LGE Training Prize Promotion
Official Rules

NO PURCHASE NECESSARY. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED

1. Eligibility: The LGE Training Prize Promotion (the "Sweepstakes") is open only to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry and who are a verified employee of a participating, verified authorized LG dealer at time of entry and at time of winner selection. Employees of LG Electronics, USA, Inc., ePrize, LLC, and their parent and affiliate companies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. Void where prohibited. Participation constitutes entrant's full and unconditional agreement to these Official Rules and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. Winning a prize is contingent upon fulfilling all requirements set forth herein.

2. Sponsor: LG Electronics USA, Inc., 1000 Sylvan Ave., Englewood Cliffs, NJ 07632-3302. **Administrator**: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI 48069.

3. Timing: The Sweepstakes begins on January 1, 2010 at 12:00 a.m. Eastern Time ("ET"), ends on March 31, 2010 at 11:59 p.m. ET (the "Promotion Period") and consists of three (3) monthly entry periods. For the purposes of this Sweepstakes, each monthly entry period will be a calendar month in length. Non-winning entries from each monthly entry period do not carry over into subsequent monthly entry periods. Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit http://www.lgetraining.com and follow the links and instructions to complete and submit the registration including your first and last name, the participating, verified authorized LG dealer where you work, and a valid home address. P.O. Boxes are not permitted. You will advance to a webpage containing links to a series of unique quizzes. Follow the links and instructions to select and complete a quiz. Once you complete a quiz, you automatically will receive one (1) entry into the monthly drawing corresponding with the month you entered the Sweepstakes and one (1) entry into the Grand Prize drawing. Limit: You may receive one (1) entry for each unique quiz you complete into the monthly drawing corresponding with the month you entered the Sweepstakes and one (1) entry into the Grand Prize drawing during the Promotion Period. You may complete as many quizzes as are available on the website. You will not receive additional Sweepstakes entries if you complete a quiz that you have previously completed in the same monthly entry period. Multiple entrants are not permitted to share the same email address. Any attempt by any entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods will void that entrant's entries and that entrant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. In the event of a dispute as to any registration, the authorized account holder of the email address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an email address by an Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with the submitted address. The potential winner may be required to show proof of being the authorized account holder.

5. Drawings: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winners are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Monthly Prize winners from all eligible entries received during that month's respective monthly entry period on or around the third Monday following the conclusion of the respective monthly entry period. Administrator will randomly select the potential Grand Prize winners from all eligible entries received during the Promotion Period on or around April 15, 2010. Potential winners will be notified by email, phone or mail. Each potential winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to execute and return to Administrator, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability & Publicity Release in order to claim his/her prize. If a potential winner cannot be contacted, or fails to execute and return the Affidavit of Eligibility, Liability & Publicity Release within the required time period, or is no longer an employee of a participating, verified authorized LG dealer, then he/she forfeits prize. Potential winners must continue to comply with all terms and conditions of these Official Rules; and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by random drawing from among all remaining eligible entries. Only three (3) alternate drawings will be held after which the prize will remain un-awarded. Prizes will be fulfilled approximately sixty (60) to ninety (90) days after the conclusion of the Sweepstakes.

6. Prizes: TWO (2) GRAND PRIZES: A prize package consisting of a 55 inch LG flat panel television, an LG Blu-ray Home Theater system and a Blu-ray disc player. Approximate Retail Value ("ARV"): $3,329.85.

NINE (9) MONTHLY PRIZES (three (3) Monthly Prizes per month during the Promotion Period): A 42 inch LG flat screen television. ARV: $1,599.99.

For All Prizes: Prize ARVs are subject to price fluctuations in the consumer marketplace based on, among other things, any gap in time between the date the ARV is estimated for purposes of these Official Rules and the date the prize is awarded or redeemed. Prizes are non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute a prize for one of equal or greater value if the designated prize should become unavailable for any reason. Winners are responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning a prize depend on the number of eligible entries received during the respective monthly entry period or the Promotion Period. Total ARV of all prizes: $21,059.61. Limit: One (1) Grand Prize and one (1) Monthly Prize per person during the Promotion Period.

7. Release: By participating, entrants agree as follows: (a) to abide by these Official Rules, and to the decisions of Sponsor and Administrator, which shall be final and binding in all respects and (b) THAT SPONSOR, ADMINISTRATOR, AND THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, PRIZE SUPPLIERS, RETAILERS, DISTRIBUTORS AND SUPPLIERS, AND EACH OF THEIR RESPECTIVE OFFICERS, DIRECTORS, SHAREHOLDERS, AGENTS, AND EMPLOYEES (COLLECTIVELY, THE "RELEASED PARTIES") SHALL HAVE NO LIABILITY AND SHALL BE HELD HARMLESS FOR ANY DAMAGE, LOSS OR INJURY TO AN ENTRANT OR ANY THIRD PARTY RESULTING FROM PARTICIPATION IN THIS SWEEPSTAKES OR THE USE OR MISUSE OF ANY PRIZE. ALL PRIZES ARE AWARDED "AS IS" EXCEPT FOR ANY "IN THE BOX" WARRANTY THAT MAY ACCOMPANY A PRIZE.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes entrant's consent to Sponsor's and its agents' use of entrant's name, likeness, photograph, voice, opinions, biographical information and/or hometown and state for promotional purposes in perpetuity in any media now or hereinafter existing, worldwide, without payment, consideration, permission or notification.

9. General Conditions: Released Parties are not responsible for lost, delayed, interrupted or unavailable network, server or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, or other errors or malfunctions of any kind whether computer, network, human, mechanical, electronic, printing, typographical or otherwise relating to or in connection with this Sweepstakes, including, without limitation, errors or problems which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prize or in any Sweepstakes-related materials or for any damage to entrant's or other person's hardware or software as a result of participation. Released Parties are not responsible for entries that are lost, late, stolen, inaccurate, incomplete, delayed, misdirected, undelivered, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Sweepstakes as solely determined by Sponsor and/or Administrator will be disqualified. In the event the Sweepstakes is compromised by virus, bugs, non-authorized human intervention or other causes beyond the control of Sponsor which corrupts or impairs the administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right in its sole discretion to modify, suspend or terminate the Sweepstakes or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Sweepstakes and at its sole discretion to award the prize from among all eligible non-suspect entries received prior to the act requiring such suspension or termination. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official

Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. If, for any reason, an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes, provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes, or any part of it, for any reason, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of prizes as set forth in these Official Rules to be available and/or claimed, Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

10. Disputes and Limitation of Liability: EXCEPT WHERE PROHIBITED, ENTRANT AGREES THAT: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS SWEEPSTAKES OR ANY PRIZE AWARDED SHALL BE RESOLVED INDIVIDUALLY, WITHOUT RESORT TO ANY FORM OF CLASS ACTION, AND EXCLUSIVELY BY THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF MICHIGAN (SOUTHERN DIVISION) OR THE APPROPRIATE MICHIGAN STATE COURT LOCATED IN OAKLAND COUNTY, MICHIGAN; (2) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THIS SWEEPSTAKES, BUT IN NO EVENT ATTORNEYS' FEES; AND (3) UNDER NO CIRCUMSTANCES WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, INDIRECT, PUNITIVE, INCIDENTAL AND CONSEQUENTIAL DAMAGES AND ANY OTHER DAMAGES, OTHER THAN FOR ACTUAL OUT-OF-POCKET EXPENSES, AND ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. 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 SWEEPSTAKES, SHALL BE GOVERNED BY, AND CONSTRUED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF MICHIGAN WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES (WHETHER OF THE STATE OF MICHIGAN OR ANY OTHER JURISDICTION), WHICH WOULD CAUSE THE APPLICATION OF THE LAWS OF ANY JURISDICTION OTHER THAN THE STATE OF MICHIGAN.

11. Entrant's Personal Information: Information collected from entrants is subject to ePrize, LLC's Privacy Policy http://www.eprize.com/privacy/privacypolicy.html and Sponsor's Privacy Policy http://www.lge.com/general/privacy.jsp. In the event of any conflict between these Official Rules and any such privacy policy, the terms and conditions of these Official Rules shall prevail.

12. Winner List: Winner List requests will only be accepted after the promotion end date (listed above) and no later than July 15, 2010. For the Winner List, send an email with subject line: "LGE Training Prize Promotion, Winner List Request," to WinListRequests@eprizefulfillment.com. VT residents omit return postage on rules requests.

© 2010 ePrize, LLC. All rights reserved.

LGE Training Prize Promotion
Abbreviated Rules

1. ABBREVIATED RULES for TV and Radio

NO PURCHASE NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES AND D.C. 18 AND OLDER WHO ARE A VERIFIED EMPLOYEE OF A PARTICIPATING, VERIFIED AUTHORIZED LG DEALER AT TIME OF ENTRY. VOID WHERE PROHIBITED. Sweepstakes ends 3/31/10. For Official Rules, and complete details, visit http://www.lgetraining.com. Sponsor: LG Electronics USA, Inc.

2. ABBREVIATED RULES for Print

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES AND D.C. 18 YEARS AND OLDER ARE A VERIFIED EMPLOYEE OF A PARTICIPATING, VERIFIED AUTHORIZED LG DEALER AT TIME OF ENTRY. VOID WHERE PROHIBITED. Sweepstakes ends 3/31/10. For Official Rules, prize descriptions and odds disclosure, visit http://www.lgetraining.com. Sponsor: LG Electronics USA, Inc., 1000 Sylvan Ave., Englewood Cliffs, NJ 07632-3302.

3. Abbreviated rules for online Ads – Banner

NO PURCHASE NECESSARY. Ends 3/31/10. To enter and for Official Rules, visit http://www.lgetraining.com.

4. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE NECESSARY. Legal residents of the 50 United States and D.C. 18 years who are a verified employee of a participating, verified authorized LG dealer at time of entry. Ends 3/31/10. To enter and for Official Rules, including odds, and prize descriptions visit http://www.lgetraining.com. Void where prohibited.