

The FIRST ANNUAL ALFRED HITCHCOCK LOOK-A-LIKE CONTEST

Presented by Alfred Hitchcock's THE 39 STEPS on Broadway

THE RULES FOR THE "LOOK A LIKE CONTEST"

All photos entered will be evaluated by a panel of at least five judges from the company of Alfred Hitchcock's THE 39 STEPS. Limit of 2 submissions per person. Finalists must provide their own transportation to and from the performance and post-show cast party. The photo does not have to be taken by you, but the photograph's author must be aware of the submission. No photo shopping or other digital manipulation. All photos submitted to the contest become the property of Alfred Hitchcock's THE 39 STEPS

ENTRY/SELECTION: Sweepstakes entries will only be accepted from September 2 to September 16, 2008. On or about Thursday, September 17th, 2008, in a drawing by the judging panel (composed of employees and partners of 39 Steps L.P., four potential finalists (4) will be selected from all eligible entries received. Odds of winning depend on the total number of eligible entries received, and likeness to Alfred Hitchcock.

PRIZES:

Grand Prize Winner (1) receives:

- Four (4) tickets to Alfred Hitchcock's THE 39 STEPS on Broadway (approximate retail value ("ARV"): \$384.00) for the Tuesday September 23 2008 evening performance.
- Four (4) passes to the post performance cast party on Tuesday September 23rd 2008 (location tbd but within walking distance of the theatre). Hotel accommodations provided by 70 Park Ave hotel and will be coordinated through HHC Marketing. (approximate retail value ("ARV"): \$200.00)
- Alfred Hitchcock's THE 39 STEPS prize pack ((approximate retail value ("ARV"): \$200.00)
- Title of WINNER of FIRST ANNUAL ALFRED HITCHCOCK LOOK-A-LIKE CONTEST (value priceless)

Finalists (3) each receive:

- Four (4) tickets to Alfred Hitchcock's THE 39 STEPS on Broadway (approximate retail value ("ARV"): \$384.00) for the Tuesday September 23 2008 evening performance.
- Four (4) passes to the post performance cast party on Tuesday September 23rd 2008 (location tbd but within walking distance of the theatre). Hotel accommodations provided by 70 Park Ave hotel and will be coordinated through HHC Marketing. (approximate retail value ("ARV"): \$200.00)

Prizes are not redeemable for cash or transferable. No substitution allowed except, at Partner's sole discretion, a prize of equal or greater value may be substituted. Any additional expenses to attend the performance are not included and are solely the winner's responsibility. Finalists will be selected on or before September 18th, 2008. Finalists must accept prize by noon on September 19, 2008 or it will be forfeited and awarded to an alternate winner. Disqualification and the selection of an alternate winner may result from any of the following: [1] potential winner's failure to respond to notification within one (1) day after its emailing; [2] the return of any notice as undeliverable; [3] any other non-compliance with Rules. Grand Prize Winner will be selected by popular vote of the audience attending the Tuesday September 23rd evening performance of Alfred Hitchcock's THE 39 STEPS.

Winner and Finalists will be responsible for all federal, state and local taxes. By participating, entrants agree to be bound by the rules and the show's decisions, and if selected as a winner, agree to the sponsor's use of his or her name and/or city of residence for commercial purposes without further notification, permission, compensation, except where prohibited by law. Void where prohibited.

CONDITIONS: Each entrant by entering the Sweepstakes agrees that: [1] he/she will abide by and be bound by the Rules and the Partner's decisions; [2] the entry becomes solely the Company and Partner's property and will not be acknowledged or returned; [3] the Company and Partner are not responsible for claims, injuries, losses or damages of any kind resulting, in whole or in part, directly or indirectly, from the awarding, delivery, acceptance, use, misuse, possession, loss or misdirection of the prize or participation in the Sweepstakes or in any activity or travel related therefore [4] winner's acceptance of the prize constitutes the grant of an unconditional right to Partner and assigns to use winner's name, address (city and state only), voice, likeness, photograph, biographical and prize information and/or statements about the promotion for any publicity, advertising and promotional purposes without additional compensation, except where prohibited by law; [5] in the event unauthorized human intervention, Acts of God, acts or regulations of any governmental or supra-national authority, war, national emergency, accident, fire, riot, strikes, lock-outs, industrial disputes, acts of terrorism or other matters beyond the Partner's reasonable control, corrupt, prevent or impair the administration, security, fairness or proper play of the Sweepstakes, so that it cannot be conducted as originally planned, the Partner has the right to cancel, modify, terminate or suspend the Sweepstakes; and in such event, to select a winner by random drawing from among all eligible entries received up to such time of cancellation, modification, termination or suspension; [6] the Partner is not responsible for typographical or other errors in the offer or administration of the Sweepstakes, including but not limited to: errors in the advertising, rules and selection and announcement of the winner; [7] any portion of the prize not accepted or used by the winner will be forfeited; [8] the Partner is not responsible for any inability of the winner to accept or use the prize (or any portion thereof) for any reason.

LIMITATIONS: Open only to persons 18 or older upon entering who are legal residents of New York, New Jersey or Connecticut who are not employees of Partner or 39 Steps L.P.; their respective parent, subsidiary or affiliated companies; the advertising, promotional or fulfillment agencies of any of them (individually and collectively, "Entities"); nor members of their households or immediate families. Neither the Entities, nor any of their officers, directors, shareholders, employees, agents or representatives (individually and collectively, "Partner") are responsible for entries from persons residing outside the Territory, or entries that are altered, delayed, destroyed, fraudulent, illegible, inaccurate, incomplete, late, lost, misdirected, multiple, mutilated, stolen, tampered with, unauthorized or unintelligible; or other errors of any kind, whether due to electronic, mechanical or human error or other causes; even if caused by the negligence of any of the Partner. Each of such potential entries will be disqualified. Void where prohibited or restricted by law and subject to all applicable federal, state, local and municipal laws and regulations.