

ALLEN THEATRES' QUANTUM OF SOLACE SWEEPSTAKES

OFFICIAL RULES

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

1. Eligibility: Allen Theatres' *Quantum of Solace Sweepstakes* (the "Sweepstakes") is open only to legal residents of Dona Ana County, Hidalgo County, Luna County, Grant County, Sierra County, Otero County, Lincoln County, Eddy County, Lea County, Curry County, San Juan County, Chavez County, Roosevelt County and McKinley County in the state of New Mexico and Montezuma County and Dolores County in the state of Colorado who are at least eighteen (18) years old at the time of entry. Employees of Allen Theatres Inc., its licensors and prize suppliers, Southwest Airlines, Coca-Cola America 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. Subject to all applicable federal, state and local laws and Sponsor's and Administrators 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. Void where prohibited or restricted by law.

2. Sponsor: Allen Theatres, Inc. 133 Wyatt Drive #3, Las Cruces, NM 88005 Administrator: Digital solutions and Allen Theatres

3. Timing: The Sweepstakes begins on October 24, 2008 12:00 a.m. Mountain time and ends on November 24, 2008 at 11:59 p.m. Mountain time (the "promotion period"). Sponsor's computer is the official time-keeping device for the Sweepstakes.

4. How to Enter: During the Promotion Period, visit www.allentheatresinc.com, click on the Quantum of Solace Sweepstakes banner and follow the links and instructions to complete the registration. Complete and submit the registration including first name, last name, street address (no P.O. Boxes), city, state, zip code, [date of birth](#), gender, email address, phone number. You automatically will receive one (1) entry into the Sweepstakes. **Limit:** One (1) entry per person/email per day during the Promotion 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 maybe 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 organizations responsible for assigning email addresses for the domain associated with the submitted address. The potential winner maybe required to show proof of being the authorized accountholder. Odds of winning depend on number of eligible entries received.

5. Prizes:

One (1) Grand Prize: A Trip for Grand Prize Winner and three (3) guests to a 2009 Columbia Pictures or Screen Gems movie premiere. Trip package includes roundtrip, coach-class air transportation provided by Southwest Airlines for four (4) from a major airport near Grand Prize Winner's home (determined by Sponsor in its sole discretion) to either New York City, NY or Los Angeles CA; two (2) rooms for three (3) consecutive nights' accommodations at a hotel determined by Sponsor in its sole discretion (each room, double occupancy); \$500.00 spending money in the form of a check; and four (4) single-admission tickets to a 2009 Columbia Pictures or Screen Gems movie premiere to be used during the duration of the trip. The specific Columbia Pictures or Screen Gems movie premiere will be chosen by the Sponsor and Grand Prize Winner must attend on the applicable dates or prize will be forfeited in its entirety. Trip will be booked by Sponsor at least twenty-one (21) days prior to departure. Travel must be roundtrip. Sponsor will determine flight itinerary in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel and accommodations are subject to availability. Travel is subject to the terms and conditions set forth in this Sweepstakes, and those set forth by Southwest Airlines as detailed in the passenger ticket contract. All expenses and incidental travel costs not expressly stated in the Grand Prize package description above, including but not limited to, ground transportation, meals, incidentals, souvenirs, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of the Grand Prize Winner. Unless a child of the Grand Prize Winner, guests of the Grand Prize Winner must be eighteen (18) years of age or older as of the date of departure and must travel on same itinerary and at the same time as the Grand Prize Winner. Guests of the Grand Prize Winner must execute liability/ publicity releases prior to issuance of travel documents. Travel and accommodations restrictions conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets, travel vouchers or certificates. Approximate retail Value ("ARV"): \$5000.00. Actual value may vary based on airfare fluctuations and distance between departure and destination. Winner will not receive difference between actual and approximate retail value. Sponsor has no liability for Grand Prize winner's inability to utilize the Grand Prize as stated herein. If Grand Prize Winner elects to travel or partake in the Grand Prize with no travel guests, no additional compensation will be awarded. Grand Prize Winner will be issued a Form 1099 for tax purposes in the amount of the actual retail value of the entire prize and must submit his/her Social Security Number, as

required by law. Grand Prize may not be redeemed for cash; nor is it transferable or substitutable except by Sponsor with one of equal or greater value.

Eleven (11) First Prizes: \$50.00 check

Total ARV: \$5,550.00

6. Drawing: Eleven (11) First Prize Winners will be randomly selected from the entries based on eligibility. These eleven (11) First Prize winners automatically are entered into a random drawing for a chance to win the GRAND PRIZE. Administrator is an agent 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 winners from all eligible entries received during the Promotion Period, on or around November 25, 2008. The potential winners will be notified by mail, email or phone. The potential winners will be required to sign and return to Sponsor, within ten (10) days of the date notice or attempt 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 sign and return the affidavit of Eligibility, Publicity Release (if applicable) within the required time period; that potential winner forfeits prize. Potential winner must continue to comply with all terms and conditions of these Official Rules. 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 drawing will be held after which the applicable prize will remain un-awarded. Prizes are awarded as-is, without any warranty, express or implied. All federal, state and local taxes, insurance, etc. are solely the responsibility of the Grand Prize Winner.

7. Release: By receipt of any prize, each winner agrees to forever and irrevocably release, defend indemnify and hold harmless Sponsor, its licensors and prize suppliers, Southwest Airlines, Coca-Cola America, Administrator, and their respective subsidiaries, affiliates, suppliers, distributors, advertising/ promotion agencies, and each of their respective parent companies and each such company's officers, directors, employees agents, successors and assigns (collectively, the "Released Parties") from and against any and all claims, liability, demands, lawsuits, judgments, causes of action, injuries, damages or losses of any kind, whether direct or indirect, whether to property or person, including death, costs and expenses (including attorneys fees and legal costs) arising out of, resulting from or in connection with: the Sweepstakes and any element or activity in connection therewith; the participation, inability to participate and the entry in the Sweepstakes; the acceptance, possession, attendance at, travel associated with, enjoyment, defect, inability for use and/or misuse of the Prize or any element or activity associated with the Prize regardless of whether the activity is hosted by Sponsor or a third party; the collection of personally identifiable information of the entrants by Sponsor and any violation of publicity, propriety, privacy or personal rights of entrants; any change in the prizing or components thereof due to unavailability, business or creative decisions or due to reasons beyond the control of Sponsor; cancellation or rescheduling of events in connection with the prizes; cancellations, delays, diversions, changes or substitutions or any act or omissions on behalf of the air carrier(s) and hotel(s), any other persons providing any of these services; any lost, stolen, damaged, delayed or misdirected baggage; or lost, late, stolen, misdirected, damaged or destroyed prizing (or any component thereof).

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 for promotional purposes in any media, worldwide, without further payment or consideration.

9. General Conditions: Sponsor reserves the right to cancel, suspend, and/modify the Sweepstakes, or any part of it, if any fraud, technical failures of 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. 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 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 entries, or (6) any injury or damage to persons or property which maybe 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 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, 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 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 that right to award only the stated number of prizes by a random drawing among all legitimate, unaware, eligible prize claims.

11. Disputes: Except where prohibited, entrants 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 appropriate New Mexico State Court; (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 entrants be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages, and equitable relief (e.g. Injunctions) 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 contrived in accordance with, the laws of the State of New Mexico without giving effect to any choice of law or conflict of law rules (whether of the State of New Mexico or any other jurisdiction), which cause the application of the laws of any jurisdiction other than the State of New Mexico.

12. Entrant's Personal Information: Any personal information sent to the Sponsor for this Sweepstakes will be used solely for the purpose of this Sweepstakes and accordance with Sponsor's Privacy Policy located at <http://www.allentheatresinc.com/privacy.asp>.

13. Winner List: A list of the winner can be found at allentheatresinc.com for (30) thirty days after the end of the Sweepstakes.

14. OFFICIAL RULES: For a copy of the Official Rules, send a self-addressed, stamped envelope to: Allen Theatres QUANTUM OF SOLACE Sweepstakes (Official Rules 133 Wyatt Drive #3, Las Cruces, NM 88005. Requests must be received no later than six (6) months after the close of the Sweepstakes.