



## OFFICIAL RULES FOR

### 2010 LG National Texting Championship

#### NATIONAL TEXTING CHAMPIONSHIP FINALS

**NO PURCHASE OR PAYMENT OF ANY KIND (EXCEPT DATA AND MESSAGE RATES APPLY) IS NECESSARY TO ENTER OR WIN THIS CHAMPIONSHIP. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.**

The LG National Texting Championship is a text-messaging contest taking place on or about September 19-22, 2010, (the "LG National Texting Championship") to determine which contestants can text various selected words or phrases on a mobile handset in the fastest time. Contestants in the LG National Texting Championship are comprised of winners from a series of qualifying events taking place prior to the LG National Texting Championship Finals.

**1. ELIGIBILITY:** The 2010 LG National Texting Championship Finals ("Finals") are open to the following qualified participants: The twenty-six (26) Verified TV Qualifier Winners, the one (1) Verified Fan Blitz Online Semi-Finals Winner, the one (1) Verified Seniors Tournament Qualifier Semi-Finals Winner and the five (5) Verified Online Qualifier Winners (each of the above verified winners is described and defined separate and apart from these rules on [www.lgtexter.com](http://www.lgtexter.com)) (Verified TV Qualifier Winners, Verified Fan Blitz Online Semi-Finals Winner, Verified Seniors Tournament Qualifier Semi-Finals Winner and Verified Online Qualifier Winners together, the "Finalists") and the 2009 LG National Texting Champion. Sponsor reserves the right, in its sole discretion, to include additional Finalists based upon additional qualifying events. The Finals will take place in New York City on or about September 19-22, 2010. The Official Rules governing the Finals will be provided to each Finalist prior to participation. By accepting any prize in the 2010 LG National Texting Championship and participating in the Finals, Finalists agree to be bound by all Official Rules pertaining to the Finals. Finalists must be legal residents of the 50 United States and District of Columbia, who are of age 13 or older, who qualified for the Finals through a Sponsor sanctioned qualifying event and are located in the U.S. at the time of Finals. Finalists must have complied with all applicable Official Rules pertaining to the 2010 LG National Texting Championship, including the Official Rules for the Text Attack Quarterfinals, Concert Tour Quarterfinals, Wild Card Quarterfinals, TV Qualifier, Seniors Tournament, Fan Blitz Qualifying Event and/or Online Qualifying Event, as applicable, which are posted at [www.lgtexter.com](http://www.lgtexter.com). Employees, contractors, directors and officers of LG Electronics MobileComm U.S.A., Inc. ("Sponsor"), MTV Networks, a division of Viacom International Inc., Viacom International Inc., Facebook, Inc., Context Optional, Inc., Fathom Communications, LLC, and Tic Toc, Inc., and their parents, subsidiaries and affiliated companies, distributors, and the advertising, fulfillment, judging and promotion agencies involved in the development

and administration of the Finals (collectively, "Promotion Parties"), and their immediate family members (parent, child, sibling and spouse of each) and those living in the same households of each are not eligible. Void where prohibited. These Official Rules pertain only to the Finals and are posted at [www.lgtexter.com](http://www.lgtexter.com). **Data and message rates apply with regard to each text message sent and received in participation in the Finals. Finalists are responsible for any charges incurred with respect thereto. Sponsor shall have no responsibility for service interruption.**

**2. HOW TO ENTER AND QUALIFY FOR THE 2010 LG NATIONAL TEXTING CHAMPIONSHIP:**

The qualifying events for the Finals are the, TV Qualifier, Fan Blitz Qualifier, Seniors Tournament and the Online Qualifying Finals Event (which consists of the Text Attack Quarterfinals, Concert Tour Quarterfinals, and Wild Card Quarterfinals) (each a "Qualifier"). Please see [www.lgtexter.com](http://www.lgtexter.com) for the Official Rules for each Qualifier. By participating, Finalists agree to be bound by these Official Rules.

**3. HOW WINNER OF 2010 LG NATIONAL TEXTING CHAMPIONSHIP FINALS ("NATIONAL CHAMPION") WILL BE DETERMINED:**

Finalists may use their own activated LG qwerty handset awarded to them as a Prize in one of the Qualifiers, **data and message rates will apply**, or Finalist may choose to be provided an LG qwerty handset by Sponsor (the "LG Qwerty") to use during the Finals, which must be returned to Sponsor at the end of the Finals. Failure to return the LG Qwerty handset provided by Sponsor may result in disqualification of Finalists and/or National Champion and forfeiture of any prize. The official will instruct each Finalist to program his/her LG Qwerty with the judge's short code number or will be instructed on how to sync their handset with the judges' phones, as applicable. The Finals will be structured with eight (8) rounds of competition (each a "Round"), which may take place in front of a live audience. All Finalists except the Verified Seniors Tournament Qualifier Semi-Finals Winner and the 2009 LG National Texting Champion will participate in Round One of the Finals, which is described in section 3(a). The sixteen (16) Finalists with the highest score for Round One, as determined by Sponsor and judges, will compete in Round Two of the Finals. The eight (8) Finalists with the highest score for Round Two, as determined by Sponsor and judges, will be joined by the 2009 LG National Texting Champion to compete in Round Three of the Finals. The five (5) Finalists with the highest score for Round Three, as determined by Sponsor and judges, will compete in Round Four of the Finals. The four (4) Finalists with the highest score for Round Four, as determined by Sponsor and judges, will compete in Round Five of the Finals. The three (3) Finalists with the highest score for Round Five, as determined by Sponsor and judges, will be joined by the Verified Seniors Tournament Semi-Finals Winner to compete in Round Six of the Finals. The three (3) Finalists with the highest score for Round Six, as determined by Sponsor and judges, will proceed to compete in Round Seven of the Finals. The two (2) Finalists with the highest score for Round Seven, as determined by Sponsor and judges, will compete in Round Eight of the Finals. The one (1) Finalist with the highest score for Round Eight will be deemed the potential 2010 LG National Texting Champion, subject to verification and will have the

opportunity to participate in a bonus round for the chance to win another \$50,000 (the “Text for Good Challenge,” as described below).

At the beginning of each Round the official will visibly confirm the proper judge’s short code number has been inputted into each Finalist’s handset or the Finalist’s handset has been properly synced via Bluetooth with the judges’ phones. Finalists will be prompted to disable any abbreviation functionality (i.e. predictive text, T9 and smart text) from their handsets. Each Round will require participating Finalists to engage in a texting activity that will demonstrate the Finalists’ texting skills under different circumstances and environments. Finalists will advance based on points earned during the Round, with scoring based on speed and accuracy, the stated number of Finalists with the highest scores for the Round will advance to the subsequent Round. All phrases texted by Finalists during Round game play must be accurate – no abbreviations, no typos – and must be sent to the designated judge’s short code number. Judge’s computer system or handset shall be the sole arbiter of time and receipt of text messages. In the case of a tie, the Finalists that tied, in Sponsor’s sole discretion, will compete in a tie breaker event until a winner is determined or the tie will be broken based upon the Finalists’ performance in previous Rounds, as determined by Sponsor in its sole discretion. Additional details governing each Round along with specific instructions on how each Round is played and scored will be provided to Finalists prior to their participation in each Round. By participating in the Round, each Finalist agrees to abide by all rules governing the Round including these Official Rules and any additional rules provided at the time. Each Round will be judged by Sponsor, whose decisions are final and binding with respect to all matters.

- a. **Mobile World Cup Round:** Between Rounds Two and Three of regular Finals play, Sponsor will also conduct a Mobile World Cup Round (“MWC Round”) which will be open to the (16) Finalists who advanced to Round Two and the 2009 LG National Texting Champion. The one (1) winner with the highest score for the MWC Round (“Potential MWC Round Winner”) will be eligible to receive the MWC Round Prize (as described below), subject to verification by Sponsor. A single individual may only be either a Potential MWC Round Winner or the 2010 LG National Texting Champion. In the event that the Potential MWC Round Winner proceeds to win the title of 2010 LG National Champion, the Finalist with the second highest score for the MWC Round will become eligible to compete in the Mobile World Cup, subject to verification by Sponsor. The MWC Round will be conducted in the same manner as other Rounds, as described above. In the case of a tie, the Finalists that tied, in Sponsor’s sole discretion, will compete in a tie breaker event until a winner is determined. The MWC Round is separate and distinct from regular Finals play and being deemed the Potential MWC Round Winner does not mean that the Finalist advances to any other Round in the Finals or is eligible for any other prize other than the MWC Round Prize if previously eliminated from Finals play.

- b. **"Text for Good Challenge" for Potential National Champion:** On or about September 22, 2010, the National Champion will appear in the "LG \$50,000 Text For Good Challenge" ("Text For Good Challenge") which may appear on a televised show (show name and time TBD). Sponsor does not guarantee that the Text For Good Challenge will be televised. The National Champion will be asked to participate in a text challenge designed to test the National Champion's texting skills. Full details, including game play instructions and scoring methods will be provided immediately prior to participation. Any phrase texted during the Text For Good Challenge must be accurate – no abbreviations, no typos – and sent to the designated judge's short code number. If the National Champion succeeds in the Text For Good Challenge, as determined by the Sponsor and judges, the National Champion will win an additional fifty thousand dollars (\$50,000) and LG will donate fifty thousand dollars (\$50,000) to the charity designated by the National Champion at the time of registration in the Championship. If National Champion fails to successfully complete the Text For Good Challenge, he or she will still retain their \$50,000 Grand Prize from the Championship Finals, but will not receive the fifty thousand dollar (\$50,000) bonus, and their pre-selected charity will not receive a fifty thousand dollar (\$50,000) donation from LG.
- c. **Conditions for all Rounds:** At the end of each Round, winning Finalists will have as much time as is deemed appropriate by the Sponsor to move on to their next Round. If any Round, or any participation in connection therewith, is interrupted intentionally by any Finalist that Finalist will immediately be disqualified, in official's sole discretion. If a game interruption is caused by outside circumstances such as a service or handset error, incoming calls/texts or loss of power, if a majority of Finalists were affected, the Round will be re-played, in official's sole discretion. If a majority of Finalists were not affected, the Round will not be re-played, in official's sole discretion. If a Finalist does not appear for the initial or a subsequent Round at the scheduled start time, he or she will be disqualified, in official's sole discretion. If a Finalist begins texting prior to the official start of a Round, the Finalist will be disqualified, in official's sole discretion. Officials shall have the right to disqualify any Finalist who is not in compliance with these official rules, in the official's sole discretion. All Rounds are single elimination, meaning that once a Finalist loses, he or she is out of the competition and the winners will continue on in the event until a final winner is determined as set forth herein. Any disputes will be resolved by the judging organization on-site at the Finals, whose decision shall be final, conclusive and binding. The judge's decisions shall be made strictly in accordance with the Official Rules and any other rules and procedures put in place for the Finals. Additional details regarding the Finals' mechanics and other rules, procedures and conditions for participation in the Finals will be provided immediately prior to participation. Sponsor may, in its sole discretion, modify or alter in any way the number and mechanics of the Rounds in the Finals, in its sole discretion.

#### **4. NATIONAL CHAMPIONSHIP FINALS PRIZES:**

**GRAND PRIZE:** There will be one (1) grand prize winner of the Finals whose eligibility must be verified by Sponsor and who must meet the conditions described in this Section (the "National Champion"). The National Champion will receive a prize of fifty thousand dollars (\$50,000.00) (the "Prize") in the form of a check made payable to winner (or winner's parent or legal guardian if an eligible minor), with the opportunity to win an additional cash prize of fifty thousand dollars (\$50,000) during the "LG \$50,000 Text For Good Challenge" on or about September 22, 2010 (the "Bonus Prize"), less all applicable deductions and withholding for taxes to the extent required by law. The National Champion will also be eligible to compete in the Mobile World Cup at a date and location to be determined by MWC officials, National Champion is not obligated to compete in the Mobile World Cup, but will be liable for all taxes and costs related to the Mobile World Cup if National Champion chooses to participate, as specified by Sponsor.

**FIRST PLACE PRIZE:** There will be one (1) first place prize winner of the Finals whose eligibility must be verified by Sponsor and who must meet the conditions described in this Section (the "First Prize Winner"). The First Place Prize Winner will receive a prize of ten thousand dollars (\$10,000) (the "Prize") in the form of a check made payable to winner (or winner's parent or legal guardian if an eligible minor), less all applicable deductions and withholding for taxes to the extent required by law.

**SECOND PLACE PRIZE:** There will be one (1) second place prize winner of the Finals whose eligibility must be verified by Sponsor and who must meet the conditions described in this Section (the "Second Prize Winner"). The Second Place Prize Winner will receive a prize of five thousand dollars (\$5,000) (the "Prize") in the form of a check made payable to winner (or winner's parent or legal guardian if an eligible minor), less all applicable deductions and withholding for taxes to the extent required by law.

**THIRD PLACE PRIZE:** There will be one (1) third place prize winner of the Finals whose eligibility must be verified by Sponsor and who must meet the conditions described in this Section (the "Third Prize Winner"). The Third Place Prize Winner will receive a prize of two thousand five hundred (\$2,500) (the "Prize") in the form of a check made payable to winner (or winner's parent or legal guardian if an eligible minor), less all applicable deductions and withholding for taxes to the extent required by law.

**MWC ROUND PRIZE:** There will be one (1) MWC Round Winner of the Finals whose eligibility must be verified by Sponsor and who must meet the conditions described in this Section (the "Verified MWC Round Winner"). The Verified MWC Round Winner will receive a prize of five hundred dollars (\$500) (the "Prize") in the form of a check made payable to winner (or winner's parent or legal guardian if an eligible minor), less all applicable deductions and withholding for taxes to the extent required by law. The Verified MWC Round Winner will also have the opportunity to compete in the Mobile World Cup at a date and

location to be determined by the MWC officials. Further details regarding the Mobile World Cup will be provided to winner at a date closer to the MWC competition. MWC Winner is not obligated to compete in the Mobile World Cup, but will be liable for all taxes and costs related to the Mobile World Cup if MWC Round Winner chooses to participate, as specified by Sponsor.

Total ARV for all prizes in the Championship (including Qualifier prizes): up to \$221,700.00 USD. No cash redemption (if not a cash prize) or transfer of prize is permitted. No substitution of prize, except as determined by Sponsor in its sole discretion, will be allowed. Any difference between the value stated herein and the actual value of prize will not be awarded. Taxes on any prize awarded hereunder are the responsibility of the winners and winners must authorize the deduction of such taxes, if any, from the prize to the extent required by law. Winners may receive an IRS 1099 form from Sponsor for any prizes awarded. Winners are subject to verification as a condition to receipt of Prizes. If winners are found not to be eligible or not in compliance with the Official Rules, or if prize notification or any prize is returned as undeliverable, the winners will be disqualified. In the event that a winner is disqualified for any reason, Sponsor reserves the right to award the prize to a runner-up, even if the disqualified winner's name may have been publicly announced. Winners will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release, within seven (7) days of attempted notification or prize may be forfeited. Prizes won by an eligible entrant who is a minor in his/her state of residence will be awarded to minor's parent or legal guardian who must sign and return all required documents. Sponsor is not responsible for any change of email address, mailing address and/or telephone number of entrants.

**5. PARTICIPANT CODE OF CONDUCT FOR NATIONAL CHAMPIONSHIP FINALS:** Finalists and their guests will be held to the code of conduct described herein at all times while at the Finals. Failure to adhere to the code of conduct, in Sponsor's sole discretion, may result in immediate disqualification (including loss of winner status and forfeiture of prizes), and expulsion from the venue for the remainder of the Finals.

- a. **Sportsmanship:** Finalists and their guests must conduct themselves in a reasonable and sportsmanlike manner, maintaining a friendly and polite demeanor to spectators, members of the press, Finals' officials, and to other Finalists. Finalists and their guests must refrain from the use of vulgar language or gestures, as well as overtly sexual or abusive behavior, including harassment and threats. Physical abuse, fighting or any threatening action or threatening language, directed at any Finalist, spectator, official or any other person is prohibited. Abuse to phones, clocks or other equipment is prohibited.
- b. **No Interference:** Any action that interferes with playing of a game, including but not limited to purposely breaking a phone or clock, interfering with power, distracting or otherwise interfering with any other Finalist's game playing, is prohibited.

- c. **No Gambling:** Gambling, including betting on the outcome of games is prohibited.
- d. **Dress Code:** Finalists and their guests must be attired in a decent, non-sexual and non-threatening manner throughout the Finals. Finalists and their guests may not wear any apparel which displays any trademarks, logos, brand names, or others graphics or designs. Sponsor reserves the right to require any Finalist or their guests to change or otherwise cover or modify any clothing worn.
- e. **No Drugs or Alcohol or Weapons:** Unauthorized, use or possession of alcohol or drugs or weapons by anyone is prohibited on the premises of the Venue, immediately outside of the Venue, or otherwise during the Finals. Finalists must not be under the influence of drugs or alcohol while participating. Smoking is prohibited except in designated areas.
- f. **Availability for Awards:** Finalists must be available for award ceremonies and interviews after the Finals as determined by Sponsor in its reasonable discretion.

**6. GENERAL CONDITIONS:** These Official Rules pertain to the Finals, any inconsistencies between these rules and any other Official Rules with regards to Finals matters shall be governed by the terms and conditions set forth in these Official Rules. By participating, Finalists (and their parent(s)/legal guardian(s), if Participants are minors) agree to these Official Rules, Sponsor's Privacy Policy (available at [www.lgtexter.com](http://www.lgtexter.com)) and to the Judge's decisions, which are final and binding in all respects. Sponsor Reserves the right to waive any of the eligibility requirements set forth herein as to any participants, but the waiver with respect to any entrant, Finalist or winner shall not constitute a general waiver to all Participants. If for any reason any Qualifier or any portion thereof, including the Text Attack Quarterfinals, Concert Tour Quarterfinals, Wild Card Quarterfinals, TV Qualifier, Fan Blitz Qualifier, Seniors Tournament Qualifier, Online Qualifying Finals Event, a Round and/or Finals ("Events") are not capable of running as planned, including by reason of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Events, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the registration process, and to cancel, modify or terminate or modify any of the Events, or any portion thereof, and reschedule as necessary. CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE EVENTS MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS 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. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION. Promotion Parties also assume no responsibility for any technical problems in connection with transmission or receipt of text message submissions including faulty electronic data transmission, traffic congestion on the Internet or on the web site or any mobile service provider system, hardware or software error, equipment failure or malfunction, or other online mobile communications problems. Automated texts (including but not limited to entries made using any

script, macro, bot, or mobile phone or other service) are not allowed. **Sponsor shall have no responsibility for service interruption.** Sponsor is not responsible for computer system, phone line, hardware, software or program malfunctions, or other errors, failures or delays in computer transmissions or network connections that are human or technical in nature.

**7. MEDIA TOUR.** In order to be eligible to win the Finals and accept any prize in connection therewith, National Champion and Finalists will be required to agree in writing to participate in a media tour with times, dates, and places as determined by the Sponsor. Specifically, the National Champion will be required to attend TV, radio, and other various media outlet appearances. Tour may not be limited to national attendance. Subject to sponsor's discretion. Sponsor will bear all pre-approved travel and other pre-approved expenses associated with National Champion's participation in the media tour.

**8. PUBLICITY:** Except where prohibited, by submitting a registration (and permission form, as applicable), or by accepting a prize, or by participating in the Events, Finalists (and their parent/legal guardian, if a minor) hereby agree that Sponsor shall have the right to film and take photographs at the Events which may be displayed throughout the event site as well as use of Finalist's name, likeness, photograph, voice, opinions, and biographical information in connection with the Events in any and all media now known or hereinafter invented without territorial or other limitation and without approval or additional consideration to National Champion or Finalists.

**9. RELEASE:** By participating in any Event and accepting any prize in connection therewith, Participants (and Participants' parent or legal guardian if the Participant is minor) agree that the Promotion Parties, and all of their respective officers, directors, employees, representatives, affiliates, and agents will have no liability whatsoever for, and shall be held harmless by Participant against, any liability for injuries, losses or damages of any kind to persons or property resulting in whole or in part, directly or indirectly, from participation in the Events, from acceptance, possession, misuse or use of any prize; or from participation in any prize-related activity, including any travel related thereto and participation in the Events and for any claims based on intellectual property rights, publicity rights, defamation or invasion of privacy and merchandise delivery. Participants agree to indemnify Sponsor for any unauthorized use or misuse of or modification to the prizes. Participants who do not comply with these Official Rules, or who attempt to interfere with the Events in any way shall be disqualified.

**10. LIMITATIONS OF LIABILITY AND CONDITIONS:** By entering, each Participant (and their parent or legal guardian if an eligible minor) agrees to be bound by these Official Rules and the decisions of the Sponsor and any official judges, which shall be final. Sponsor, the Promotion Parties, and each of their respective affiliates, subsidiaries, advertising, promotion, and fulfillment agencies, and legal advisors, and each of their respective officers, directors, and employees are not responsible for and shall not be liable

for: (i) any condition caused by events beyond the control of the Sponsor that may cause the Events to be disrupted, corrupted or otherwise be conducted as planned; (ii) any printing or typographical errors in any materials associated with the Events; (iii) technical failures of any kind, including but not limited to telephone (including wireless devices and/or handsets), electronic, hardware or software program, network, Internet, traffic congestion, or computer malfunctions, failures, or difficulties of any kind; or (iv) failed, incomplete, garbled, or delayed computer or transmissions; (v) any incorrect or inaccurate information by Participants, printing errors or by any of the equipment or programming associated with or utilized in any survey conducted in connection with the Events; (vi) unauthorized human intervention; or (vii) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Participant's participation in the Events or receipt or use or misuse of any prize.

By participating, Participants agree that all decisions Sponsor makes with respect to the Events, including but not limited to the interpretation of these rules, shall be made in Sponsor's sole discretion and that Sponsor's decisions are final and non-appealable. If a technical difficulty, mechanical failure, human error or other possible irregularity affecting occurs during any of the Events, the Sponsor's representative will review the situation on a case-by-case basis and take appropriate action to preserve the fairness and the integrity of the Events. If Sponsor's representatives, in their sole discretion, determine that technical difficulty, mechanical failure or human error has corrupted the Events, Sponsor's representatives may take any remedial or reparative step which, in their sole discretion, they deem necessary or appropriate. Sponsor reserves the right, at its sole discretion, to modify, cancel, postpone, delay, suspend or terminate the Events in whole or in part in the event that the Events are not capable of running as planned or as intended by these Official Rules by reason of any of the technical or other disabling causes or other causes that, in the sole discretion of the Sponsor, impair, corrupt or interrupt the administration, fairness, security or integrity or proper play of the Events, including without limitation, hurricane, fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, war, terrorist threat or activity or insurrection. In such event, Sponsor may, in its sole discretion: (a) postpone and/or reschedule and/or modify the any of the Events, or (b) cancel any of the Events in its entirety.

**11. DISPUTES:** Except where prohibited, Participant agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with any of the Events or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in San Diego County, California; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering any of the Events, but in no event attorneys' fees; and (3) under no circumstances will Participant be permitted to obtain awards for, and Participant 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. 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 Events, 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.

**12. RULES REQUESTS:** Full official rules will be available for on-line viewing at [www.lgtexter.com](http://www.lgtexter.com), from on or around August 20, 2010.

**PARTICIPANTS LIST REQUESTS:** For a list of Winners, mail a self-addressed, stamped envelope to: LG National Texting Championship List Request, 1999 Bryan Street, Suite 1900, Dallas, TX 75201. Requests must be received by September 22, 2010.

**14. SPONSOR:** LG Electronics MobileComm U.S.A., Inc., 10101 Old Grove, San Diego, CA 92131.

MTV Networks, a division of Viacom International Inc., is neither a sponsor of this promotion nor has any responsibilities regarding its conduct or administration.