

Island 50 Jamaican Getaway Sweepstakes

OFFICIAL RULES

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

1. Sponsors: By entering the Island 50 Jamaican Getaway Sweepstakes (“Sweepstakes”) sponsored by Universal Music Enterprises, a Division of UMG Recordings, Inc., Air Jamaica, Rose Hall Resort & Spa (A Hilton Resort), and the Jamaica Tourist Board (collectively, “Sponsors”) and accepting the terms herein, you agree to be bound by the following rules (“Rules”), which constitute a binding agreement between you, on the one hand, and Sponsors on the other. These Rules apply only to this Sweepstakes and not to any other sweepstakes or contest sponsored by Sponsors.

2. How to Enter: You may enter the Sweepstakes in one of two (2) ways during the period beginning at 12:00 a.m. June 22, 2009 Pacific Time (“PT”) and ending at 11:59 p.m. PT September 15, 2009 (“Entry Period”). To enter online, log on at www.barnesandnoble.com/island50. Fill in the online entry form and submit it in accordance with the on-screen instructions during the Entry Period. Entrants must be the registered subscriber of the email account from which the entry is made. To enter by mail, hand print your name, address, date of birth, email address, and daytime telephone number on a standard size postcard and mail the postcard to: Island 50 Jamaican Getaway Sweepstakes, c/o Universal Music Enterprises, 2200 Colorado Ave., Santa Monica, CA 90404. All mail-in entries must be postmarked during the Entry Period and received by September 22, 2009. Regardless of method of entry, only one (1) entry per person during the Entry Period. Multiple entries will be disqualified. Entries generated by script, macro, bot, or other automated means will be disqualified. Any entry information collected from the Sweepstakes shall be used only in a manner consistent with the consent given by entrants at the time of entry and with Universal Music Group’s Online Privacy Policy, which can be found at: <http://privacypolicy.umusic.com>.

3. Eligibility: You must be a legal resident of the fifty (50) United States or the District of Columbia and be at least twenty-one (21) years old as of your date of entry. Sweepstakes void in Rhode Island, Puerto Rico, U.S. territories and possessions outside of the U.S., and where prohibited by law. The Sweepstakes and any website pages and advertisements relating thereto are intended for viewing only within the United States. You are not authorized to participate in the Sweepstakes if you are not located within the United States. Employees and agents of Universal Music Enterprises, Air Jamaica, Rose Hall Resort & Spa, Jamaica Tourist Board, and BarnesandNoble.com L.L.C. (“BN.com) and their respective affiliate, subsidiary, and parent companies, and advertising and promotions agencies and their immediate families (spouses, parents, siblings, children and their spouses) are ineligible to enter or win.

4. Prize: One (1) Grand Prize: One (1) Grand Prize winner (“Winner”) will receive a trip for two (2) to Rose Hall Resort & Spa in Montego Bay, Jamaica. Trip includes: two (2) round trip coach tickets from any U.S. Air Jamaica gateway city (Baltimore, Chicago, Fort Lauderdale, New York, Orlando, or Philadelphia) and one (1) double occupancy room on Rose Hall Resort & Spa’s “All Inclusive Vacation” plan package. Approximate retail value (“ARV”): \$4,000. Actual retail value of Grand Prize may vary depending upon Winner’s point of origin and dates of travel. Any difference between stated approximate retail value and actual value of prize will not be awarded. Selection of airline and hotel are solely within Sponsors’ discretion. Winner is responsible for all federal, state and local taxes. All costs and expenses not specifically mentioned herein as being awarded, including transportation to Air Jamaica U.S. gateway city, ground transportation, and any meals/beverages/activities, gratuities not included in the “All Inclusive Vacation” plan package, are solely the Winner’s responsibility. Certain travel restrictions and blackout dates apply. All travel subject to availability and restrictions. All travel must be completed no later than one (1) year from issue date of travel certificate or prize is forfeited. Winner and travel guest must travel on same itinerary. Travel guests must sign and return a travel release before any ticketing of travel occurs. Winner and guest must have all necessary identification

and/or travel documents (e.g., a valid U.S. passport) required for travel to Jamaica. Seat locations will be determined by Sponsors. Tickets are subject to certain terms and conditions as specified by issuer. No transfer, substitution or cash redemption will be awarded in lieu of stated prize except by Sponsors who reserve the right to substitute a prize (or portion thereof) of comparable or greater value at their sole discretion. All prize details are at the sole discretion of the Sponsors. If the winning entry was made online, the entry will be deemed submitted by the e-mail account holder associated with such entry, as determined solely by Sponsors.

5. Drawing and Notification: Winner will be selected in a random drawing from all eligible entries received, on or about October 7, 2009 by Sponsors or their designee, whose decisions will be final. Winner will be notified by e-mail and/or by phone by October 14, 2009. If Sponsors or their designee are unable to contact potential Winner by e-mail or phone (using the contact information provided at the time of entry) and/or if the potential Winner fails to respond to notification within two (2) business days of issuance, the potential Winner will be disqualified and forfeit his or her right to a prize, and an alternate Winner will be selected.

6. Winner's Affidavit: Winner will be required to sign an Affidavit of Eligibility and Liability/Publicity release, a written version of these Rules and any additional documentation, waivers and releases that may be required (collectively, "Affidavit"). The Affidavit will require that Winner provide his/her social security number for tax purposes and will be used solely for such tax purposes. The requirement for a publicity release shall be void where prohibited. The Affidavit will provide that by acceptance of the prize, Winner releases Sponsors from any and all liability for injuries, damages or expenses sustained in connection with the Sweepstakes or with the receipt, ownership or use of the prize. Failure to sign the Affidavit may cause the Winner to forfeit the prize. Failure of the Winner to respond to notification and/or to complete and return the Affidavit within one week after sent to such Winner will be deemed a forfeiture of the prize and an alternate Winner will be selected from the eligible entries.

7. General: This Sweepstakes is subject to all applicable federal, state and local laws. If any prize or prize notification is returned as undeliverable, prize will be forfeited and an Alternate Winner will be selected. All federal, state or other tax liabilities (including income tax) arising from this Sweepstakes will be the sole responsibility of Winner. Except where prohibited by law, Winner's entry and acceptance of the prize constitutes permission for the Sponsors to use Winner's name, photograph, likeness, statements, biographical information, voice, and address (city and state) worldwide and in all forms of media, in perpetuity, without further compensation. This Sweepstakes is subject to these Rules. By participating, entrants agree to be bound by these Rules and waive any right to claim ambiguity in the Sweepstakes or these Rules. Any person attempting to defraud or in any way tamper with the Sweepstakes will be ineligible for prizes and may be prosecuted to the full extent of the law. Odds of winning depend upon the number of eligible entries received by Sponsors.

8. Limitations of Liability: Sponsors, any Internet access providers, and their respective parent companies, affiliates, subsidiaries, advertising and promotion agencies, and all of their agents, officers, directors, shareholders, employees, and agents (collectively "Released Parties") disclaim any responsibility for incorrect or inaccurate entry of entry information, human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, inability to access any website or download materials, damage to a user's computer system (hardware & software) due to participation in this Sweepstakes, or late, lost, incomplete, misdirected or mechanically reproduced entries. If in the opinion of Sponsors, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of this Sweepstakes, or if technical difficulties compromise the integrity of this Sweepstakes, Sponsors reserve the right to terminate this Sweepstakes, and award the prize from among all eligible, non-suspect entries received as of the action requiring such termination. Any attempt to deliberately damage any website or undermine the legitimate operation of the Sweepstakes is unlawful and subject to legal action by Sponsors or their designees. Winner and entrants understand that travel, whether in civilized or remote areas and whether by plane, automobile, or other conveyance, or by foot, on land and in the air, contains some inherent element of risk of accident, illness, injury,

loss or death, which may be caused by negligence, forces of nature or other agencies, known or unknown. Winner and entrants understand that these risks may be present before, during and after the trip. Winner and entrants agree to release, discharge, indemnify and hold harmless the Released Parties and the officers, directors, shareholders, employees and agents of each, from and against any claims, damages or liability due to any injuries, claims, damages or losses to any person (including death) or property of any kind resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize or participation in any Sweepstakes-related activity or participation in this Sweepstakes.

9. Official Rules and Winners List: For an additional copy of these Rules or the name of the Winner, please send a self-addressed stamped envelope to: Island 50 Jamaican Getaway Sweepstakes, Attention: Universal Music Enterprises / Rules or Winner List, 2220 Colorado Avenue, Santa Monica, CA 90404. (Residents of Vermont may omit return postage). Requests received after November 15, 2009 will not be honored.

10. Governing Law: Sweepstakes subject to the laws of the United States only. All federal, state and local laws and regulations apply. The Sweepstakes and Official Rules are interpreted by the laws of California, without regard to its conflict of law provisions.

11. Sponsors: Universal Music Enterprises, a Division of UMG Recordings, Inc., 2220 Colorado Ave., Santa Monica, CA 90404; Air Jamaica, 72-76 Harbour Street, Kingston, Jamaica; Rose Hall Resort & Spa, P.O. Box 999 Montego Bay, Jamaica; and Jamaica Tourist Board, 5201 Blue Lagoon Drive, Suite # 670, Miami, Florida 33126.