RELIANT
HOUSTON RODEO TEXT CAMPAIGN
OFFICIAL RULES AND TERMS AND CONDITIONS

The Reliant Houston Rodeo Text Sweepstakes (the "Sweepstakes") is intended for play and participation in the State of Texas in the United States only and shall be construed and evaluated according to the laws of the State of Texas and the United States. See below for additional eligibility requirements.

NO PURCHASE NECESSARY, BUYING WILL NOT HELP YOU WIN. Your chances of winning without making a purchase are the same as the chances of someone who purchases something.

1. THE SWEEPSTAKES:

These official rules (the "Official Rules") shall govern the Sweepstakes. The Sweepstakes begins at 8:00 AM Central Time ("CT") on February 28, 2012 and ends on March 18, 2012 at 11:59 PM CT (the "Sweepstakes Period"). The Sweepstakes is sponsored by Reliant Energy Retail Services, LLC, Houston Pavilions Office Tower, 1201 Fannin, Houston, TX 77002 ("Sponsor"), and administered by CommerceTel, 8929 Aero Drive, Suite E, San Diego, CA 92123 ("CommerceTel") and Paragon Marketing Group, 7449 N Natchez Ave, Niles, IL 60714 ("PMG", and collectively with Sponsor, the "Sweepstakes Entities").

2. TO ENTER:

By entering the Sweepstakes the entrant agrees to be bound by the terms of these Official Rules. Multiple entries per mobile number are allowed per day for a chance to win one (1) instant prize per day. Only one (1) entry per mobile number for the Grand Prize is allowed and duplicate entries will be discarded. You may enter in one of the following ways:

A. Entry by Mobile Device

Entrants will text BULL or COWBOY to 78307 using a mobile device. Entrants will receive an automated response letting them know if they have won an instant prize, and location to claim the instant prize. All entrants will receive one (1) text message back for each time they text in BULL or COWBOY. The message will indicate if they are an instant winner or not and will also direct them to www.winrodeo.com for a chance to enter to win the Grand Prize sweepstakes.

Entrants that play the Sweepstakes by text messaging will be charged message and data charges according to their carrier's standard data and text-messaging rates and entrants should contact their carrier for pricing plans and details. Check your owners' manual for specific text-messaging instructions. Text messaging may not be available through all wireless carriers and devices. Service is currently available to most wireless carriers in the United States, including Alltel, AT&T Mobility, Boost Mobile, Cellular One, Cincinnati Bell, Cricket, Nextel, Sprint, T-Mobile, Verizon Wireless, Virgin Mobile subscribers.

For **HELP**: Text **HELP** to 78307 Or email sponsorshipmarketing@reliant.com for help.
To **STOP**: Text **STOP** to 78307

B. Entry by Mail

For Grand Prize only. To enter by mail, print your full name, address (including zip code), daytime phone number (including area code), and e-mail address on a 3×5 card, and mail (with proper postage affixed) to Paragon Marketing Group, 7449 N Natchez Ave, Niles, IL 60714 Entries must be received by PMG by the end of the Sweepstakes Period.

The Sweepstakes Entities are not responsible for late, incomplete, void, corrupted, misdirected, or otherwise erroneous entries or for any problems, malfunctions or technical difficulties that arise in the entry process either online or by mail. Any incomplete or incorrect entries will be void.

3. DRAWING

A. Instant Winner

Each qualified entry will be entered into the text giveaway to be held daily.

Winners from among all eligible entries received each day will be notified instantly via text message. All selected winners must be present to win and are required to respond (as directed) to the text notification and claim the prize by 9pm each week day and 6pm each weekend day. Winner must show winning text message to claim prize.

The decisions of Sponsor, including the selection of winners, are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the total number of eligible entries received. There is no limit for the number of text entries per person. Limit one (1) Prize per person, family or household per day.

The odds of winning depend on the total number of eligible entries received.

B. Grand Prize Winner

Each eligible entry will be entered into a random drawing to be held on or about March 21, 2012. Entries must be received by the Sweepstakes Entities by 11:59 p.m. CST on March 18, 2012.

Winner will be selected at random by a representative of PMG from among all eligible entries received by the entry deadline, for the prize. All selected winners will be required to respond (as directed) to the phone and/or e-mail notification within forty-eight (48) hours of attempted notification. An alternate selected winner may be randomly selected by PMG from among the remaining eligible entries if a selected winner: (i) fails to respond timely to the notification or cannot be reached; (ii) fails to execute the release required by Section 6 of these Official Rules; (iii) does not comply with any other rule or condition of the Sweepstakes; or (iv) cannot accept or receive the prize for any reason.

The decisions of Sponsor, including the selection of winners, are final and binding on all matters relating to this Sweepstakes. Odds of winning depend on the total number of eligible entries received. All duplicate entries will be discarded. Limit one (1) Prize per person, family or household.

The odds of winning depend on the total number of eligible entries received.

4. PRIZES:

A. Instant Winner Prize

One (1) long sleeved shirt
Prize Value: The total approximate retail value of the Prize is: $5.00

B. Grand Prize Winner

Two (2) tickets to the 47th Annual Academy of Country Music Awards Ceremony
Two (2) tickets to the ACM Presents Lionel Richie and Friends – A lifetime of hits special TV show taping
Two (2) tickets to the Academy of Country Music Freemont Street Concert
Deluxe lodging for two (2) at MGM Grand, Las Vegas
Deluxe airport and freemont street shuttles for two (2)
Comprehensive electronic trip winner kit
VIP Hospitality
Host and escort for all events
General trip supervision
24 hour-a-day emergency access
Round trip, coach class air travel for two (2) to Las Vegas

Prize Value: The total approximate retail value of the Prize is: $5,000

If the winner is unable to accept for any reason, PMG can randomly select another eligible entry. The prize may not be substituted, transferred or redeemed for cash except at the sole discretion of Sponsor. In case of prize unavailability, Sponsor reserves the right to substitute a prize of equal or greater value.

Each winner will be required to complete an affidavit of eligibility/ liability release prior to receiving prize. The affidavit and instructions for returning the affidavit will be provided by PMG when the winner is notified. Each winner must return the completed affidavit to the Sweepstakes Entities within forty-eight (48) hours of notification of their winner status. Failure to return the affidavit will result in forfeiture of the prize by winner.

All applicable taxes on the prizes are the sole responsibility of the winners. Sponsor will submit a Form 1099 to the Internal Revenue Service and send a copy to each winner.

5. ELIGIBILITY:

The Sweepstakes is open to legal residents of the State of Texas who must be 18 years of age and older. Employees of Sponsor, CommerceTel, PMG and their respective subsidiaries, affiliates and advertising/promotional agencies involved with this promotion, including the immediate families and household members of such employees are not eligible to enter or win.

6. RELEASE:

By entering entrant agrees to release, defend, hold harmless and indemnify the Sweepstakes Entities and their respective parents, subsidiaries, affiliates, contractors, directors, officers, governors, employees and agents against any and all liability, damages or causes of action (however named or described), with respect to or arising out of any injuries, losses, or damages of any kind caused by the acceptance, possession, use or misuse of a prize awarded in the Sweepstakes, including but not limited to any claims for damage to property, personal injury, death or claims based on defamation, rights of privacy, rights of publicity or merchandise delivery.

The Sweepstakes Entities shall not be liable to winner or any person claiming through winner for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulation(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, game cancellation, insurrection, riot, or any other cause beyond the sole control of either of the Sweepstakes Entities.

Sweepstakes Entities are not responsible for any printing or typographical errors in these Official Rules or any other materials associated with the Sweepstakes. Winners enter at their own risk and Sweepstakes Entities' are not responsible for and shall not be liable for any condition caused by events beyond their control that may cause the Sweepstakes to be disrupted.

Acceptance of prize constitutes permission for the Sweepstakes Entities to use the winner's name, photograph or likeness for purposes of advertising and promotion of the event or otherwise without further compensation, except where prohibited.

For additional terms and conditions please go to http://www.txtstation.com/termsofuse.asp

7. GENERAL:

Sponsor reserves the right, in its sole discretion, to amend, change, cancel or suspend the Sweepstakes and randomly award the prize from among eligible entries received at the time of such action, should a virus, bugs, malicious tampering or other causes beyond the control of Sponsor corrupt the administration of proper execution of the Sweepstakes.

Sponsor reserves the right, at its sole discretion, to disqualify anyone found or suspected to be: 1) tampering with the entry process or the operation of the Sweepstakes, or 2) acting in violation of these Official Rules.

Sponsor reserves the right to amend or change the Official Rules at any time, in its sole discretion. Amendments will be posted on the Sponsor website. By entering the Sweepstakes after the amendment of the Official Rules, the entrant consents to be bound by the amendments.

8. WINNER LIST:

To obtain the names of the winners, send a self-addressed stamped envelope to Paragon Marketing Group, 7449 N Natchez Ave, Niles, IL 60714. Requests for the winner list must be received by April 20, 2012.

9. DATA COLLECTION:

Sponsor will be collecting personal data about participants when they enter the Sweepstakes. Please review Sponsor's privacy policy statement at www.reliant.com. By participating in the Sweepstakes, winners hereby agree to all of the terms and conditions of the privacy statement of the Sponsor.

10. CHOICE OF LAW:

Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated

with entering this Sweepstakes), and entrant further waives all rights to have damages multiplied or increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of contestants and Sweepstakes Entities in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Texas, without regard to Texas' choice of law rules. All proceedings shall take place in Harris County, Texas.

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