

Dreyer's Honorary Bat Kid Sweepstakes OFFICIAL RULES

ELIGIBILITY: NO PURCHASE NECESSARY TO WIN. Dreyer's Honorary Bat Kid Sweepstakes (the "Sweepstakes") is open only to legal Texas residents who are between 6 and 14 years of age at the time of entry. Employees, officers, and directors (including immediate family members and members of the same household) of Texas Rangers Baseball Partners, 7-Eleven Convenience Stores, and Dreyer's (collectively, the "Sponsors") and MLB Advanced Media, L.P. ("MLBAM"), Major League Baseball Properties, Inc., Major League Baseball Enterprises, Inc., MLB Advanced Media, Inc., MLB Online Services, Inc., MLB Media Holdings, Inc., MLB Media Holdings, L.P., the Office of the Commissioner of Baseball, the American and National Leagues of Professional Baseball Clubs, Baseball Television Inc. d/b/a Major League Baseball International, Major League Baseball Properties Canada Inc., and the Major League Baseball Clubs, and each of their respective general and limited partners, shareholders, employees, parents, directors, officers, affiliates, representatives, agents, successors, and assigns (collectively, "MLB Entities"), and each of their affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes are not eligible to participate. The Sweepstakes is subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law.

HOW TO ENTER: The Sweepstakes begins on May 18, 2009 and ends at 11:59 p.m. CST on September 18, 2009 ("Entry Period"). A parent or legal guardian may enter the Sweepstakes on behalf of their minor child. To enter, complete an official entry form from participating 7-Eleven Convenience Stores or send a hand-written postage paid postcard no larger than 4-1/2 inches by 6 inches (no envelopes accepted) to Texas Rangers Honorary Bat Kid, 1000 Ballpark Way, Suite 400, Arlington, TX 76011, and include your first and last name, mailing address, date of birth, daytime phone number, and e-mail address. All mail-in entries must be postmarked on or after May 18, 2009 and by September 15, 2009. All mail-in entries must be received no later than September 18, 2009.

WINNER SELECTION: Nine (9) total Winners of the Sweepstakes (individually the "Winner" and collectively the "Winners") will be selected by random drawing from all eligible entries. One (1) Winner will be selected by random drawings on each of the following dates (individually the "Drawing Date" and collectively the "Drawing Dates"): June 5, June 19, June 26, July 10, July 24, August 7, September 4, September 11, and September 18, 2009. Winners will be chosen from all eligible entries received by 11:59 p.m. CST on the day preceding each Drawing Date. All eligible entrants not selected in any particular drawing will be automatically reentered for subsequent Drawing Dates, if any. Any Winner chosen in any of the Drawing Dates will not be eligible for subsequent Drawing Dates. Winners may be required to sign an affidavit of eligibility and liability/publicity release. Decisions of the Sponsors regarding the Winners are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the

total number of eligible entries received. Early entries increase the chance of winning. All prizes will be awarded. Limit one prize per person, family or household.

PRIZES: Nine (9) Prizes Will Be Awarded. Winners of each drawing will receive four (4) tickets to a Texas Rangers home baseball game on the corresponding date:

<u>Drawing Date</u>	<u>2009 Eligible Game Dates</u>
June 5	June 13
June 19	June 27
June 26	July 4
July 10	July 18
July 24	August 1
August 7	August 15
September 4	September 12
September 11	September 19
September 18	September 26

Each winner will also have the opportunity to be the Honorary Bat Kid pre-game of the designated game (collectively the "Prize"). Approximate Retail Value ("ARV") of the Prize is \$160. The Winner is fully responsible for any and all applicable federal, state, international and local taxes. All costs and expenses not specified herein, related to the Prize, including but not limited to lodging, transportation costs, meals, taxes and gratuities, are the sole responsibility of the Winner. A parent or legal guardian must claim the prize for the minor child. MLB game dates and times are determined in the sole discretion of the Office of the Commissioner of Baseball and/or the Sponsors, as applicable, and may be subject to change.

The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsors' sole discretion. The MLB Entities and the Sponsors will not be responsible for Acts of God, work stoppage or any other natural disaster outside their control that may cause the cancellation of MLB games. There will be no substitutions for the Prize except due to unavailability, in which case, a cash prize of equal value to the face value of the Prize [game tickets] will be awarded at the exclusive discretion of the Sponsors.

NOTIFICATION & WAIVER: Sponsors will notify all Winners by phone. In the event that a Winner does not respond to any such notification within two (2) days, a disqualification will result and an alternate Winner shall be chosen. By participating in this Sweepstakes and submitting an entry, all entrants agree to be bound by these Official Rules and the decision of the judges. **By participating in the Sweepstakes, the Winners agree to waive any and all claims against the Sponsors, the other MLB Entities, their affiliates, employees, agents, and representatives for personal injury or any loss that may occur from the participation in the Sweepstakes or from the receipt or use of any Prize, and the Winners grant to the Sponsors the**

right to publicize such Winners' names and/or likenesses without additional compensation or consideration.

GENERAL CONDITIONS: The Sponsors, the other MLB Entities, their affiliates, employees, agents and representatives are not responsible for printing or typographical errors in any Sweepstakes-related materials; stolen, late or misdirected entries, lost, damaged, garbled, delayed, misdirected, damaged, incomplete, postage due or illegible entries. The Sponsors, the other MLB Entities, their affiliates, employees, agents and representatives, or any telephone network or internet service providers are not responsible for incorrect, inaccurate transcription or loss of entry information, or for any technical or human errors associated with the Sweepstakes. If, in the Sponsors' exclusive judgment, this promotion becomes compromised in any way, Sponsors reserve the right to withdraw the promotion offer, cancel any method of entry, to void any entries submitted fraudulently or select winners from all eligible entries received prior to act that compromised the promotion. By entering, entrants acknowledge compliance with these Official Rules including all eligibility requirements.

Any attempt to deliberately damage the content or operation of this Sweepstakes is unlawful and subject to legal action by the Sponsors or their agents. Sponsors shall have the sole right to disqualify any contestant for violation of these Official Rules or any applicable laws relating to the Sweepstakes, and to resolve all disputes in their sole discretion. Sponsors and the MLB Entities (i) make no warranty, guaranty or representation of any kind concerning any prize, (ii) disclaim any implied warranty, and (iii) are not liable for injuries, losses or damages arising out of any person's participation in the Sweepstakes or the acceptance and use of any prize and travel thereto or therefrom. All disputes will be resolved under applicable U.S. laws.

Sponsors and the MLB Entities reserve the right, in their sole discretion, to cancel or suspend the Sweepstakes should virus, bugs, unauthorized human intervention, or other causes beyond the control of the Sponsors or the MLB Entities corrupt administration, security, fairness, integrity or proper operation of the Sweepstakes. In the event of cancellation, Sponsors may elect to identify winners and award the prizes by way of random drawing from among all entrants who had entered the Sweepstakes at the time of such cancellations.

WINNERS' LIST: For a list of winners, mail a self-addressed stamped envelope to: Texas Rangers Baseball Club, Attn: Dreyer's Honorary Bat Kid, 1000 Ballpark Way, Suite 400, Arlington, TX 76011. Winner's list requests must be made by October 1, 2009.