

i-SAY REWARDS--VIP SELECT SWEEPSTAKES
OFFICIAL RULES

NO PURCHASE OR SURVEY NECESSARY. A PURCHASE OR SURVEY OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING.

1. Eligibility: i-Say Rewards—VIP Select Sweepstakes (the "Sweepstakes") is open only to legal residents of the fifty (50) United States (including District of Columbia) and Canada who are Ipsos panel members or individuals who are invited to become Ipsos panel members and participate in surveys during the Promotion Period and who are at least eighteen (18) years old at the time of entry. Employees of Ipsos America, Inc., ePrize, LLC, and their parent and affiliate companies, suppliers as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Sweepstakes is subject to all applicable federal, state, provincial, municipal, territorial 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: Ipsos America, Inc., 1700 Broadway, New York, New York, 10019, U.S.A.
Administrator: ePrize, LLC, One ePrize Drive, Pleasant Ridge, MI, 48069, U.S.A.

3. Timing: The Sweepstakes begins on January 1, 2008 at 12:00 a.m. Eastern Time ("ET") and ends on December 31, 2008 at 11:59 p.m. ET (the "Promotion Period"). Administrator's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter:

- a. VIP Club Membership:** During the Promotion Period, each panel member who completes a minimum of one (1) survey per month, and at least fifty percent (50%) or 12 of the total number of surveys offered to the panel member during each quarter of i-Say Rewards will automatically earn membership in the VIP Club (the details of which are set forth in the official rules of i-Say Rewards at <https://ipsos.eprize.net/rewards/index.tbapp?method=display&page=rules&language=en>). A panel member who maintains membership in the VIP Club for at least two (2) quarters of i-Say Rewards in 2008 will automatically receive one (1) entry into the Sweepstakes.
- b. Sweepstakes Alternate Method of Entry:** To enter the Sweepstakes without earning membership in the VIP Club, hand print your name, address, day and evening phone numbers, email address (if any), and age on a 3" x 5" piece of paper and mail it with proper postage to "i-Say Rewards—VIP Select Sweepstakes", c/o ePrize, LLC, P.O. Box 8070, Royal Oak, MI 48068, U.S.A. You will receive one (1) entry into the Sweepstakes. All mail-in entries must be handwritten. All mail-in entries must be postmarked by 12/31/08 and received by 1/09/09. All entries become the exclusive property of Sponsor, and none will be acknowledged or returned. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected or postage-due entries, which will be disqualified.

For All Entries: Limit: Each panel member may receive one (1) entry into the Sweepstakes by any method of entry during the Promotion Period. Multiple panel members 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 panelist PIN number 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. Grand Prize Drawing: Administrator is an independent judging organization whose decisions as to the administration and operation of the Sweepstakes and the selection of the potential winner are final and binding in all matters related to the Sweepstakes. Administrator will randomly select the potential Sweepstakes winner from all eligible entries received during the Promotion Period, at approximately 12:00 p.m. ET on or about February 2, 2009 in Pleasant Ridge, Michigan, U.S.A. The potential winner will be notified by mail, email or phone. The potential winner (parent/legal guardian if winner is a minor in his/her state of residence) will be required to sign and return to Sponsor, within ten (10) days of the date notice or attempted notice is sent, an Affidavit of Eligibility, Liability and Publicity Release (if a U.S. resident) or Declaration of Compliance (if a Canadian resident) in order to claim his/her prize. If a potential prize winner cannot be contacted in person, via email or by mail within ten (10) days after the first attempt to contact him/her, or fails to sign and return the Affidavit of Eligibility, Liability and Publicity Release or Declaration of Compliance within the required time period (if applicable), potential winner forfeits prize. Potential winners from Canada will be required to correctly answer a time-limited skill testing question without any assistance in order to be eligible to receive a prize or prize will be forfeited. If the potential winner is a Canadian resident and the question is answered incorrectly, the prize will be forfeited. Potential winner 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. If winner is a U.S. resident, prize will be fulfilled approximately 8-10 weeks after the conclusion of the Sweepstakes. If winner is a Canadian resident, prize will be fulfilled either 2-3 weeks after the receipt of their skill testing question or 8-10 weeks after the conclusion of the Sweepstakes whichever is later.

6. Prize: ONE (1) GRAND PRIZE: An all new 2008 Toyota Prius and \$4,050 that can be used toward upgrades of winner's choice. Approximate Retail Value ("ARV"): \$25,000 USD. Sponsor will determine all features of automobile including but not limited to color of exterior and interior, and all other features or upgrades will be allowed only if permitted by delivery dealer and paid for by winner. Winner must be a licensed driver and will be required to provide proof of insurance at time of delivery. Winner is responsible for title, license, registration, dealer preparation costs, auto insurance and other fees associated with prize. Winner must take delivery of prize from the automobile dealership designated by Sponsor. Prize is non-transferable and no substitution will be made except as provided herein at the Sponsor's sole discretion. Sponsor reserves the right to substitute the prize for one of equal or greater value if the designated prize should become unavailable for any

reason. Winner is responsible for all taxes and fees associated with prize receipt and/or use. Odds of winning the Sweepstakes prize depend on the number of eligible entries received during the Promotion Period.

7. Release: By receipt of any prize, winner agrees to release and hold harmless Sponsor, ePrize, LLC, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion agencies, and prize suppliers, and each of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action, including, but not limited to, personal injury, death, or damage to or loss of property, arising out of participation in the Sweepstakes or receipt or use or misuse of any prize.

8. Publicity: Except where prohibited, participation in the Sweepstakes constitutes winner's consent to Sponsor's and its agents' use of winner's name, likeness, photograph, voice, opinions and/or hometown and state (and/or province) for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes, or any part of it, if any fraud, technical failures or any other factor beyond Sponsor's reasonable control impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion and subject to the approval of the Régie des alcools, des courses et des jeux. Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, 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.

10. Limitations of Liability: The Released Parties are not responsible for: (1) any incorrect or inaccurate information, whether caused by entrants, printing errors or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Sweepstakes or receipt or use or misuse of any prize. 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 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.

11. Disputes: 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 U.S.A.; (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, U.S.A. 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. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

12. Entrant's Personal Information: Information collected from entrants is subject to the Sponsor's Privacy Policy (<http://www.i-say.com/privacy.aspx>) (for U.S. residents) and (<http://www.i-say.ca/ca/privacy.aspx>) (for Canadian residents) and ePrize's privacy policy (<http://www.eprize.com/privacy/privacypolicy.html>).

13. Winner List: For the winner list, send an email with Subject Line: "M – i-Say Rewards – VIP Select Sweepstakes, Winner List Request", to WinListRequests@eprizefulfillment.com. Requests must be received by June 2, 2009.

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i-Say Rewards—VIP Select Sweepstakes
Abbreviated Rules

1. ABBREVIATED RULES for TV and Radio

NO PURCHASE OR SURVEY NECESSARY. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 AND OLDER. VOID WHERE PROHIBITED. Promotion ends 12/31/08. For Rules, alternate entry, and complete details, visit <https://ipsos.eprize.net/rewards/index.tbapp?method=display&page=alt&language=en>. Sponsor: Ipsos America, Inc.

2. ABBREVIATED RULES for Print

NO PURCHASE OR SURVEY NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) AND CANADA 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Promotion ends 12/31/08. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit <https://ipsos.eprize.net/rewards/index.tbapp?method=display&page=alt&language=en>. Sponsor: Ipsos America, Inc., 1700 Broadway, New York, New York, 10019, U.S.A.

3. Abbreviated rules for online Ads – Banner

NO PURCHASE OR SURVEY NECESSARY. Ends 12/31/08. To play and for alternate entry and Official Rules, visit <https://ipsos.eprize.net/rewards/index.tbapp?method=display&page=alt&language=en>.

4. Abbreviated Rules for online Ads – Not a Banner

NO PURCHASE OR SURVEY NECESSARY. Legal residents of the 50 United States (D.C.) and Canada 18 years or older. Ends 12/31/08. To play and for alternate entry and Official Rules, including odds, and prize descriptions visit <https://ipsos.eprize.net/rewards/index.tbapp?method=display&page=alt&language=en>. Void where prohibited.