

**Official Rules For Traffic King Enterprises, Inc.  
“JessicaAlbaRocks.com “ Sweepstakes.**

THE FOLLOWING SWEEPSTAKES IS INTENDED ONLY FOR PLAY IN THE FIFTY UNITED STATES AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS SWEEPSTAKES IF YOU ARE NOT LOCATED IN, AND A LEGAL RESIDENT OF, THE FIFTY UNITED STATES OR THE DISTRICT OF COLUMBIA.

NO PURCHASE AND NO ONLINE ENTRY IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING.

ENTRY IN THIS SWEEPSTAKES CONSTITUTES YOUR ACCEPTANCE OF THESE OFFICIAL RULES.

**1. Eligibility:** You must be a legal resident of the fifty United States or the District of Columbia, 18 years or older at the time of entry. This sweepstakes is void outside the United States, in overseas U.S. territories, possessions, commonwealths and military installations, and where prohibited by law.

Employees and agents of Traffic King Enterprises, Inc. ("Sponsor") and its affiliates, subsidiaries, advertising and promotional agencies, any other prize sponsor, and any entity involved in the development, production, implementation, administration or fulfillment of the Sweepstakes (all of the foregoing, together with Sponsor, collectively referred to as "Sponsor"), and the immediate family members and persons living in the same household as such individuals, are not eligible to participate or win.

**2. How To Enter:** The Sweepstakes begins at 12:01 AM EST on November 1, 2007 and ends at 11:59 PM EST on December 29, 2007 (the "Entry Period"). You may enter the Sweepstakes in ONE of two ways:

Online Entry: To enter online, follow the instructions located at <http://www.jessicalbarocks.com/sweepstakes.html> or one of the “sponsor” Web sites. Submit your entry as directed. You may be asked to provide your first and last name, address (no post office boxes), telephone number, and email address. You may also be asked to answer optional questions; however, they need not be answered in order to be eligible for the Sweepstakes. All online entries must be received by 11:59 PM EST on the last day of the Entry Period.

In the event of a dispute about the identity of an online entrant, each Online Entry will be declared made by the authorized account holder of the email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet Access Provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. If

the winning entry is an Online Entry, the potential winner may be required to provide “sponsor” with proof that he/she is the authorized account holder of the email address associated with the winning entry.

**Mail-In Entry:** To enter by mail without purchase or obligation, send a postcard on which you have hand-printed your first and last name, address, telephone number, and email address (if available) to:

Traffic King Enterprises, Inc. **“JessicaAlbaRocks.com”** Sweepstakes  
Mail-In Entries  
Sweepstakes Ending December 29, 2007  
P.O. Box 180925  
Utica, MI 48318-0925.

All mail-in entries must be postmarked by the last day of the Entry Period and received no more than five calendar days later.

The following applies to both methods of entry:

**LIMIT ONE ENTRY PER PERSON, REGARDLESS OF MEANS OF ENTRY.**

Although subsequent attempts to enter may be received, only the first entry received from a particular individual will count; subsequent attempts to enter will be disqualified. The submission of an entry is solely the responsibility of the entrant. Entries may only be made according to the methods described above.

Proof of sending (such as an automated computer receipt confirming delivery of email or post office receipt) does not constitute proof of actual receipt by Traffic King Enterprises Inc. of an entry for purposes of these Official Rules. Automated entries (including but not limited to entries submitted using any bot, script, macro, or sweepstakes service), copies, third party entries, facsimiles and/or mechanical reproductions are not permitted and will be disqualified. Only eligible entries actually received by Sponsors before the end of the specified entry period will be included in the prize drawing. Illegible, unintelligible, incomplete, garbled, or mutilated entries will be disqualified. All entries become the property of “sponsor”, and none will be acknowledged or returned.

**3. Conduct:** By entering the Sweepstakes, entrants agree to comply with and be bound by these Official Rules. The Official Rules will be posted at the Sweepstakes website throughout the Sweepstakes. Failure to comply with these Official Rules may result in disqualification from the Sweepstakes. Entrants further agree to comply with and be bound by the decisions of the judges, which will be final and binding in all respects.

Traffic King Enterprises, Inc. reserves the right at its sole discretion to disqualify any individual it finds to be: (a) tampering or attempting to tamper with the entry process or the operation of the Sweepstakes or any “sponsor” website; (b) violating the Official Rules; (c) violating the terms of service, conditions of use and/or general rules or

guidelines of any “sponsor” property or service; or (d) acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

WARNING: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

**4. Prize:** The prize and approximate value is described as follows:

FIRST PRIZE WINNER IS THE GRAND PRIZE WINNER:

The Grand Prize Will Be a 16GB apple ipod® touch.

Prize cannot be used in conjunction with any other promotion or offer and may not be separated. Prize may not be transferred or assigned except by Sponsor. Only listed prize will be awarded and no substitutions, cash equivalents or redemptions will be made, except that Sponsor reserves the right to substitute any prize package with another prize of equal or greater value in the event that the advertised prize (or any component thereof) is not available. Reporting and payment of all applicable taxes, fees, and/or surcharges, if any, arising out of, or resulting from, acceptance or use of a prize, are the sole responsibility of the winner of that prize. Sponsor expressly disclaims any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of the prizes awarded. Traffic King Enterprises, Inc. makes no representations or warranties concerning the appearance, safety or performance of any prize awarded. Restrictions, conditions, and limitations apply. Sponsors and Administrators will not replace any lost or stolen prize items.

**5. Winner Selection and Notification:** Potential winner will be selected in a random drawing to be held on or about **January 4, 2008**, from among all eligible entries received. Odds of winning depend on the number of eligible entries received. All prize drawings are random and “sponsor’s” decisions are final. Winner must be 18 years of age at the time of entry to be eligible.

Potential winner will be notified within seven days after drawing date via email. Prize winner may be required to sign, notarize and return an Affidavit of Eligibility and Liability/Publicity Release and provide any additional information (such as social security number), that may be required by Sponsor, except where prohibited by law. Except where prohibited by law, potential winner must return all required documents within seven days following attempted notification or prize may be forfeited. Return of any prize/prize notification as undeliverable, or inability of Sponsor to contact a potential winner, or failure of potential winner to respond to notification of winning within seven days, may result in disqualification and selection of an alternate winner by random drawing.

**6. General Conditions:** This Sweepstakes is governed by the laws of the United States. All federal, state and local laws and regulations apply.

By entering, participants: release and hold harmless Sponsors, and their respective parents, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, loss or damage of any kind to persons, including death, or property damage resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize, participation in this promotion, or while traveling to, preparing for or participating in any prize-related activity, and grant to “sponsors” the right to use and publish their proper name and state online and in print, or any other media, in connection with the Sweepstakes.

Except where prohibited by law, a winner's acceptance of a prize constitutes permission for Sponsors to use such winner's name, address (city and state only), statements, photograph, voice and/or likeness for any advertising and promotional purposes relating to the Sweepstakes without further compensation, consideration, review or consent.

**7. Limitations of Liability:** Sponsors assume no responsibility for lost, late, misdirected, illegible, or mutilated entries, or for theft, destruction or unauthorized access to, or alteration of, entries. Sponsors are not responsible for any incorrect or inaccurate information, whether caused by website users, any of the equipment or programming associated with or utilized in the Sweepstakes, or any technical or human error which may occur in the processing of submissions in the Sweepstakes. Sponsors and Administrators assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, whether on account of technical problems, traffic congestion on the Internet or at any website, or on account of any combination of the foregoing. Sponsors and Administrators are not responsible for any injury or damage to participants or to any computer related to or resulting from participating or downloading materials in this Sweepstakes. If, for any reason, the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsors and Administrators which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Sweepstakes, “Sponsor” reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes and select winners from among all eligible entries received prior to the cancellation.

If due to a printing, production or other error, more prizes are claimed than are intended to be awarded for any prize level per the above, the intended prizes will be awarded in a random drawing from among all verified and validated prize claims received for that prize level. In no event will more than the stated number of prizes be awarded.

**8. Winners List:** The names of the prize winners may be obtained after the end of the sweepstakes by sending a self-addressed stamped envelope, within seven days of the end of the sweepstakes, to:

Traffic King Enterprises, Inc. "JessicaAlbaRocks.com" Sweepstakes Winner List  
Sweepstakes Ending December 29, 2007  
P.O. Box 180925  
Utica, MI 48318-0925.

**9. Official Rules:** For a copy of the Official Rules, save this web page or send a self-addressed, stamped envelope (stamp may only be omitted where prohibited by law) to:

Traffic King Enterprises, Inc. "JessicaAlbaRocks.com" Sweepstakes Winner List  
Official Rules Request  
Sweepstakes Ending December 29, 2007  
P.O. Box 180925  
Utica, MI 48318-0925.

This Sweepstakes is sponsored by Traffic King Enterprises, Inc.

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