

2006 EA SPORTS™ Madden Challenge Tournament

2006 Official Rules

VOID WHERE PROHIBITED.

1. Entry. PARTICIPANTS ARE REQUIRED TO PAY A FIFTEEN-DOLLAR (\$15.00) ENTRY FEE IN ORDER TO COMPETE (EXCEPT PARTICIPANTS WHO ARE RESIDENTS OF OR REGISTER TO PARTICIPATE IN A REGIONAL TOURNAMENT OCCURRING IN THE STATES OF AZ, CO, CT, TN AND VT). To enter either the Xbox 360 divisions or Professional divisions for any one of the Twenty Six (26) regional tournament qualifying rounds (each a "Regional Tournament") in the 2006 EA SPORTS™ Madden Challenge Tournament (the "Tournament") and compete for a chance to play in the finals in Honolulu, Hawaii, on February 8, 2007, please visit the www.maddenchallenge.com website (the "Site") to register online, or you can alternatively register onsite at any Regional Tournament venue by submitting a completed entry form to the onsite Sponsor representative(s) (the "Tournament Director") as directed, during the entry periods identified in the *Online Registration Entry Periods and Regional Tournament Schedule* described further below (the "Schedule"). Each eligible online and onsite Tournament registrant (except registrants who are residents of or who register to participate in a Regional Tournament occurring in the states of Arizona, Colorado, Connecticut, Tennessee and Vermont) will be required to pay a non-refundable fifteen-dollar (\$15.00) entry fee in order to participate. BOTH ONLINE AND ONSITE REGISTRANTS MUST PRESENT A VALID PHOTO ID UPON ARRIVAL AT THE ONSITE REGIONAL TOURNAMENT IN ORDER TO CONFIRM REGISTRATION.

All Regional and Finals Tournament venues will host separate "Xbox 360" divisions and "Professional" divisions. The "Xbox 360" division is reserved for novice and/or first-time Madden Challenge participants and the "Professional" division is reserved for advanced, and/or returning Madden Challenge participants. Entrants should register for the appropriate division (Xbox 360 or Professional) based on his or her skill level. Participants registering for either the "Xbox 360" or "Professional" divisions will only be eligible to receive prizes designated for that particular division, regardless of skill level.

Registration slots for each Regional Tournament will be first available for general online registration. Once the general online registration period ends, all remaining registration slots, if any, will be available for onsite registration until all slots are filled. The number of available onsite registration slots for any Regional Tournament may be limited and will depend on the number of slots filled during general online registration.

ONLINE Regional Tournament Registration (Xbox 360 Divisions and Professional Divisions). General online registration will open on August 9, 2006, and remain open until three or four days before each Regional Tournament as provided on the Schedule (the "General Online Registration Entry Period"). See Schedule below for exact deadlines. To register online, you must have an EA online account (free) and be 18 years of age or the age of majority for your particular state, whichever is greater, or older at the time of entry or, if you are a minor who is thirteen (13) years of age or older at the time of entry, your parent or legal guardian who is at least the age of majority in your particular state and who has an EA online account can register you online. Simply visit www.maddenchallenge.com, and follow the directions to register by logging-in to your EA online account and submitting your first and last name and credit card information (for payment of online entry fee(s)) and the first and last name of any persons you are registering. Limit: One (1) registration/entry per person, per Regional Tournament. A single EA online account may register up to ten (10) different persons, per Regional Tournament, including minors thirteen (13) years of age or older of whom the EA account holder is the parent or legal guardian. Only the individual initiating online registration is required to have an EA online account.

Completed online entries (including any required parental consent form if Participant is under 18, or under the age of majority for his/her particular state) must be sent during the relevant Regional Tournament Online Registration Entry Period (see Schedule below) and received by 11:59 p.m. PST on the last day of the relevant Regional Tournament Online Registration Entry Period. Upon validation of credit card payment and eligibility, online registrants for each Regional Tournament will be notified of their acceptance into the applicable Regional Tournament via an email verification message sent to the email address specified in the EA online account profile used for online registration. Online registrants (and/or any Participants they may have registered) must present a printout of this verification message confirming the registrant's and Participant's name, along with a valid photo id, upon arrival onsite and at least thirty (30) minutes prior to the official start time designated in the verification message for the applicable day's Regional Tournament play in order to participate.

ONSITE Regional Tournament Registration (Xbox 360 Divisions and Professional Divisions). Onsite registration will open two (2) hours (local time) *before* the official start of Tournament play at each Regional

Tournament location (note that Regional Tournament start times vary by site -see Schedule below for exact start times) and will remain open until all available registration slots are filled or until two hours *after* the official start of the day's Regional Tournament play, whichever is earlier (the "Onsite Registration Window"). To register onsite, arrive at the applicable Regional Tournament site during the Onsite Registration Window, visit the Sponsor's set-up or tent location, located at each Regional Tournament site, and submit a completed registration entry form, along with a valid photo ID and a parental consent form (if under 18, or under the age of majority for your particular state), to the Tournament Director, as directed. Limit: One (1) registration/entry per person, per Regional Tournament.

Completed onsite entries (including any required parental consent form if Participant is under 18, or under the age of majority for his/her particular state) must be received by the Tournament Director at the time of registration and no later than two (2) hours after the official start of the applicable day's Regional Tournament play. Eligible onsite Regional Tournament Participants will be notified of their acceptance by the Tournament Director no later than two (2) hours after the official start of the applicable day's Regional Tournament play.

No other methods of entry will be accepted. Regardless of method or time of submission of registration entry, first to come, first to play. Because space and time are limited, Sponsor cannot guarantee that all persons attempting to register, either online or onsite, will be able to participate. Winners in any Regional Tournament occurring earlier on the Regional Tournament Schedule are not eligible to compete in any later Regional Tournaments on the Regional Tournament Schedule.

All entries become the property of Sponsor and will not be returned. Use of a false email account will disqualify an entry. Sponsor is not responsible for technical, hardware or software malfunctions, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled, lost, illegible, altered, defaced, mutilated, misdirected, ineligible or delayed entries or other communications or other technical problems related to website entries. Sponsor, in its sole discretion, reserves the right to disqualify any person who tampers with the entry process or the operation of the Site, or who otherwise violates these Official Rules. By entering, all Xbox 360 and Professional entrants, registrants, contestants, Finalists and Winners (each a "Participant" or "Participants") accept and agree to abide by the terms of these Official Rules, the decisions of the Sponsor (the Judge of the Tournament), and to be contacted by Sponsor or its agents by email, mail and/or telephone regarding this Tournament.

2. Eligibility. Tournament registration and play is only open to residents of the 50 United States and the District of Columbia who are thirteen (13) years of age or older at time of entry and who had Internet access as of August 9, 2006. Any Participant who is a minor must be registered online or onsite by a parent or legal guardian and accompanied during any travel, including prize travel, by at least one adult (parent or guardian) 18 years of age or older (or the age of majority for his/her particular state, whichever is greater). Employees of Electronic Arts Inc. ("Sponsor"), Game Live Events, Sprint, Microsoft and their respective affiliates, subsidiaries, parents, representatives, advertising, promotion and publicity agencies ("Sponsor and its agents") and the immediate family members and persons living in the same household of each are not eligible. Void where prohibited, restricted or taxed by law. All federal, state and local laws and regulations apply.

3. Online Registration Entry Periods and Regional Tournament Schedule (Rookie or Professional Division):

Regional Tournament #	General Online Registration Opens		Number of Slots Available		For Competition		
	From	To	Professional "ALL"	Xbox 360 "ALL"	In	On	At
1.	8/9/06	8/29/06	500	64	Denver, Co	September 1, 2006	5:00pm
2.	8/9/06	8/29/06	500	64	Minneapolis, MN	September 3, 2006	10:00am
3.	8/9/06	9/05/06	500	64	Indianapolis, IN	September 9, 2006	9:00am
4.	8/9/06	9/05/06	500	64	Chicago, IL	September 10, 2006	10:00am
5.	8/9/06	9/12/06	500	64	Green Bay, WI	September 16, 2006	9:00am
6.	8/9/06	9/12/06	500	64	Detroit, MI	September 17, 2006	10:00am
7.	8/9/06	9/19/06	500	64	Atlanta, GA	September 23, 2006	9:00am
8.	8/9/06	9/19/06	500	64	New Orleans, LA	September 24, 2006	10:00am
9.	8/9/06	9/26/06	500	64	Cincinnati, KY	September 30, 2006	9:00am

Regional Tournament #	General Online Registration Opens		Number of Slots Available		For Competition		
	From	To	Professional "ALL"	Xbox 360 "ALL"	In	On	At
10.	8/9/06	9/26/06	500	64	Pittsburgh, PA-PI	October 1, 2006	10:00am
11.	8/9/06	10/03/06	500	64	Boston, MA	October 7, 2006	9:00am
12.	8/9/06	10/03/06	500	64	New York, NY	October 8, 2006	10:00am
13.	8/9/06	10/10/06	500	64	New Jersey, NY	October 14, 2006	9:00am
14.	8/9/06	10/10/06	500	64	Philadelphia	October 15 2006	10:00am
15.	8/9/06	10/17/06	500	64	Baltimore, MD	October 21, 2006	9:00am
16.	8/9/06	10/17/06	500	64	Washington, DC	October 22, 2006	10:00am
17.	8/9/06	10/24/06	500	64	Charlotte, NC	October 28, 2006	9:00am
18.	8/9/06	10/24/06	500	64	Tampa, FL	October 29, 2006	10:00am
19.	8/9/06	10/31/06	500	64	Houston, TX	November 4, 2006	9:00am
20.	8/9/06	10/31/06	500	64	Dallas, TX	November 5, 2006	10:00am
21.	8/9/06	11/07/06	500	64	Phoenix, AZ	November 11, 2006	9:00am
22.	8/9/06	11/07/06	500	64	San Diego, CA	November 12, 2006	10:00am
23.	8/9/06	11/14/06	500	64	Los Angeles, CA	November 18, 2006	9:00am
24.	8/9/06	11/14/06	500	64	Oakland, CA	November 19, 2006	10:00am
25.	8/9/06	11/21/06	500	64	Seattle, WA	November 24, 2006	5:00pm
26.	8/9/06	11/21/06	500	64	San Francisco, CA	November 26, 2006	10:00am

4. Play Instructions and Tournament Structure for all Regional and Finals Tournament(s) – Xbox 360 Divisions and Professional Divisions. The onsite Tournament Director will present play instructions, any mandatory game play settings, and game controller directions during the Regional and Finals Tournament(s) introduction prior to commencement of play. Participants are responsible for understanding game controllers. Participants will be paired up and assigned their order of play by the Tournament Director. The Tournament Director will signal to initiate all Tournament play.

- A. All Tournament Participants must check-in with the onsite Tournament Director at least thirty (30) minutes prior to the start of the day's Regional Tournament play. Participants who are not checked-in at least thirty (30) minutes prior to the day's Tournament play may be eliminated from the Tournament and/or replaced with an alternate, in the Tournament Director's sole discretion.
- B. Prior to the start of the day's Tournament play each Participant will be allowed to select any member of any current regular season NFL team as his or her in-game character for Tournament play. Two Participants can play using the same character/player/team.
- C. Except for the Tournament day's last round of play, all Participants will play four (4) two (2)-minute quarters. All Participants in any Tournament day's last round of play will play four (4) three (3)-minute quarters.
- D. All Tournament play will follow a single elimination format. During the day's Tournament play each Participant will have one opportunity to play. Participants will compete and be eliminated through head-to-head, competitive play. A single loss will result in elimination from the Tournament. The winner of each game will progressively advance through successive rounds until all slots for the day's last round of play have been filled. During the day's last round of play, Participants will compete head-to-head until a final winner is determined. Depending on the level of Tournament play, the winner of the day's last round of play will advance to, or win, the Finals Tournament competition (the "Finals").
- E. Except for any Tournament day's last round of play, in the event of a tie, the tying Participants will play an additional two (2)-minute quarter, until one player scores. The first to score wins the tie. In the event of a tie during any Tournament day's last round of play, the Participants will play an additional (3)-minute quarter, until one player scores. The first to score wins the tie. If the Participants remain tied after the first two (2) or three (3)-minute tie-breaking quarter then they will play an additional two (2) or three (3)-minute quarter (depending on the day's round of play). This process will be repeated, as necessary, until the tie is broken.

- F. At the conclusion of the day's last round of Tournament play (and depending on the level of Tournament play), all Regional Tournament winners (each a "Finalist") or the ultimate Finals Tournament winner ("Winner") will be verbally notified onsite by the Tournament Director, awarded prizes, and/or provided instructions, as applicable, for the next round of Tournament play.

All winners will be selected under the auspices of Sponsor, the judge of the Tournament. In the event that a Participant cannot participate in competition at any level of play, for whatever reason, Sponsor, in its sole discretion, reserves the right to select a substitute Participant (including, at Sponsor's discretion, 2nd or 3rd place or losing Participants of previous rounds), modify the Tournament structure as necessary or reschedule Tournament play. All Participants of Regional Tournament qualifying or Finals rounds must follow Sponsor's directions. All decisions and rulings of Sponsor are final. Sponsor reserves the right to disqualify any Participant from participation in competition at any level, any time and for any reason.

5. Prizes. There are Fifty-Two (52) prizes (26 Rookie and 26 Professional). **YOU MUST PAY THE \$15 REGISTRATION FEE TO COMPETE FOR THESE ITEMS, UNLESS YOU ARE A RESIDENT OF OR REGISTER TO PARTICIPATE IN A TOURNAMENT OCCURRING IN AR, CO, CT, TN OR VT.**

Xbox 360 Division Regional Tournament Winner Prize Package: Twenty-Six (26) Rookie Regional Tournament Winners (one (1) from each of the Twenty-Six (26) Regional Tournaments) will each receive one (1) prize package consisting of five (5) EA SPORTS™ videogames. (1) \$250 Gift card. Approximate Retail Value ("ARV") of each Xbox 360 Regional Tournament Winner Prize Package: \$500

Professional Regional Tournament Finalist Prize Trip Package: Twenty-Six (26) Professional Regional Tournament Finalists (one (1) from each of the Twenty-Six (26) Regional Tournaments) will each receive one (1) check in the amount of One Thousand Dollars (\$1,000 USD) and a Trip to Honolulu, Hawaii, to compete in the 2006 EA SPORTS Madden Challenge Finals occurring on February 8, 2007 (the "Trip"). ARV of Finalist Prize Trip Package: \$6,000 each. Actual value of Trip may vary depending on Finalist's residence and seasonal rates.

The Trip includes: roundtrip, economy/coach class airfare for two (2) people (Professional Regional Tournament Finalist and guest) from a major commercial airport near the Finalist's residence (Finalist and guest must travel together on same itinerary); hotel accommodations for three (3) days / two (2) nights (one (1) double occupancy room) in Honolulu, Hawaii, or nearby vicinity and roundtrip airport transfer in Hawaii. Finalist and guest are responsible for transport to Sponsor designated events (Tournament Sites) which will be at, or within walking distance of the hotel at which the Winner and his or her travel companion are booked. Incidentals, including, without limitation: meals, telephone calls, facsimile charges, Internet charges, spa/beauty salon services, laundry, tours/excursions, gift shop purchases, hotel processing fees, airline service charges, and any other expenses not mentioned in these Official Rules are the sole responsibility of each Professional Regional Tournament Finalist and his or her guest. Hotel and airfare cannot be used separately. Finalist must notify Sponsor of intended dates of travel by no later than January 9, 2007. All travel must be completed by February 6, 2007, or prize will be forfeited in its entirety. Travel and accommodations are subject to availability and certain restrictions, so Sponsor cannot guarantee prize trip will be available on the exact dates specified by Finalist. Any extra nights' stay and any additional costs associated with an extended stay are the sole responsibility of the Finalist and his or her guest. Additional restrictions may apply. All minors must be accompanied during travel by at least one parent or legal guardian 21 years of age or older (or the age of majority for his/her particular state, whichever is greater).

Madden Challenge Finals Winner Prize: The one (1) 2006 EA SPORTS Madden Challenge Professional Finals Winner will receive one (1) check in the amount of One Hundred Thousand Dollars (\$100,000 USD).

Prizes are not transferable. No substitution of prize for cash or other goods and services is permitted, except Sponsor reserves the right to provide a substitute prize of approximately equal or greater value if the advertised prize becomes unavailable. Videogames, including platform for play, to be awarded as prizes are within the sole discretion of Sponsor and subject to availability. Sponsor may attempt to award videogame prizes for specific hardware consoles/platform preferences expressed by winner at the time of winner notification, subject to availability, but in no event does Sponsor guarantee the availability of videogame prizes for specific console/platforms, or that any expressed preferences will be honored. Only the advertised number of prizes will be awarded. If any activity relating to the Professional Regional Tournament Finalist Prize Trip Package is cancelled or postponed for any reason, the remaining items comprising the Professional Regional Tournament Finalist Prize Trip Package will be awarded and will constitute full and complete satisfaction of the Professional Regional Tournament Finalist Prize Trip Package award. All expenses not specified above, including, without limitation, all federal, state and local taxes, and international tariffs, are the sole responsibility of the individual Finalist(s)/Winner(s).

Finalist(s)/Winner(s) will be required to complete and sign an Affidavit of Eligibility and, except where prohibited, Liability/Publicity Release, in the form provided by Sponsor, within 10 days of winning in order to claim prize. If a minor wins a prize, it will be awarded in the name of the minor's parent or legal guardian, PA\10465777.1

who will also be responsible for signing any necessary releases, consents and affidavits. Guest(s) will also be required to sign a Liability/Publicity Release 14 days prior to travel or guest(s) will not be able to accompany Regional Tournament Finalists during prize travel. If any Finalist(s)/Winner(s) cannot be contacted, is contacted and does not respond as directed within 10 days of attempted notification, refuses the prize within ten days of notification or is ineligible to accept the prize, prize may be forfeited and awarded to an alternate winner. Finalist(s)/Winner(s) may be required to provide a U.S. shipping address to claim prize. Allow 4-6 weeks for delivery of prize. Prize Trip certificate and information outlining Trip restrictions and booking procedures will be sent via overnight mail.

6. General Conditions. Sponsor and its agents are not in any way responsible or liable for damages, loss or injury resulting from participation in this Tournament by any Participant or from the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded in this Tournament. By entering Participant assumes sole liability for injuries, including, without limitation, personal injuries and/or damage to property, caused or claimed to be caused by participating in this Tournament or the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded. Sponsor has the right to cancel, terminate or modify this Tournament if it cannot be completed as planned due to computer virus, bugs, tampering, unauthorized intervention, technical failures, or other conditions beyond Sponsor's control. Sponsor is not responsible for any failure to contact Participants, whether due to technical or human error.

By entering this Tournament, each Participant agrees to the posting and use of his or her name and/or photograph on Sponsor's website and in any and all media in and in connection with promotion, publicity and advertising for Electronic Arts Inc., the Madden NFL football videogame franchise, the Madden NFL 07 videogame, this Tournament or other promotions by Sponsor without any further attribution, notification or compensation, except if Finalist or Winner is a resident of TN or where prohibited by law .

Sponsor may film, record and/or take photographs during the Tournament, and may use the resulting footage, recordings or photographs for a range of purposes, including, without limitation, for marketing and promoting Sponsor and its products and services. By attending the Tournament, each Participant authorizes Sponsor to film, record and/or photograph his or her voice and likeness ("Image"), and also grants Sponsor the irrevocable right to use any footage, recordings or photographs of him or her recorded or taken during the Tournament, or any reproduction or modification thereof (collectively, the "Recordings") in any manner and medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose except where prohibited by law. By attending the Tournament, except where prohibited by law each Participant further waives any right of inspection or approval of the uses to which Sponsor may put the Recordings, and releases Sponsor from any and all claims arising out of or in connection with the Recordings, the Participant's Image or Sponsor's use thereof. The Tournament is governed by the laws of the United States and all claims must be resolved in the United States. If there is a dispute regarding the identity of a Participant who completed an online entry form, the entry will be deemed submitted by the person in whose name the email account is registered.

7. Winners list. A winners list will be available at www.maddenchallenge.com after all winners are determined and will be posted for approximately two (2) weeks. A winners list is also available by sending a stamped, self addressed envelope to "2006 EA SPORTS Madden Challenge Tournament," 209 Redwood Shores Parkway, Redwood City, CA for receipt by 2/22/07.

8. Sponsor. This Tournament is sponsored by Electronic Arts Inc., 209 Redwood Shores Parkway, Redwood City, CA 94065.

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ONSITE REGISTRATION/ENTRY FORM

2006 EA SPORTS™ MADDEN CHALLENGE TOURNAMENT

ALL PARTICIPANTS (except participants who are residents of or register to participate in a regional tournament occurring in the states of Arizona, Colorado, Connecticut, Tennessee and Vermont) **ARE REQUIRED TO PAY A FIFTEEN-DOLLAR (\$15.00) ENTRY FEE IN ORDER TO COMPETE.**

REQUIRED INFORMATION:

First Name:	
Last Name:	
Address:	
Birth Date:	

I am completing this entry form for the

☒ Tournament competition in [INSERT LOCATION] on [INSERT DATE] at [INSERT TIME].

TOURNAMENT SCORE: _____

The 2006 EA SPORTS™ Madden Challenge Tournament (the "Tournament") runs on published dates in each city. Void where prohibited. Eligibility restrictions apply. By entering, each entrant, registrant, contestant, Finalist and Winner (each a "Participant") assumes sole liability for injuries, including, without limitation, personal injuries and/or damage to property, caused or claimed to be caused by participating in this Tournament or the acceptance, possession, shipping and handling, loss, use or mis-use of any prize awarded. By entering this Tournament, each Participant also consents to the posting and use of his or her name and/or photograph on Sponsor's website and in any and all publicity and advertising for Electronic Arts Inc., the Madden NFL football videogame franchise, the Madden NFL 07 videogame, this Tournament or other promotions by Sponsor without any further attribution, additional notification or compensation except where prohibited by law. Participation is subject to Tournament Official Rules available online at www.maddenchallenge.com and at the Tournament site. See Tournament Official Rules for complete information.

Please note that we will be filming, recording and/or taking photographs during the Tournament. The images we take may be used by Electronic Arts Inc. and its subsidiaries, affiliates, agents, representatives, assigns, successors in interest and licensees (collectively "EA") for a range of purposes, including for marketing and promoting EA and its products and services. By attending the Tournament, you authorize EA to film, record and/or photograph your voice and likeness (your, "Image"), and also grant EA the irrevocable right to use any footage, recordings or photographs of you recorded or taken during the Tournament, or any reproduction or modification thereof (collectively, the "Recordings") in any manner and medium throughout the world an unlimited number of times in perpetuity for advertising, trade, promotion, exhibition or any other lawful purpose. By attending the Tournament, you further waive any right of inspection or approval of the uses to which EA may put the Recordings, and release EA from any and all claims arising out of or in connection with the Recordings, your Image or EA's use thereof.

☐ **Yes, by signing below I acknowledge I have read and agree to the Tournament Official Rules available at the Tournament site** (Agreement required for participation).

SIGNATURE

WITNESS (if Participant is not a minor)

PARENT OR LEGAL GUARDIAN (if Participant is a minor)