

OFFICIAL RULES AND REGULATIONS

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

The Robin Meade “Morning Sunshine” promotion (“Promotion”) is open to legal residents of the 48 Contiguous States and the District of Columbia, age 18 years or older, except employees, officers, and directors (and their immediate family and household members, whether or not related) of Cable News Network, Inc. (the “Sponsor”), and its parents, subsidiaries, divisions and participating vendors, advertising and promotion agencies and affiliated entities (collectively, with the Sponsor, the “Promotion Entities”). Void wherever prohibited by law. Promotion is governed by U.S. law and subject to all applicable federal, state and local laws and regulations. By entering the Promotion, entrants agree to accept and be bound by all terms of these Official Rules and Regulations (“Official Rules”).

HOW TO ENTER: From 6:00 am Eastern Standard Time (ET) on August 28, 2009 to 9:00 am ET on September 18, 2009 (the “Promotional Period”), Sponsor will be conducting a national Promotion encouraging participants to enter to win a prize. Participants will be encouraged to submit Responses to a weekly question posed by Robin Meade which could possibly be featured on her show (the “Response”).

There are two (2) methods to enter the Promotion:

- 1. iReport:** During the Promotional Period Participants can go to www.CNN.com/Robin (the, “Website”), locate the Promotion module and Click on the “iReport” link. There entrants can create an iReport account (if they don’t already have one), complete and submit the online entry form, including their name, address, telephone number (including the area code), e-mail address (if any) and birth date and submit their Response.
- 2. E-mail:** During the Promotion Period, Participants can log on to the Website, locate the Promotion module and click on the “E-mail” link to send Robin Meade their Response. Participants must then complete and submit the online entry form, including their name, address, telephone number (including the area code), e-mail address (if any) and birth date and submit their Response for Robin Meade. E-mails sent from personal e-mail accounts will not be accepted.

To be eligible all entries must be received no later than 9:00 am ET on September 18, 2009. All entries must be submitted in the name of an individual person and the prize can only be awarded to the person whose name is on the winning entry. Entries generated by script, macro or other automated means will be void. The Promotion Entities are not responsible for misdirected, incomplete, lost, late, illegible, undelivered, inaccurate or delayed entries, or for technical, hardware, or software failures of any kind, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmissions or other errors or problems which may limit or affect a person’s ability to participate in the Promotion, whether human, mechanical, typographical, printing, electronic, network or otherwise, relating to or in connection with the Promotion, including, without limitation, errors which may occur in connection with the administration of the Promotion, the processing of entries, the announcement of the prizes or in any Promotion-related materials. In the event of sabotage, acts of God, terrorism or threats thereof, computer virus or other events or causes beyond the Sponsor’s control, which corrupt the integrity, administration, security or proper operation of the Promotion, Sponsor reserves the right, in its sole discretion, to modify, cancel or suspend the Promotion. In the event of cancellation, Sponsor reserves the right to award prizes from among all eligible, non-suspect entries received prior to the event requiring such cancellation. False or deceptive entries or acts will render the entrant ineligible. All entries become the property of the Sponsor and will not be acknowledged or returned. Limited to One (1) entry per person or e-mail address per day regardless of method of entry.

GENERAL CONDITIONS ON RESPONSE:

All Responses (a) must be intended for a family audience and contain only content that, in the sole discretion of the Sponsor, is suitable for a general audience; (b) must not, in the sole discretion of the Sponsor, contain

any sexually explicit, disparaging, libelous, threatening, or other inappropriate content; (c) must not in the sole discretion of the Sponsor, contain any commercial content that promotes any product or service other than the Sponsor's; (d) must not contain any infringing trademarks, copyrighted works or other intellectual property; (e) must not include any last names or other personally identifiable elements; and (f) must not defame or invade the publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights including but not limited to copyrights or trademarks. Violation of any of the rules herein may result in disqualification.

Sponsor has the right, but not the obligation to post Responses on the Website during and following the Promotion. The Promotion Entities are not responsible for late, lost, illegible, incomplete, stolen, garbled or misdirected entries, all of which are void.

The Sponsor shall have the right to disqualify and not post to the Website any Response that does not comply with these Official Rules or that it deems to be obscene, vulgar, sexually explicit, lewd, derogatory, inappropriate, threatening, or otherwise not in good taste, as determined by the Sponsor in its sole discretion.

LICENSE: Entrant grants Promotion Entities and its designees the right, but not the obligation to read Response On-air as well as edit, remove, modify, publish, license, print, transmit, display or otherwise use the Response or a portion thereof, via all forms of media now known or hereafter devised (including on the Website), worldwide, in perpetuity, without notice to entrant and without compensation. Entrants hereby irrevocably grants Sponsor the non-exclusive, perpetual, worldwide right to use the Response, in whole or in part, alone or in combination with other material, or as a basis for new material, as Sponsor may determine in its sole discretion and for the purposes of programming, advertising and marketing. Entrants may be required to execute any documents necessary to perfect such rights in the Sponsor.

HOW TO WIN: Fifteen (15) first prize winners (the "First Prize Winners") (sometimes collectively, with the Grand Prize Winner, the "Winners") will be chosen by a panel of judges each weekday from August 31, 2009 through September 18, 2009 to have their Response read on-air during the Morning Express Show (based on scheduling availability) from among all eligible entries received to date. The Grand Prize Winner will be selected on or about September 21, 2009 from among all First Prize Winners. Selection of all Winners will be based equally upon the following criteria: (i) creativity and (ii) originality (the "Judging Criteria"). The decision of the judges will be final and binding in all matters. The odds of winning will depend on the total number of eligible entries received during the Promotional Period. The Winners will be confirmed by U.S. mail, e-mail and/or telephone and must meet all eligibility requirements including the timely execution and return of all necessary releases and documents (if any) required by Sponsor.

PRIZES: Grand Prize Winner will receive a 3 day/ 2 night trip to Atlanta, GA for two (2) people, at an approximate retail value ("ARV") of Two Thousand Four Hundred Seventy Dollars (\$2,470.00). The Grand Prize includes the following: (a) round trip coach class airfare from the major U.S. gateway airport nearest the Grand Prize Winner's residence to an Atlanta, GA area airport; (b) ground transportation from Atlanta area airport to hotel and return transportation to airport from hotel (c) double occupancy standard hotel accommodations for two (2) people (one (1) room) at a hotel in the Atlanta, GA area for two (2) nights (chosen by Sponsor); (d) Three Hundred Fifty Dollars (\$350.00) spending money; and (e) possibly the opportunity to meet Robin Meade and watch the Morning Express Show live (all based on scheduling and availability of talent). Actual value of Grand Prize may vary based on point of departure and airfare fluctuations. The Grand Prize Winner is responsible for all costs and expenses not expressly provided for above, including additional ground transportation, meals, incidentals, tips, telephone calls, souvenirs, other personal expenses and hotel charges incurred during the trip. All travel arrangements must be made through Sponsor's agent on a carrier of Sponsor's choice and trip must be booked a minimum of forty-five (45) days in advance. Winner and guest must depart from the same airport and travel on the same itinerary. Dates are subject to availability and certain black-out dates and other travel restrictions may apply. Sponsor reserves the right to approve any travel dates and trip must be taken by December 31, 2009 or such prize will be

forfeited. Sponsor is not responsible for any travel related delays or cancellations. Grand Prize Winner and guest are responsible for obtaining proper documentation (e.g., valid photo ID) prior to travel. All prize details are at Sponsor's sole discretion.

Fifteen (15) First Prize Winners will each receive one (1) "Morning Sunshine! How to Radiate Confidence and Feel it Too" book autographed by Robin Meade, at an ARV of Twenty-eight Dollars (\$22.99) per First Prize.

TOTAL ARV OF ALL PRIZES: Two Thousand Eight Hundred Fifteen Dollars (\$2,815.00).

No substitution or transfer of prizes or cash redemptions permitted by the winner(s). Sponsor reserves the right to substitute for any reason whatsoever a prize (or portion thereof) of comparable or greater value, at their sole discretion. Prize is awarded "as is" with no warranty or guarantee, either expressed or implied by the Sponsor. The Winners are responsible for the reporting and payment of all taxes as well as any other costs and expenses associated with acceptance and use of prize not specified herein as being awarded.

GENERAL RULES AND REGULATIONS: By entering this Promotion, participants grant Promotion Entities and their designees the right, unless prohibited by law, to use their names, cities and states of residences, voices, pictures and likenesses, without compensation, notification or approval, for the purpose of advertising and publicizing the goods and services of the Promotion Entities and all matters related to the Promotion, in any manner or medium, now or hereafter known, throughout the world in perpetuity. Grand Prize Winner's travel companion must be a legal US resident and of legal age of majority in his/her state of residence (and at least age 18). Grand Prize Winner's travel companion will be required to execute and return a liability/publicity release prior to ticketing. Winners may each be required to execute an affidavit of eligibility, liability release, tax acknowledgment form and, except where prohibited by law, a publicity release and return within five (5) business days of issuance of notification. Noncompliance within this time period or failure of potential winner to respond after three (3) notification attempts may result in disqualification and, at Sponsor's discretion, an alternate winner may be selected. If: (i) any prize or prize notification is returned as undeliverable, (ii) a potential Winner declines his or her prize, (iii) the potential Grand Prize Winner is unable to travel on dates approved by Sponsor or (iv) a potential Winner fails to comply with any of the Official Rules as outlined herein, such potential Winner will be disqualified and an alternate winner will be selected by random drawing at the Sponsor's sole discretion. The Promotion Entities expressly disclaim any responsibility and entrants agree to indemnify and hold harmless the Promotion Entities from and against any and all claims, actions, demands and/or liability for injury, damage or loss whatsoever relating to or arising in connection with participation in this Promotion (regardless of the cause of such injury, damage or loss) and/or the delivery and/or subsequent use or misuse of any of the prizes awarded (including any travel or activity related thereto).

OFFICIAL RULES OR WINNERS' LIST: For a copy of the Official Rules or the Winners List (available on or about October 18, 2009), send a self-addressed, stamped envelope (residents of VT need not include return postage on rules requests) to the following address by November 3, 2009 (Please specify "Official Rules" or "Winners") – "Morning Sunshine, promotion" One CNN Center, NT1001F, Atlanta, Georgia 30303.

SPONSOR: Cable News Network, Inc. One CNN Center, Atlanta, GA 30303

© 2009 Cable News Network. A Time Warner Company. All Rights Reserved.