

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

SWEEPSTAKES IS OFFERED IN AND IS OPEN ONLY TO LEGAL RESIDENTS OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA AT LEAST 18 YEARS OF AGE. VOID IN PUERTO RICO AND WHERE PROHIBITED.

1. ELIGIBILITY: The LG Lotus & Christian V. Siriano Phonerazzi™ Contest ("Contest" or "Promotion") is offered in and open only to legal residents of the 50 United States and District of Columbia ("U.S.") age 18 and older or of the age of majority in their state of residence, whichever is older. Employees, officers, and directors of LG Electronics MobileComm USA, Inc. ("Sponsor"), Alcone Marketing Group ("Administrator"), Publicis Modem, and each of their respective parent companies, subsidiaries, corporate affiliates, advertising and promotion agencies and entities engaged in the design and implementation of the Contest and the immediate family members and members of the same household of such individuals are not eligible. "Immediate family" means parents, children, siblings and spouse and their respective spouses, regardless of where they reside. Void where prohibited.

2. CONTEST PERIOD: Contest begins on November 5, 2008 at 8:00:01 p.m. Eastern Time (ET) and ends on December 31, 2008 at 11:59:59 p.m. (ET). The Contest Data Base is the official time keeping device for the Contest.

3. HOW TO ENTER: Access www.lglotus.com and follow instructions to enter. To be entered into the Contest, you must complete an entry form and upload a photo of yourself and provide a caption in no more than 35 characters that shows and tells "why you are fashionably fabulous" ("Entry"). *Entry will not be valid without your checking box agreeing to these Official Rules and confirming your date of birth.* **There is a limit of one contest entry per person or email address for the Contest Period.**

About Entries: No other form of participation is valid. Any attempt by a participant to obtain more than one (1) entry by using multiple/different email addresses, identities, or any other methods will void that participant's entries and that participant will be disqualified. All entries become the exclusive property of Sponsor, and will not be acknowledged or returned. Any entry which Sponsor, in its sole opinion, deems to be inappropriate for publication will not be considered. An entry can neither name, depict, nor describe, any person, living or dead, (except as provided in these Official Rules), nor can an entry contain the trademark, trade name, or logo (other than an LG trademark, trade name, or logo), or copyrighted material, of any person or entity. If any entry is found in Sponsor's sole discretion to be infringing on the rights of any third party, that entry will be removed from the website and participant will be disqualified.

Photograph Specifications: While the photo may be taken digitally or on film, only digital submissions will be accepted, so if a photo is taken on film it must be converted to a digital format for submission. For submission, the photograph must be in JPEG (.jpg) or TIFF (.tiff) format, cannot exceed 4 MB in size, and cannot have been manipulated, for example but not limited to, brightness or hue or contrast adjusted, sharpened or cropped, enhanced, morphed, or retouched (in any manner whatsoever). Photo may not contain an image other than that of the entrant.

Use of Photos, Entries and Names: By submitting a name, entry and photo/caption, entrant (a) grants a license to Sponsor and its agents to post his/her photo/caption (or any part thereof) and/or use his/her name and/or entry on the web site, www.lglotus.com or any other web site related to the Contest, at any time or times, as is consistent with the Official Rules, and entrants shall have no right of notice, review or

approval of any such use of the photo/caption and/or entrant's name and/or entry, (b) acknowledges and agrees that the photo/caption (or any part thereof) and/or his/her name and/or entry may be used in whole or in part, alone or in combination with other works, and that the photo/caption and/or entry may be changed, altered, edited or modified, used in distorted, illusory or composite form, or in any other manner, as solely determined by Sponsor; and warrants and represents that entrant has received all rights, releases and permissions which may be necessary from the photographer of the photograph to grant this license for the use of the photo as stated.

By entering, each entrant represents and warrants that entrant's photo and caption:

(i) is the photo of that entrant; and,

(ii) is the sole, exclusive, and original creation of the entrant and has not been copied in whole or in part from any other work; and,

(iii) does not violate or infringe any copyright, trademark/trade name, logo, or intellectual property right, other proprietary right of any person (including but not limited to rights of privacy or publicity or portrayal in a false light), or entity; and,

(iv) is the sole and exclusive property of the entrant; and,

(v) has not been published, or submitted in any other competition; and,

(vi) is truthful in all respects, and accurately depicts and describes the facts and experience of the entrant.

Sponsor will not respond to any questions about an entry or the Contest. Once an entry is submitted, it cannot be changed, altered or modified.

4. JUDGING: All entries will be pre-screened for appropriate content by Administrator and will be judged by Sponsor (or its designee) on the following criteria (a) Originality (40%), (b) Creativity (40%), and (c) Adherence to Fashionably Fabulous Theme (20%). The fifty (50) entries with the highest cumulative score based on the above criteria will be judged by Christian V. Siriano to determine the potential Grand Prize winner ("Winner"). The Winner will be determined by highest cumulative score based on the above criteria. In case of a tie, tied entries will be broken by cumulative score (combining Sponsor's score and Christian V. Siriano's score) awarded for Creativity. If tie continues, then ties will be broken by the entry with highest cumulative scores (combining Sponsor's score and Christian V. Siriano's score) in Creativity and Originality. If tie still cannot be broken, tied entries will be re-evaluated by the Sponsor and Christian V. Siriano according to original criteria and the entrant with the highest cumulative score (combining Sponsor's score and Christian V. Siriano's score) will be determined to be the potential winner. The Winner will be determined on or about 3/16/09 and will be notified on or about 3/27/09 by regular or express mail. Winner will be required to complete, sign and return within a specified time an Affidavit of Eligibility, a Liability Release, and except where prohibited, a Publicity Release, and may further be required to provide additional documents as required by Sponsor. If Affidavits/Releases and/or additional documents and releases are not received by the date stated on the notification, or if any notification is returned as non-deliverable, or if Winner is found to be ineligible or not in compliance with these Official Rules, the Winner will be disqualified and the entrant with the next highest cumulative score based on the criteria above will be notified.

5. PRIZE/APPROXIMATE RETAIL VALUE ("ARV"): One (1) Grand Prize: A 3 day / 2 night trip to either New York or California to attend a red carpet event and a Lotus* phone loaded with Christian V. Siriano designed wall papers and ring tones ("Trip"). Location and event (which will be on a date prior to

January 2010) to be determined by Sponsor in its sole discretion. Trip consists of coach air transportation from major airport close to winner's residence to event location, hotel accommodations (one room – double occupancy) for 2 nights, transfers to and from airport and hotel and to and from hotel and event and a red carpet event exclusive pass. Approximate Retail Value (ARV): \$5,200. Winner and guest must comply with all security requirements. If winner resides within driving distance of New York or selected city in California, as determined in Sponsor's sole discretion, ground transportation will be provided in lieu of air travel. Trip must be taken on dates determined by Sponsor and are chosen based around the event date. Participation in any Trip is subject to availability, change, restrictions, and any black-out periods which may apply. Travel guest of Grand Prize winner must execute a Liability Release and, where legal, Publicity Release within a specified time prior to issuance of travel documents. Once travel documents are issued, neither travel arrangements nor guest may be changed without the approval of Sponsor (which may be withheld for any reason whatsoever). An IRS Form 1099 for the fair market value of the prize will be filed and a copy provided to Winner. Winner and guest must travel on same itinerary on dates and times determined by Sponsor. Actual value of Grand Prize will vary depending upon departure location and date of event. The ARV of the prize represents Sponsor's good faith determination. That determination is final and binding and cannot be appealed. If the actual value of the prize turns out to be less than the stated ARV, the difference will not be awarded in cash. All applicable federal, state, local and other taxes and fees associated with the prize and expenses not stated related to acceptance and use of a prize are solely the responsibility of the winner. If winner cannot accept prize as stated prize will be forfeited in its entirety and to the extent feasible will be awarded to an alternate winner. No substitution, cash redemption or transfer of prize, but Sponsor reserves right to substitute prize in whole or in part with prize of comparable or greater value if advertised prize becomes unavailable.

6. GENERAL CONDITIONS: By participating, Participants agree (a) to be bound by these Official Rules and the decisions of Sponsor and judges, which decisions shall be final and binding in all matters relating to the Contest; (b) that Sponsor, Sponsor's customers, Administrator, their respective affiliates, parent companies, subsidiaries, distributors, advertising and promotion agencies, and their respective officers, directors, employees, representatives and agents (individually and collectively "Releasees") are released, will have no liability whatsoever for, and shall be held harmless by participants (and a participant's parent/legal guardian, if participant is a minor) against any and all liability for any injuries, losses or damages, rights, claims and actions of any kind to person(s), including personal injury, death, or damage to or loss of property, or intellectual property, or rights of publicity or privacy, defamation, or portrayal in a false light, resulting in whole or in part, directly or indirectly, in connection with the preparation for, travel to, or acceptance, possession, misuse or use of the prize or participation in any Contest related activity; (c) that they have read and understand the privacy policy and terms of use as described below in section 9; (d) participants agree to indemnify Sponsor for any unauthorized use or misuse of or modification to the Prize; (e) participants who do not comply with these Official Rules, or who attempt to interfere with this Sweepstake in any way shall be disqualified and (f) winner, by acceptance of prize, except where legally prohibited, grants permission for Sponsor (and agrees to confirm such permission in writing) and those acting pursuant to Sponsor's authority to use, in perpetuity, his/her name, picture, voice and/or likeness, biographical information and statements and prize information, and entry photo(s) (and notwithstanding anything to the contrary in these Official Rules license the use of the entry to Sponsor, which may be altered, changed, modified, edited, used alone, together or with other works, and/or used in distorted, illusory or composite form, as solely determined by Sponsor) for advertising, trade and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered world wide, and on the Internet and/or World Wide Web, without notice or review or approval. Participants acknowledge that no representation or warranty, written or oral, express or implied, in law or in fact is made for any prize except only that which may be made for that prize in the limited written warranty, if any, provided with that prize by the manufacturer of that prize. Winning entry will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it cannot be so deemed, then winner irrevocably sells, assigns and transfers to Sponsor all of his/her right, title and interest in and to

his/her entry, including but not limited to all copyright and trademark rights, in the United States and worldwide, therein, for valuable consideration, the receipt and sufficiency of which is hereby acknowledged. Winner hereby waives in favor of Sponsor, all rights of "Droit Moral" or "Moral Rights" or any similar rights or principles of law that winner may now or later have in the entry. Upon request of Sponsor, winner shall execute and deliver such additional instrument of sale, transfer and assignment, as may be solely deemed by Sponsor, reasonably necessary to establish the ownership of record of the right, title and interest in and to the entry and of the copyrights transferred hereunder, and the waiver of all rights of "Droit Moral" or "Moral Rights" or any similar rights or principles of law; and to record and perfect same. Should Sponsor fail to request the said assignment as stated, that shall not be deemed a waiver of Sponsor's rights and Sponsor may at a later time request the transfer and/or assignment.

7. LIABILITY LIMITATIONS: Participation in Contest online is subject to the Privacy Policy and Terms of Use at www.lgmobilephones.com. **IF YOU DO NOT AGREE TO THE PRIVACY POLICY AND TERMS OF USE OF <http://www.lgmobilephones.com/privacy.aspx?id=426&terms=privacy> DO NOT ENTER THE CONTEST, PROVIDE ANY PERSONAL INFORMATION ON THE WEB SITE OR OTHERWISE USE THE WEB SITE.** The Releasees are not responsible for and shall not be liable for: (a) printing or typographical errors in any Contest-related materials and in the event of any inconsistency between Contest-related materials and these Official Rules, these Official Rules shall govern and control, (b) technical failures of any kind including but not limited to electronic, hardware or software program, network, telephone (including wireless devices and/or handsets), Internet, website, ISP availability or computer malfunctions, failures, or difficulties of any kind, including without limitation, computer malfunction or by any human error which may occur in the administration, collection and processing of entries; (c) failed, incomplete, garbled or delayed computer transmissions; (d) lost, late, undeliverable, misdirected or incomplete or inaccurate entries or regular or express mail; (e) unauthorized human intervention in any part of the entry process or the Contest; (f) any error or condition that may cause the Contest to be disrupted or corrupted, regardless of the cause; or (g) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from participant's participation in the Contest or receipt or use or misuse of any prize. If, for any reason, a participant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, participant's sole remedy is another entry in the Contest, provided that, it is possible to award another entry prior to discontinuance of the Contest.

Sponsor reserves the right, in its sole discretion, to cancel, modify, terminate or suspend the Contest or any portion thereof should the Contest be incapable of running as planned, including viruses, bugs, technical difficulties, unauthorized intervention, suspected or actual electronic tampering, fraud, or other causes for any reason corrupt the administration, security, fairness, integrity or proper play of the Contest. In the event of cancellation, termination or suspension, notice thereof will be posted at www.LGLOTUS.com and the select winner from among all eligible entries legitimately received immediately prior to the event causing the termination or suspension. Sponsor reserves the right to void any entries determined by Sponsor in its sole discretion to have been submitted fraudulently or in contravention of the Official Rules. **CAUTION: ANY ATTEMPT BY A PARTICIPANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW. SPONSOR'S FAILURE TO ENFORCE ANY TERM OF THESE OFFICIAL RULES SHALL NOT CONSTITUTE A WAIVER OF THAT PROVISION.** Contest, including construction, validity, interpretation and enforceability of these Official Rules shall be (1) governed by the laws of the State of California without regard to choice of law or conflict of law principles (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; (2) any dispute, claims and causes of action arising out of or connected in any way with the Contest or any prize awarded shall be resolved individually, without resort to any form of class

action, and brought exclusively in a federal or state court in San Diego County in the State of California; (3) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and (4) under no circumstances will participant be permitted to obtain awards for, and participant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased.

8. WINNER LIST: For the name of the winner, mail a self-addressed first class stamped envelope to: LG Lotus & Christian V. Siriano Phonerazzi™ Contest-Winner, P.O. Box 6604, Saddle Brook, NJ 07663 for receipt by 2/2/09.

SPONSOR: LG Electronics MobileComm USA, Inc., 10101 Old Grove Road, San Diego, CA 92131.

*Lotus is used solely to identify the Prize. No endorsement, sponsorship or authorization by Sprint of the Contest or Sponsor (or its products) is intended or implied by such use.