

“DVDs for Me” Sweepstakes

OFFICIAL RULES

NO PURCHASE NECESSARY

INTRODUCTION. From time to time, Alliance Entertainment, LLC (d/b/a NCircle Entertainment) (“Sponsor”) may offer a “DVDs For Me” Sweepstakes. These Official Rules shall apply to each sweepstakes (individually referred to as a “Sweepstakes,” and collectively as the “Sweepstakes.”) where the “DVDs For Me” appears on a Sponsor-owned site and catalog.

ELIGIBILITY. Each Sweepstakes is open only to residents of the fifty (50) United States and the District of Columbia, who at the time of entry are 18 years of age or older. Employees of Sponsor and its parent, subsidiaries, affiliated companies and agents, and the foregoing employees' household or immediate family members are not eligible to enter any Sweepstakes. Sweepstakes are void where prohibited.

TIMING: Each Sweepstakes will begin on the 1st day of the applicable month and end on the last day of the same month (“Monthly Entry Period”).

HOW TO ENTER: Enter by filling out an official entry form available in NCircle DVD catalog or by providing the following information on a 3x5 card, name, address, date of birth, phone number, email address. Send your entry to: NCircle Entertainment, Attention: DVDs For Me, 10000 N. Central Expressway, Suite 1315, Dallas, TX 75231. Entries may be handwritten or typed. Entries must be received by the 3rd of the subsequent month and postmarked by the last day of the same month. Multiple entries are not permitted. One entrant per Monthly Entry Period. No more than one entry per envelope can be submitted. Sponsors shall not be responsible for lost, late, mutilated or misdirected mail. Entries that are printed by machine, mechanically reproduced, tampered with, illegible or incomplete are not eligible.

PRIZES: Each Sweepstakes will offer one prize consisting of ten (10) DVDs. DVD selection varies monthly (approximate retail value (“ARV”) is \$6.99 each. Total ARV \$69.90. No prize substitution or assignment or transfer of prizes is permitted, except by the Sponsor which may substitute a prize of equal or greater value. Winner responsible for all federal, state and local taxes.

ADDITIONAL RESTRICTIONS: Sponsor is not responsible for any failure to receive entries owing to lost, late, incomplete, altered or misdirected entries, faulty machinery or other mechanical error or for entries that are corrupted or otherwise not received correctly or for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of email, or on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including damage to participants computer related to or resulting from participating in any Sweepstakes. All entries submitted are subject to Sponsor's

Privacy Policy. Entries that do not comply with these Official Rules in all respects are void. By participating, entrants agree to these Official Rules and the decisions of Sponsor, which are final in all matters. Potential Winners may be required to sign and return any Affidavit and Release within 7 days of first attempted delivery. Failure to execute and return required documents within such time period will result in disqualification and an alternate may be selected, at discretion of Sponsor. All entrants acknowledge that all submitted entries become the property of Sponsor and may be used or edited by Sponsor without additional compensation in any and all media, without the further right of approval of entrant, except where prohibited. If, in the Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of any Sweepstakes, or if technical difficulties compromise the integrity of a Sweepstakes, the Sponsor reserves the right to terminate the applicable Sweepstakes and conduct a random drawing to award the prizes using all entries received as of the date of termination or to otherwise modify the Sweepstakes in a manner deemed reasonable by the Sponsor, in the Sponsor's sole discretion.

WINNERS' LIST: A list of each monthly prizewinner's name will be available by sending a stamped self-addressed envelope 30 days after the end on the applicable Monthly Entry Period.

SPONSOR: Alliance Entertainment, LLC. (d/b/a NCircle Entertainment) Dallas, TX 75231