

LOS ANGELES LAKERS APRIL 2015-16 KOBE PHOTO SWEEPSTAKES

Official Sweepstakes Rules

Promotional Period: 12 a.m. on 04/01/16 – 11:59 p.m. on 04/30/16

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. MUST BE AT LEAST 18 YEARS OF AGE TO ENTER AND WIN ANY PRIZE.

1. PRELIMINARY INFORMATION: From 12:00 a.m. Pacific Daylight Time (“PDT”) on April 1, 2016 and continuing through 11:59 p.m. PDT on April 30, 2016 (the “Sweepstakes Period”), The Los Angeles Lakers, Inc. (“Sponsor”) will conduct the Lakers April 2015-16 Kobe Photo Sweepstakes (the “Sweepstakes”) in which entrants can win an autographed Kobe Bryant photograph (the “Prize”).

2. HOW TO ENTER: Limit one (1) entry per person. Entrants may enter the Sweepstakes by first either completing the account setup form or by logging-in to their existing account located at contests.lakers.com during the Sweepstakes Period and then clicking "Enter Now" on the Lakers April 2015-16 Kobe Photo Sweepstakes entry page. Sponsor is not responsible for any inability by Entrant to connect to the Internet or to log onto the web site or log into their existing account on the website. All online entries must be received by 11:59 p.m. PDT on April 30, 2016 (“Closing Date”). Sponsor is not responsible for lost, interrupted, or unavailable network server or other connections, miscommunications, failed telephone or computer hardware or software transmissions or technical failures, garbled, misrouted, scrambled or misdirected transmissions or other errors of any kind whether human, mechanical, or electronic.

Entrants may only establish one account on contests.lakers.com. Should any entrant attempt to use more than one password or establish more than one account, that entrant may be disqualified from participating in the Sweepstakes.

Sponsor reserves the right, in its sole discretion, to disqualify any entries that are not submitted in accordance with or that do not otherwise comply with these Official Rules. All entries become the property of Sponsor.

3. ELIGIBILITY: The Sweepstakes is open to persons who are 18 years of age or older at the time of entry and who are legal residents of the state of California. Employees of the Sponsors and the National Basketball Association (the “NBA”) and its Member Teams and NBA Properties, Inc., and GAGA Sports & Entertainment, Inc., and each of their subsidiaries, affiliates and promotion and advertising agencies, and each of their respective directors, officers, shareholders, members, owners, managers, governors, employees, representatives, agents, successors, assigns, and their immediate family members and persons living in the same household with the foregoing individuals (collectively, the “Sweepstakes Entities”), are ineligible. By participating in or entering this Sweepstakes, or accepting any prize, each Entrant unconditionally agrees to be bound by and accept these Official Rules. The Sweepstakes is subject to all applicable federal, state and local laws. Void where prohibited or restricted by law.

4. SELECTION PROCESS: One (1) winner (“Winner”) will be selected by a random drawing from all eligible entries by Sponsor within five (5) days following the Closing Date, with the manner of conducting the random drawing determined by Sponsor, in its sole discretion.

5. PRIZES AND APPROXIMATE RETAIL VALUE: The Winner will receive one (1) prize (the “Prize”) consisting of one (1) photo autographed by Kobe Bryant (approximate retail value (“ARV”) US\$50.00, which reflects the approximate retail value of a Kobe Bryant photo that has not been autographed; provided, however, that the ARV of hand-autographed merchandise is subject to fluctuation based upon the identity and popularity of the specific NBA player signing such merchandise and the current market value at the time of awarding of the Prize).

6. PRIZE RESTRICTIONS: The Prize is non-transferable, and must be accepted as awarded, with no substitutions of any kind, whether in cash or otherwise, except at Sponsor’s sole and absolute discretion. Sponsor reserves the right to substitute the Prize, or any portion thereof, with a prize, or such portion, of equal or greater value, as determined by Sponsor in its sole discretion, if the Prize or any portion thereof cannot be awarded as described herein for any reason. Any expenses not specified herein related to the acceptance and use of the Prize are the sole responsibility of the prize winner. Without limiting the foregoing, the Winner is responsible for all federal, state, and local taxes, if any,

applicable to or imposed as a result of accepting the Prize. When required, the Winner will receive an IRS Form 1099 for the retail value of the Prize.

7. PRIZE NOTIFICATION: Within two (2) days following the random drawing, the potential Winner will be notified by Sponsor by email. The potential Winner will receive a Prize verification form to confirm that he/she meets the terms of eligibility, and a Release and License Agreement (collectively the "Verification Form") which must be completed, signed and returned to Sponsor within two (2) days from the time at which the Verification Form was sent to the potential Winner. If for any reason determined by Sponsor, in its sole discretion, the potential Winner does not meet the terms of eligibility or does not return the completed and signed Verification Form, the Prize will be forfeited in its entirety and an alternate Winner may, in the sole discretion of the Sponsor, be selected in a manner determined by the Sponsor, in its sole discretion. Once the Winner is confirmed, notified and verified, arrangements will be made for him/her to receive the Prize. Return of or refusal to accept the Prize by the Winner will result in disqualification and an alternate Winner may, in the sole discretion of Sponsor, be selected.

8. ACCEPTANCE OF THESE RULES / ADDITIONAL TERMS: Except where prohibited, by entering the Sweepstakes, Entrants accept and agree to these rules and agrees to abide by all decision of Sponsor, including, but not limited to, regarding eligibility, selection of Winner, determination of the Prize or any alternate prizes, and any other elements of the Sweepstakes, which shall be made by Sponsor in its sole and absolute discretion, and which shall be final and binding. By submitting an entry or accepting the Prize, the Winner hereby irrevocably gives and licenses to the Sweepstakes Entities full permission and authority to use, publish and display the Winner's name, voice and photograph or other likeness for advertising or other related purposes, in any media now known or hereafter devised, throughout the world, in perpetuity, without additional compensation. No cash substitutions for the Prize will be permitted and the Prize is non-refundable and non-transferable except at the sole discretion of Sponsor. The delay or failure of Sponsor to enforce any particular provision of these Official Rules shall not constitute a waiver of that or any other provision.

9. GENERAL CONDITIONS: Sponsor reserves the right to cancel, suspend and/or modify the Sweepstakes or any part of it, if any fraud, technical failures, human error or any other factor impairs the integrity or proper functioning of the Sweepstakes, as determined by Sponsor in its sole discretion. In such event, Sponsor, in its sole discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for the Prize. Sponsors reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of the Official Rules of this or any other promotion or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately undermine the legitimate operation of the Sweepstakes or intercept or interfere with the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, Sponsor reserves the right to seek damages from any such person and pursue any and all remedies available to the fullest extent permitted by law.

10. LIMITATIONS OF LIABILITY: The Sweepstakes Entities are not responsible for, and by entering the Sweepstakes each entrant agrees to release and hold harmless each of the Sweepstakes Entities of and from any and all liability, loss, cost, damage or expense resulting or arising from or in connection with: (1) any incorrect or inaccurate information, whether caused by Entrants, printing errors, or by any of the equipment or programming associated with or utilized in the Sweepstakes; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the entry process or the Sweepstakes; (4) technical or human error which may occur in the administration of the Sweepstakes or the processing of entries; (5) late, lost, undeliverable, damaged, or stolen mail; or (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from Entrant's participation in the Sweepstakes, receipt or use or misuse of any Prize, or for claims based on publicity rights, defamation or invasion of privacy, and merchandise delivery and shall be indemnified by the prize winner against any claims, injuries, losses, or damages of any kind resulting from acceptance, use, misuse, possession, or loss of the Prize. The Sweepstakes Entities are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this Sweepstakes or downloading or printing materials of any kind from this Sweepstakes, or use of the website or any other website. Should any portion of the Sweepstakes, in Sponsor's sole and absolute judgment, be compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole and absolute judgment of Sponsor, corrupt or impair the administration, security, fairness or proper conduct, or proper play of the Sweepstakes, Sponsor reserves the right, in its sole discretion, to suspend, modify or terminate the Sweepstakes, and/or continue it in a manner deemed fair and appropriate by Sponsor, and award the Prize, if

possible as determined by Sponsor, in its sole and absolute judgment, from participation materials received prior to the action taken and/or after its correction. Sponsor reserves the right, in its sole and absolute judgment, to disqualify any individual that acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. If for any reason an Entrant's entry is erroneously deleted, lost, or otherwise destroyed or corrupted, Entrant's sole remedy is another entry in the Sweepstakes, if it is possible. No more than the stated number of Prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than the stated number of Prizes, as set forth in these Official Rules, to be available and/or claimed, Sponsor reserves the right to award only the stated number of Prizes by a random drawing among all legitimate, un-awarded, eligible prize claims.

11. DISPUTES: In case of any dispute, the authorized account holder of the email address (as solely determined by Sponsor) used to participate in the Sweepstakes at the actual time of registration and participation will be deemed to be the participant, and must comply with these Official Rules. The authorized account holder is deemed as the natural person assigned to an e-mail address by an Internet access provider, service provider or other organization responsible for assigning email addresses or the domain associated with the submitted email address. If a dispute cannot be resolved to Sponsor's satisfaction, the participant will be deemed ineligible. Except where prohibited, Entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Sweepstakes shall be resolved individually, without resort to any form of class action, and exclusively by the Superior Court of the State of California, located in the County of Los Angeles; (2) any and all claims, judgments, damages, awards or other remedies shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will an Entrant be permitted to obtain awards for, and each Entrant hereby waives all rights to claim, any indirect, punitive, incidental and consequential damages, and any other damages, other than for actual out-of-pocket costs, and each Entrant waives and relinquishes any and all rights to have damages multiplied or otherwise increased. WITHOUT LIMITING THE FOREGOING, EVERYTHING ON THIS WEBSITE IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the Entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

12. ODDS OF WINNING: Odds of winning depend upon the number of eligible entries received.

13. LIST OF WINNERS: For a copy of these Official Rules, mail a self-addressed, stamped envelope to: The Los Angeles Lakers, Inc., Lakers April 2015-16 Kobe Photo Sweepstakes, 2151 E. Grand Ave., Suite 100, El Segundo, CA 90245. For the name of the Prize Winner, mail a self-addressed, stamped envelope to: The Los Angeles Lakers, Inc., Lakers April 2015-16 Kobe Photo Sweepstakes Official Winner, at the same address. Requests must be postmarked by no later than May 31, 2016.

This Sweepstakes and these Official Rules may not be published elsewhere without prior written permission from Sponsor.