

OFFICIAL RULES: THE MADAM'S FAMILY: THE TRUTH ABOUT CANAL STREET BROTHEL SWEEPSTAKES
NO PURCHASE NECESSARY SWEEPSTAKES OPEN TO LEGAL RESIDENTS OF THE US ONLY 18 OR OLDER. VOID IN PUERTO RICO AND WHERE PROHIBITED. US LAW GOVERNS THIS SWEEPSTAKES.

1. To Enter: The sweepstakes begins 8:00 PM ET on 10/18/04 and ends 11:59 PM ET on 11/09/04 (promotion period). To enter this sweepstakes visit the CBS.com website at www.CBS.com anytime during the promotion period, navigate to the The Madam's Family: The Truth About Canal Street Brothel site, and complete the The Madam's Family: The Truth About Canal Street Brothel Sweepstakes online entry form. Entrants must complete entire online entry form and successfully submit it in order to be eligible for drawing. The use of automated or third party entry software is prohibited. Limit one entry per person. Entries submitted subsequent to an entrant's first entry are void. "Releasees" (as defined below) assume no responsibility for incorrect or inaccurate entry information, human error or technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures unauthorized access of any computer equipment or software, or any combination thereof. Entries become the property of the Sponsor and will not be returned. By entering, entrants agree to be bound by these rules & consent to use of their names &/or photographs for advertising or publicity purposes without further consideration, except where prohibited by law.
2. Prize Drawing: The potential prizewinner will be selected in a random drawing to take place on or about 11/09/04 from among all eligible entries received. Drawing conducted by CBS whose decisions are final on matters relating to this promotion. CBS will notify potential prizewinner by mail/e-mail. Potential winner will be required to sign affidavit of eligibility, consent to publicity, liability waiver, and return same, properly executed within 10 days of attempt to notify. Failure to sign & return affidavit in time noted will result in disqualification of entry and selection of a substitute winner. Odds of winning depend upon number of entries received.
3. Prize: The Zuni Yeibichai pendant, hand-made of black onyx with channel inlay, worn by Annabella Sciorra in the movie The Madam's Family: The Truth About Canal Street Brothel, plus a DVD of the movie The Madam's Family: The Truth About Canal Street Brothel. Estimated retail value of grand prize is \$200. Prize is non-transferable; no substitutions or cash award allowed, except at the discretion of the Sponsor. If prize is unavailable, a prize of equal or greater value will be awarded. Taxes are the sole responsibility of the winner. Each participant agrees to release, discharge, indemnify and hold harmless the Sponsor, its parent company, and their affiliates, subsidiaries, advertising and promotion agencies, including CBS, Viacom, and all of their respective employees, directors, officers, shareholders & agents (collectively, "Releasees") from any & all claims or liability in connection with participation in this promotion or acceptance or use of any prize.

4. Internet: If for any reason this sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this sweepstakes, the Sponsor reserve the right at their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the sweepstakes. Should this promotion be terminated, Sponsor reserve the right to select winner in a random drawing from among all eligible, non-suspect entries received as of the action requiring such termination. Releasees are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this sweepstakes or downloading any materials in this sweepstakes. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, CBS RESERVE THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.** In the event of a dispute as to the identity of an online winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.
5. Eligibility: Open to legal residents of the U.S. (excluding Puerto Rico), who are 18 years of age or older at time of entry, except employees or agents of Sponsor, and its respective parent company, subsidiaries, divisions, affiliates, advertising agencies and members of their immediate families. Void in Puerto Rico & wherever prohibited. Subject to all applicable federal, state & local laws & regulations. U.S. law governs this sweepstakes.
6. Who Won?: To obtain the name of the winner mail SASE to: CBS Movies and Miniseries, 7800 Beverly Blvd., Los Angeles, CA 90036. Requests received after 02/28/05 will not be fulfilled.
7. Sponsor: CBS Broadcasting Inc. ("Sponsor" or "CBS"), 51 West 52nd Street, 4th Floor, New York, New York 10019.

