

THE CABLE SHOW 2010 "DEXTER SET VISIT"
SWEEPSTAKES RULES

1. Entry. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING. To enter The Cable Show 2010 Dexter Set Visit Sweepstakes (the "Sweepstakes"): (a) Register for a full-conference pass to The Cable Show 2010 online at www.thecableshow.com and include your email address to be entered into the sweepstakes drawing; or (b) mail a 3" x 5" postcard with your name, address, age, daytime telephone number, email address and signature to: **The Cable Show 2010 C/O The National Cable & Telecommunications Association (NCTA), Attn: Marketing Department, 25 Massachusetts Ave NW, Suite 100, Washington, DC 20001.** Limit one mail-in entry per stamped postcard. One entry per person. All entries must be handwritten and legible. Illegible, incomplete, machine-printed, typewritten, or mechanically reproduced entries will not be accepted. The Cable Show/NCTA ("Sponsor") is not responsible for lost, late, delayed, mutilated, altered, illegible, postage due or misdirected entries. All entries become Sponsor's property and none will be returned. Your submission of an entry certifies that you satisfy all eligibility requirements and have read and complied with all of the Official Rules of this Sweepstakes and agree to be bound by the Official Rules and decisions of the Sponsor and Sweepstakes judges.

2. Sweepstakes Period. Entries will be accepted from February 8, 2010 through March 19, 2010 (the "Sweepstakes Period"). All entries must be received by 11:59 p.m. on March 19, 2010.

3. Selection of Winner. One (1) provisional winner will be chosen at random on or before March 23, 2010 by Sponsor from among all eligible entries received during the Sweepstakes Period. Sponsor will attempt to notify the provisional winner by telephone or email within one (1) business week (i.e. five (5) business days) of the drawing. If the provisional winner is contacted and notified within such period and complies with these rules, he or she will be declared the official winner ("Winner"). If the provisional winner is not reached and notified by telephone or email within one (1) business week (i.e. five (5) business days) of the drawing, or does not comply with these rules, he or she may be disqualified and Sponsor may select a substitute provisional winner at random from among all remaining eligible entries.

Provisional winner must be notified and must personally consent to receive any prizes within one (1) business week or five (5) business days of the drawing [see note in Section 7]. Except where prohibited, the acceptance of Prize constitutes Winner's consent to use his/her name and likeness in any media whatsoever for advertising and publicity purposes without additional compensation or limitation.

4. Prize. One Winner will receive roundtrip airfare for two (2) to Los Angeles, CA, a three (3) night hotel stay in Los Angeles, CA and a set visit to the Showtime series "Dexter" with a total estimated retail value of One Thousand Seven Hundred Dollars (\$1,700.00) (the "Prize"). Winner is responsible for any and all additional expenses. In the event Sponsor is unable to provide The Dexter Set Visit, Sponsor reserves the right, but shall have no obligation, to substitute a prize of equal or greater value. No substitutions or cash equivalents allowed, except that all prizes are subject to availability. Award of Prize is subject to Winner's proof of eligibility, including proof of residency, and execution of an affidavit and release as described in Section 8 below. The Prize is nontransferable and non-assignable.

5. Eligibility Requirements. Subject to conditions below, the Sweepstakes is open to legal U.S. residents who are 21 years of age or older at the time of entry. The following persons are not eligible to win the Prize or otherwise participate in the Sweepstakes: employees of The Cable Show/NCTA, Showtime Networks Inc. and its subsidiaries, CBS Corporate and their respective advertising and promotional agencies, the immediate family members of all such employees and all others with whom they are domiciled. This Sweepstakes is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

6. Odds. The odds of winning depend on the total number of eligible entries received.

7. Winner's Responsibility. Winner and guest must complete and submit the Showtime Networks Inc. LIABILITY RELEASE AND PUBLICITY RELEASE and submit to Showtime Networks Inc., Attention Janine Criscuolo, 1633 Broadway, New York, NY 10019. Winner is solely responsible for payment of any and all expenses not specifically mentioned and for payment and reporting of applicable federal, state and local taxes relating to Prize. Winner must accept Prize within one (1) business week or five (5) business of notification that he/she has been declared the Winner. Failure to accept and take delivery of the Prize within this time period will result in forfeiture of all rights and interest in the Prize. Guest of Winner must be 21 years of age or older.

8. Additional Information. For name of the Winner (available after March 23, 2010) and/or a copy of these Official Rules, send a self-addressed, stamped envelope to **The Cable Show 2010 C/O The NCTA, Attn: Marketing Department, 25 Massachusetts Ave NW, Suite 100, Washington, DC 20001.** The Sponsor reserves the right to terminate, cancel, suspend or modify this Sweepstakes if Sponsor determines that fraud, technical failures, or other acts or events beyond the reasonable control of Sponsor has compromised the fairness or integrity of this Sweepstakes. The fifth season of Dexter is scheduled to begin in May and run through October 2010 and prize will be awarded within this time frame. Winner will be notified at least 6 weeks in advance of the exact date.

9. Construction. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.