: \$1,500.00 per person.

For All Travel Prizes: Trip must be taken on dates and at times specified by Sponsor, and are at the sole discretion of Sponsor. Actual value of any trip will depend on final itinerary. Any difference between the actual value and stated value will not be awarded. All expenses not specified are winner's sole responsibility. Travel arrangements will be made through agent of Sponsor's choosing. No responsibility is assumed by Sponsor for cancelled, delayed or suspended transportation for any reason whatsoever beyond its control. All travel and accommodations are subject to availability, change and certain restrictions; blackout dates apply. Winner must comply with all security requirements (and must have all necessary identification and/or travel documents required for travel within the United States, (for example. driver's license, valid state I.D. or a valid U.S. passport, as applicable)). Flights must originate from the major airports nearest the winners' U.S. place of residence (as determined by Sponsor). If Round Finalist and/or Finale and/or Grand Finale competitor lives within 150 miles of the destination, ground transportation may be substituted for air transportation at Sponsor's sole discretion, and any difference between the two will not be awarded. Complete terms and conditions of trip will be furnished with prize notification.

GRAND FINALE WINNER: (1 in Total)

One (1) person who successfully negotiated all the challenges in the Grand Finale reality competition will become the Grand Finale Winner. The Grand Finale Winner will receive One Million dollars to be awarded in the form of actual gold valued at \$1,000,000 based on the market value the day actual prize is won or in the form of a \$1,000,000 check.

Total Approximate Retail Value of all prizes: \$2,390,850.00.

Participants in the Gold Competition and the Finale/Grand Finale events will be given a T-Mobile cell phone, free of charge, for use during these events and these events only. Participants may use the T-Mobile cell phone to contact one (1) out of their five (5) designated Gold Buddies to assist them in their ability to win the prize. Gold Buddies must be pre-designated prior to the Gold Competition/Finale/Grand Finale. A Participant can communicate with that one (1) Gold Buddy for up to 2 minutes in order to get assistance. Sponsor is not responsible for any telephone connection or network problems should you not be able to connect with any Gold Buddy.

Conditions For All Prizes: No assignment, transfer, conversion to cash or cash redemption or substitution of any prize or any portion of a prize is permitted, except by Sponsor who reserves the right to substitute a prize or any portion of a prize with a prize or portion of comparable or greater value should a prize become unavailable. If a winner cannot accept a prize, or portion of a prize as stated, prize will be forfeited in its entirety, the Sponsor shall have no further obligation to the Round Finalist and/or Finale and Grand Finale competitor and prize will be awarded to the next eligible Round Participant, time permitting. All expenses not specifically stated, including but not limited to, additional ground transportation not specified in prize description, meals, gratuities, travel documents, tax, personal expenses are the sole responsibility of the winner. Other restrictions may apply.

WINNER NOTIFICATION:

For each of the thirteen (13) Rounds during the Promotion Period, potential Round Finalists will be notified for the corresponding Round period. A representative of Marden-Kane will attempt to contact the potential personally via the cell phone number or daytime phone number provided by Participant on the online registration form. For Rounds 1, 2, 4, 5, 6, 8, 9, 10, 11, 12 & 13 contacting of potential Round Finalists will take place during the following time periods: 12:00 Noon ET until 10:00 PM ET on the day the last Challenge for that Round is released. For Rounds 3 and 7 contacting of potential Round Finalists will take place during the following time periods: 6:00 PM ET until 10:00 PM ET and 9:00 AM ET until 3:00 PM ET on the day the last Challenge for that Round is released. If unable to reach any potential Round Finalist after three call attempts, the Administrator retains sole discretion to disqualify that potential Round Finalist and will attempt to contact the next potential alternate Round Finalist until such time that direct contact is made with a potential Round Finalist. No voicemail or answering machine messages will be left. Each potential Round Finalist (and his/her parent/legal legal guardian if he/she is a minor) will be required to complete, sign and properly execute (including notarization) the following documents and return them via facsimile (and subsequently by mail which must be received 3 days after the facsimile) to Administrator within 12 hours of receipt: (1) an Affidavit of Eligibility and Liability Waiver/Release and any additional releases specific to the local implementation of the reality portion of the competition; (2) where lawful, a Publicity Release which may include but not be limited to publicity and the agreement to be available for publicity appearances; (3) Travel Release; (4) demonstration of proof that they have played the Promotion (Participants will have to provide a photo I.D. and information used to register to play the game/and account information as proof of playing the game.), and (5) agree that should they be the Round Finalist to find the \$100,000 prize in the Gold Competition events in Rounds 1 - 12, or a Semi-Finalist from Round 13 that they will be available to travel and participate in the Finale and, if successfully advance, in the Grand Finale event to find the \$1,000,000. Potential Round Finalists must also complete a Participant Packet relating to participation in the on-camera, reality-based Gold Competition and

Finale/Grand Finale and related activities. This packet will include without limitation, and may not be limited to, a personal information form, Long-Form Participant Agreement, Non-Disclosure Agreement, Background Check Authorization form, and other releases and documentation customarily obtained by Sponsor from participants in reality-based programs. If any documents sent to a potential Round Finalist by any means are returned as undeliverable or if a potential Round Finalist fail to properly execute and return all documents described herein in the time noted, or if potential Round Finalist is found not to be eligible or otherwise not in compliance with these Official Rules that Round Finalist will be disqualified, the prize will be forfeited and the next Round Finalist will be determined and contacted in accordance with these Official Rules. Except where prohibited by law, Round Finalists', Semi-Finalists, Round Winners', and Grand Finale Winner's acceptance of any prize(s) constitutes permission for the Promotion Sponsor and Marketing Partners, individually or collectively, to use each of their names, photographs, videos, images, films, likeness, statements, biographical information, voices, and address (city and state) and participation in Competition recordings made in whatever form or format determined by Sponsor (which may be altered, changed, modified, edited, used alone, together or with other works, and/or used in distorted, illusory or composite form, as solely determined by Sponsor) for advertising, trade, commercial and/or promotional purposes worldwide and in all forms of media now known and hereafter discovered or devised, including but not limited to on the Internet and World Wide Web, at any time or times, in perpetuity, without notification, review, or approval, and without further compensation, except where prohibited by law. A background check on any potential Round Finalist may be executed at the sole discretion of Sponsor prior to the commencement of the reality competition.

TAXES:

All taxes and any other costs associated with a prize are the sole responsibility of the winners.

IMPROPER CONDUCT:

Sponsor, in its sole discretion, may disqualify any participant at any time, from participation in any or all portions of this Promotion (whether during or from the on-line phase or the reality phase), and refuse to award any Prize(s), if participant, in Sponsor's sole discretion, engages in any conduct Administrator deems to be improper, unfair or otherwise adverse to the operation of the Promotion or detrimental to other entrants of the Promotion. Such improper conduct, includes, but is not limited to falsifying personal information required during registration or Prize claim, violating any term or condition stated herein, participating through methods such as automated computer scripts or any other programming techniques, allowing others to use entrant's personal information or account for the purpose of participation, or intentionally trying to defraud, reverse engineer, disassemble or otherwise tamper with the computer programs in connection with this Promotion, or engages in behavior at any point that is disruptive, unlawful, or may or does endanger, or cause damage or injury to, person(s), property or the reputation of Sponsor or otherwise violates the policies of the Sponsor, or does not follow the directions of Sponsor. Entrants agree that the Sponsor may void any part of any Prize(s) that entrant may have won and/or require the return of any part of a Prize(s), or its value, that entrant may have won as a result of such improper conduct. Entrant further acknowledges that any forfeiture of any Prize(s) and/or return of any Prize(s) shall in no way prevent Sponsor from pursuing other avenues of recourse such as criminal or civil proceedings in connection with such conduct.

GENERAL CONDITIONS: By participating, participants (and participants' parent/legal guardian if participant is a minor) release and agree to indemnify and hold harmless Sponsor, Marden-Kane, Inc. Marketing Partners, their respective parents, affiliates and related companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") from and against any and all claims, actions, injury, loss or damage of any kind (whether due to negligence or otherwise) to person(s), including death, or property, or infringement of rights of, publicity or privacy, defamation, or portrayal in a false light, resulting in whole or in part, directly or indirectly from participating in this Promotion or from the acceptance, possession, misuse or use of any prize, or participation in any Promotion related or travel related activity. In no event will Releasees be responsible or liable for

any damages or losses of any kind, whether direct, indirect, incidental, consequential, punitive or other damages. Notice to participants named as "My Gold Buddies:" Sponsor shall not be responsible to compensate directly or otherwise become involved with any dispute that may arise from participation in either the online Challenge rounds or reality competition rounds of this Promotion. **If a Round Finalist is not of the age of majority in his/her state of residence, prize may be awarded in the name of or to parent or legal guardian (as solely determined by Sponsor) who must agree to all undertakings of the minor Round Finalist set forth in these Official Rules both on behalf of himself/herself and Round Finalist or Round Finalist may be disqualified; HOWEVER PARTICIPATION AS AN ACTUAL ROUND FINALIST OR IN ANY OTHER REALITY PHASE MUST NEVERTHELESS BE UNDERTAKEN THROUGHOUT AND COMPLETED ONLY BY THE MINOR AND NOT IN WHOLE OR IN PART BY THAT MINOR'S PARENT/LEGAL GUARDIAN.** Notice to online Participants: Internet access and usage charges applicable to a Participant's account, including local, long distance, 800/888 access charges and/or any usage charges applicable under Participant's Internet pricing plan and any applicable taxes will continue to apply while a Participant is online in connection with this Promotion, and will be the sole responsibility of such Participant.

Limitations of Liability: Releasees are not responsible for lost, late, misdirected, incomplete, separated, postage due, or non-delivered registrations, Solutions, mail or email; or for interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Web site, telephone or other connections availability or accessibility, or miscommunications, or failed computer, satellite, telephone or cable transmissions, or lines, or technical failure or jumbled, corrupted, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures, or technical errors or difficulties, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of registration, Solutions, email or other information or the failure to capture, store, or loss of, any such or similar information. Any use of robotic, automatic, macro, programmed, third party or like participation methods will void all such registrations, Solutions and any other participation information generated or submitted by such methods, and disqualify any participant using any such methods. Releasees are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Promotion or downloading or printing materials of any kind from this Promotion, or use of this Web site or any other web site. Should any portion of the Promotion, in Sponsor's sole opinion, be compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper conduct, or proper play of the Promotion, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Promotion, and/or continue it in a manner deemed fair and appropriate by Sponsor, and award prizes, if possible as solely determined by Sponsor, from participation materials received prior to the action taken and/or after its correction. Sponsor reserves the right, at its sole discretion, to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the Promotion or Web site or any web site; violates the Official Rules; or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN 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.** Releasees are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Promotion, and assume no responsibility for any error, interruption, deletion, defect, delay in operation, or transmission, communications line failure, theft or destruction, or unauthorized use to this web site. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. In case of dispute, the authorized Promotion registrant whose password or the authorized account holder of the email address (as solely determined by Sponsor) used to participate in the Promotion at the actual time of the participation will be deemed to be the participant, and must comply with these Official Rules.

The authorized account holder is deemed as the natural person assigned to an e-mail address by an Internet access provider, service provider or other organization responsible for assigning email addresses or the domain associated with the submitted email address. If a dispute cannot be resolved to Sponsor's satisfaction, the participant will be deemed ineligible.

IN NO EVENT WILL RELEASEES BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES ARISING OUT OF YOUR ACCESS TO AND USE OF THE WEB SITE OR DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM SAID SITE. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS SITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OR LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS

PRIVACY: Information collected from entrant is used only for the purpose of the Promotion and to notify winners, and will not be re-used, sold or shared in any manner by Sponsor or any third parties unless entrant has opted-in to receive additional information and promotional material from Sponsor or a third party.

DISPUTES: Except where prohibited, all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Participant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

WHO WON: For the names of major prize winners, available after November 30, 2006, mail a self-addressed stamped envelope to: Gold Rush Winners, c/o Marden-Kane, Inc., PO Box 6000, Manhasset, NY 11030-6000. Residents of VT may omit return postage. Requests must be received by November 15, 2006.

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