

OFFICIAL RULES

HOW TO ENTER:

By purchasing at least two (2) tickets to the DTP – Celebrity Basketball Game hosted by Disturbing Tha Peace Entertainment Company, LLC (“DTP”) to take place on September 2, 2012 in Atlanta, GA(the “Event”) your name will be automatically entered into a random drawing to be a Half Time Contest (“Contest”) (defined below) participant from among all eligible entries received. DTP will select two (2) people to participate in the Contest and they will be notified at the Event. Those selected to participate may opt out. In the event a selected participant opts out, DTP will select a replacement by randomly drawing from the eligible entries.

ELIGIBILITY:

The Contest is open to legal residents of Atlanta, GA who are eighteen (18) years old and over as of the date of entry and have purchased at least two (2) tickets to the Event. Employees of DTP and HUBLOT ("Sponsor"), the entity or entities supplying the Prize for the Contest, and each of their respective partners, parent companies, divisions, subsidiaries, affiliates, advertising, promotion and public relations agencies and their respective officers, directors, employees, representatives and agencies (collectively, the "Sponsor Affiliates") are not eligible to participate in the Contest and/or win a Prize. Additionally, relatives of such employees are not eligible to win. For the purposes of this Contest, relatives are defined as spouse, mother, father, in-laws, grandmother, grandfather, brother, sister, children and grandchildren.

PARTICIPANT/PRIZE:

Four (4) participants total will participate in the Contest. Two (2) selected from eligible entries and two (2) randomly selected participants that attend the Event. Each participant will participate in a basketball shooting contest as explained by DTP immediately prior to the Contest and the winner, as decided by DTP in its sole discretion, will award one (1) participant the Prize. The participant who wins the Contest will be awarded (i) two (2) round-trip flights to Miami from Atlanta, (ii) two(2) night stay at the W Hotel in South Beach, Florida, (iii) dinner for two (2) at STK in South Beach, Florida and (iv) two (2) lower level tickets to a Miami Heat Basketball Game. No transfer, cash equivalent or Prize substitution allowed, except at Sponsor's sole discretion. DTP and Sponsor will require participants to sign a general release prior to participating in the Contest and the winner to sign an affidavit of eligibility and liability/publicity release. Decisions made by DTP are final in all matters, including interpretation of these Official

Rules and awarding of the Prize. All expenses not specified herein, including, without limitation, all federal, state and local taxes, are each winner's sole responsibility.

ODDS OF WINNING:

The odds of being selected as a participant depend upon the number of eligible entries received. The odds of winning the Contest depend on your ability to shoot a basketball relative to the other participants.

LIMITATION ON LIABILITY / DISCLAIMER / OTHER REQUIREMENTS:

All participants, as a condition of entry, agree to be bound by these Official Rules and the decisions of DTP. Except where prohibited by law, by entering a Contest, each entrant consents to the use of his/her name, voice, picture, likeness and biographical data and/or any other information contained in his/her entry in advertising, promotional and marketing materials by DTP, Sponsor and their affiliates without additional compensation, which may require, without limitation, winner to appear in person on a television, radio or Internet broadcast. In addition, by entering, all entrants, except where prohibited by law, consent to being photographed, filmed, taped and/or interviewed about the Contest. In connection therewith, all entrants grant full permission and consent to DTP, Sponsor and their Affiliates to utilize any of the results of such photographing, filming, taping and/or interviewing in any and all media now known or hereafter devised and hereby release DTP, Sponsor and their affiliates from all liability related thereto.

Winner may be required to sign, have notarized and return an affidavit of eligibility and liability/publicity release within five (5) days of receipt of such document(s) or Prize will be forfeited. If this Contest is not capable of running as planned, including, because of any infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failure or other cause beyond DTP's control which corrupts or threatens to corrupt or adversely affects the administration, security, fairness, integrity or proper conduct of the Contest, DTP reserves the right, in its sole discretion, to cancel, suspend and/or modify this Contest and DTP can perform the random drawing from among all eligible entries received prior to such cancellation, suspension or modification of the Contest. Winner, by acceptance of any Prize, agrees to release DTP, Sponsor and their affiliates from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons and property which may be sustained in connection with the receipt, ownership or use of any Prize or while traveling to and from a location to obtain or use any Prize. Further, no responsibilities are accepted for any additional expenses, omissions, delays, re-routing, or acts of any government or authority. **Neither DTP nor Sponsor nor their affiliates make any warranty, representation, or guarantee, express or implied, in fact or in law, relative to the use of any Prize including, without limitation,**

quality, merchantability, or fitness for a particular purpose. Neither DTP nor Sponsor nor their affiliates are responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by DTP, the user or by any of the equipment or programming associated with or utilized in this Contest or by any human error which may occur in the processing of the entries in this Contest and which may limit a participant's ability to participate in this Contest. Any person who supplies false information, enters by fraudulent means, or is otherwise determined to be in violation of these Official Rules in an attempt to obtain any Prize will forfeit the Prize won and may be prosecuted to the fullest extent of the law. The Contest shall be governed by, construed and enforced in accordance with the laws of the State of Georgia. Any action by entrant or any third party brought to enforce these rules or, in connection with any matters related to the website shall be brought only in either the State or Federal Courts located in Atlanta, GA, and you expressly consent to the jurisdiction of said courts. Each entrant further agrees to not knowingly: damage or cause interruption of the Contest; prevent others from using the Contest; or obtain or modify another user's non-public account information without their consent. Submission of an entry is acknowledgment of and agreement to be bound by all terms and conditions of these Official Rules. In the event of a dispute concerning who submitted an e-mail entry, the entry will be declared to have been made by the authorized account holder of the e-mail address submitted at time of entry. An authorized account holder is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

CAUTION: ANY ATTEMPT TO DAMAGE THE ONLINE SERVICE OR WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST VIOLATES CRIMINAL AND/OR CIVIL LAWS. IF SUCH AN ATTEMPT IS MADE, DTP MAY DISQUALIFY ANY CONTEST ENTRANT MAKING SUCH ATTEMPT AND DTP MAY SEEK DAMAGES TO THE FULLEST EXTENT PERMITTED BY LAW.

DTP can modify these Official Rules in any way or at any time, as long as DTP gives reasonable notice.