

AT&T BEST PLAY VOTE BASKETBALL TEXT-2-WIN SWEEPSTAKES

SPONSORED BY AT&T

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER THE SWEEPSTAKES. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR OTHERWISE RESTRICTED BY LAW. MESSAGE AND DATA RATES MAY APPLY.

SWEEPSTAKES PERIOD: The AT&T Best Play Vote Basketball Text-2-Win Sweepstakes ("Sweepstakes") begins 11/01/2011 at 12:00am CT and ends on 02/26/2012 at 11:59pm CT (the "Sweepstakes Period").

TO ENTER: There are two ways to enter this Sweepstakes:

Text Message: During the Sweepstakes Period, send the keyword "KU1", "KU2", or "KU3" to 51234 from your 2-way text messaging capable wireless phone. By doing so, you will be signed up to receive alerts and updates on behalf of AT&T and Kansas University and be automatically entered into the Sweepstakes. Available on participating carriers only. Entrants will be given the opportunity to "opt out" (or unsubscribe) each time they receive an alert message by sending "STOP" to shortcode 51234.

You will be charged for standard text messaging sent to and received from your handset according to the terms of your wireless rate plan.

All entrants must have a text messaging two-way capable handset and digital service in order to enter the Sweepstakes using the text messaging method. Text Messaging is not available in all areas.

Toll Free Phone Number: During the Sweepstakes Period, call 1-877-270-8989 and input the promotion code number 710 when prompted. You will need to provide a valid mobile telephone number ("MTN") or telephone number.

All entries must be received no later than 11:59pm CT on 02/26/2012 to be eligible for the drawing.

All entries become the sole property of the Sponsor, as defined below, and receipt of entries will not be acknowledged or returned. You may enter as many times as you wish regardless of method of entry, during the entry period. The Sponsor will make reasonable efforts to contact the potential winners using the MTN or telephone number captured upon entry into the Sweepstakes. If the Sponsor is unable to contact a potential winner, the associated prize is

forfeited and the Sponsor may, in its sole discretion, award the prize to an alternate winner. Upon forfeiture, no compensation will be given. Sponsor is not responsible for lost, late, incomplete, illegible, mutilated, invalid, unintelligible, or misdirected entries, which will be disqualified. No facsimiles, mechanical reproductions, alterations or forged entries.

ELIGIBILITY: The Sweepstakes is open only to legal residents of the 50 United States or the District of Columbia, who are 18 years of age or older (except residents of Alabama and Nebraska who must be 19 years of age or older) at date of entry in this Sweepstakes. Void in Puerto Rico and where prohibited by law. Officers, directors, and employees of AT&T Operations, Inc. (“Sponsor” or “AT&T”), Vibes Media, LLC (“Administrator”), and each of their parent, subsidiary companies, affiliates, divisions, franchisees, representatives, consultants, sub-contractors, suppliers, distributors, legal counsel, advertising, public relations, promotional, fulfillment and marketing agencies, each of the participating wireless carriers and members of their immediate families (defined for these purposes as including spouse, parents, children, and siblings and each of their respective spouses) and individuals living in the same household, are not eligible to participate. By participating, entrants agree to these Official Rules and the decisions of the Sponsor, which are final and binding in all matters relating to this Sweepstakes.

RANDOM DRAWINGS: All drawings will be conducted by Vibes Media, LLC an independent marketing agency and administrator of the promotion, whose decisions will be final in all matters relating to this Promotion. Winner will be selected in a random drawing of all eligible entries. Odds of winning will depend upon the total number of eligible entries received.

PRIZES & APPROXIMATE RETAIL VALUE:

Grand Prize: One (1) Grand Prize winner will receive two (2) tickets to the Kansas vs Texas Men’s Basketball game at Allen Fieldhouse in Lawrence, KC on 3/3/2012 – approximate retail value \$160.00 and a new AT&T mobile handset (winners will be solely responsible for any activation fee and monthly service charges) – approximate retail value \$175.00.

The Total Approximate Retail Value (ARV) of the Grand Prize is \$335.00.

All expenses not specifically included in the Grand Prize such as transportation to and from game, parking, etc. are solely the responsibility of the prize winner and guests. No alternate dates are available. If winner is deemed a minor in his/her state of residence, prize will be awarded to his/her parent/legal guardian. All minors must be accompanied by an adult at all times. Terms and conditions of the game tickets awarded as prizes will govern in the event that the game is not played due to weather, an act of God, threat or act of terrorism, civil disturbance or any other reason. Sponsor assumes no responsibility for any cancelled, rescheduled, delayed or postponed game in whole or in part. Sponsor reserves the right to select seating. If unused, game tickets cannot be returned, refunded or exchanged for cash value or substitute tickets.

The Grand Prize will be awarded “as is” without warranty of any kind, either expressed or implied, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.

Potential winners are subject to verification of eligibility. Potential winner may be required to sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form for no additional compensation unless prohibited by law. If a potential winner does not timely respond, or a prize notification to the potential winner is returned as undeliverable, the potential winner will be disqualified and an alternate will be selected if feasible, as determined by Sponsor in its sole discretion.

RESTRICTIONS AND INDEMNIFICATION: Winner may make no substitution or transfer of prizes and prizes are not exchangeable for cash. All federal, state and local taxes are solely the responsibility of winner.

Sponsor reserves the right to substitute any component of the Grand Prize with a prize of equal or greater value if the component is unavailable. Acceptance of prize constitutes permission to the Sponsor, its agents and Promotional Partners to use the winner’s name and/or likenesses, prize information, photograph, voice, comments for purposes of advertising and trade without further notice, permission, or compensation, unless prohibited by law.

By participating in this promotion, entrants agree to be bound by the Official Rules and the decisions of the Administrator which shall be final. Entrants agree to hold Sponsor, Promotional Partners, Administrator, their respective affiliates, and each of the foregoing entities’ shareholders, directors, officers, employees, independent contractors and representatives (“Released Parties”) harmless against any and all claims and liability arising out of use of prize or participation in the Sweepstakes. Winner assumes all liability for any injury or damage caused, or claimed to be caused by participation in this promotion or use or redemption of any prize. All materials submitted become the property of the Sponsor and will not be returned or acknowledged. Information collected in connection with this Sweepstakes will be used in accordance with AT&T’s privacy policy and these Official Rules. In the event of any discrepancy between the privacy policy and these Official Rules, the privacy policy shall control. To review AT&T’s privacy policy, please go to <http://www.att.com/gen/privacy-policy?pid=2506>.

Neither Sponsor nor Administrator is responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion. Official Rules will be posted at ticket window at the SE corner of Allen Fieldhouse.

ADDITIONAL TERMS: Neither Sponsor nor Administrator is responsible for incomplete, undecipherable, lost, late, damaged, misdirected or mutilated entries, misdirected or faulty text messages or for any technical problems, incorrect announcements of any kind, hardware or software failures of any kind. Incomplete/illegible entries are void. Neither Sponsor nor

Administrator is responsible for any human or other error that may occur in the processing of the entries, nor are they responsible for any error, omission, interruption, deletion, defect, or delay in operation or transmission, theft or destruction or unauthorized access to or alteration of entries, or for technical, network, telephone, computer hardware or software malfunctions of any kind, or inaccurate transmission of, or failure to receive any entry information on account of technical problems or failures of any wireless or internet service providers, traffic congestion on the Internet or at any web site or any combination thereof, which may limit a person's ability to participate in this Sweepstakes or receive communication from Sponsor.

The Grand Prize will be awarded to the Authorized Account Party on the account associated with the winning entry.

"Authorized Account Party" is defined as the natural person who is shown as the responsible party on the account associated with the winning entry. If more than one person is shown as a responsible party, then the first-named person will be deemed the Authorized Account Party unless the individuals on the account otherwise agree. Administrator's determination of the winner in case of a dispute will be final and binding.

Administrator reserves the right to cancel, terminate, suspend, or modify the Sweepstakes if fraud or technical failures destroy the integrity of the promotion; or if a technical problem corrupts the administration as determined by Administrator in its sole discretion. If the promotion is canceled, Sponsor will award prizes from among all eligible entries received as of the time of cancellation in a random drawing, and Sponsor shall have no further obligation to any participant in connection with this Sweepstakes. Any use of robotic, automatic, programmed, or the like methods of participation will void all such entries by such methods.

NOTE: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, RELEASED PARTIES RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. THE KANSAS COURTS (STATE AND FEDERAL) SHALL HAVE SOLE JURISDICTION OF ANY CONTROVERSIES REGARDING THE PROMOTION AND THE LAWS OF THE STATE OF KANSAS SHALL GOVERN THE PROMOTION, WITHOUT REGARD TO CONFLICTS OF LAW PRINCIPLES. YOU WAIVE ANY AND ALL OBJECTIONS TO JURISDICTION AND VENUE IN THESE COURTS AND HEREBY SUBMIT TO THE JURISDICTION OF THOSE COURTS.

WINNER'S NAME: The name of the winner may be obtained after 03/01/2012 by sending a self-addressed stamped envelope to: The AT&T Best Play Vote Basketball Text-2-Win Sweepstakes Winners, Vibes Media, LLC; ATTN: Mary Rabe, 300 W. Adams Street 7th Floor, Chicago, IL 60606. Vermont residents are not required to include return postage. Requests for winner's name must be received by 03/10/2012.

ADMINISTRATOR: Vibes Media, LLC 300 W. Adams Street 7th Floor, Chicago, IL 60606.

SPONSOR: This Sweepstakes is sponsored by AT&T Operations, Inc., One AT&T Plaza, 208 S. Akard, Dallas, TX 75202.