

**Direct Energy's Front Row Friday Sweepstakes**  
**OFFICIAL RULES**

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** Subject to the additional restrictions below, the **Direct Energy's Front Row Friday Sweepstakes**] (the "Sweepstakes") is open to U.S. residents (excluding Puerto Rico) who are 21 years or older at the time of entry and residents of the state of Ohio. Employees of Direct Energy Services, LLC ("Sponsor"), the Cleveland Indians, and each of its respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win. The term "immediate family members" includes spouses, parents, grandparents, siblings, children, and grandchildren. By entering the Sweepstakes, each entrant agrees to be contacted via phone or via mail, by a Direct Energy representative to discuss our products and services.
3. **How To Enter.** The Sweepstakes will begin at 8:00 a.m. (E.S.T.)] on June 15, 2009 and end at 11:59 p.m. (E.S.T.) on July 31, 2009 (the "Sweepstakes Period").

***In-Person Entry:*** Enter in person by visiting participating retail locations during regular business hours (a list of participating retail locations is below) and by completing an Official Entry Form, and depositing your entry form in the designated entry box at the designated Cleveland Indians team shops.

- **Progressive Field:**
  - Team Shop (close to section 167)
  - Fan Services (close to sections 153 & 550)
- **Great Lakes Mall** - 7850 Mentor Ave. Mentor, OH
- **Great Northern Mall** - 4954 Great Northern Mall, North Olmsted, OH
- **The Strip in Canton** - : 6698 Strip Ave. NW, Canton, Ohio 44720
- **South Park Centre** - 500 South Park Center Dr., Strongsville, OH
- **Summit Mall** - 3265 W Market St, Fairlawn, OH

***Mail Entry:*** To enter, complete an Official Entry Form available at [www.directenergy.com/gotribe](http://www.directenergy.com/gotribe) during the Sweepstakes Period OR type or print your name, full mailing address (PO Box addresses will not be accepted), home and daytime telephone numbers, email address and date of birth on a 3" by 5" card and mail the Official Entry Form or the 3" by 5" card in a hand addressed business sized (#10) envelope with first-class postage affixed to: "Direct Energy Front Row Friday", Direct Energy, 5400 Franz Road, Suite 350, Dublin, OH 43016. All entries must be postmarked by **July 31, 2009** and received no later than **August 2, 2009**. No facsimiles or mechanical reproductions permitted. Only one (1) entry per outer stamped envelope. Maximum one (1) entry per person during the Sweepstakes Period.

Sponsor will not be responsible for incomplete, lost, late, postage-due, misdirected or illegible entries. All entries become property of Sponsor and none will be returned. Any questions regarding the number of entries submitted shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Sweepstakes.

4. **Winner Selection** One (1) First Prize Winner “Front Row Friday in July” will be selected in a random drawing from among all eligible entries received for each of the Game Days to be held as follows:

Game Date	Entries Received By	Drawing Date
July 3, 2009	12 a.m. (EST) on June 24, 2009	On or about June 25, 2009
July 17, 2009	12:00 a.m. (EST) on July 8, 2009	On or about July 9, 2009
July 31, 2009	12:00 a.m. (EST) on July 22, 2009	On or about July 23, 2009

One (1) Grand Prize Winner “Front Row Friday in September” will be selected in a random drawing from among all eligible entries received to be held as follows:

Game Date	Entries Received By	Drawing Date
September 11, 2009	12:00 a.m. (EST) on	On or about August 3, 2009

5. **Prizes and Odds.** Grand Prize: One (1) Grand Prize Winner will receive six (6) dugout suite tickets to the Indians game at Progressive Field on Friday, September 11, 2009 and will be able to watch batting practice prior to the game (ARV: \$ 2,250.00). First Prize: Three (3) First Prize Winner will receive four (4) front row tickets to one of three Cleveland Indians Game in July based on the schedule in Section 4 above and will be able to watch batting practice prior to the game. (ARV: \$ 340.00 per game).

Odds of winning depend on the number of eligible entries received. Sweepstakes may be presented in multiple presentations and in other media, and the odds of winning may depend on the number of eligible participants who enter the Sweepstakes through such multiple presentations. Winners for the First Prize will not qualify to win the Grand Prize in this Sweepstakes.

6. **Winner Notification and Acceptance.** Winners will be notified on or about drawing date by telephone number provided on winner’s entry form. Sponsor will call only twice during regular business hours at number provided on entry form and will leave no messages. Failure to reach winner during this call may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries. To claim prize, each winner must return the completed affidavit of eligibility and a liability and publicity release (“Winner Documents”) prior to forty-eight (48) hours from receipt of the Winner Documents by facsimile or e-mail. Sponsor will provide the Winner documents within 24 hours of notification by email or facsimile. Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Sponsor is not responsible for any changes in event time, schedules and venue configurations which are beyond the control of Sponsor; therefore, no refunds or prize substitutions will be given if any of the Game Dates are cancelled or postponed for any reason. In the event of postponement, the prize will be awarded in conjunction with the game as rescheduled. Winners are solely responsible for reporting and payment of any taxes on prizes. Failure to sign and return the affidavit or release within forty-eight hours, or to comply with any term or condition of these Official Rules, may result in a winner’s disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner’s consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation. Prizes not won and claimed by

eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

7. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor. In the event the Sweepstakes is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of the Sweepstakes, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes. Should the Sweepstakes be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.
8. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
9. **Sponsor.** The Direct Energy's Front Row Friday Sweepstakes is sponsored by Direct Energy Services, LLC. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. For a copy of these Official Rules, visit [www.directenergy.com/gotribe](http://www.directenergy.com/gotribe) or send a self-addressed, stamped envelope to "Winners List/Official Rules" (as applicable), Direct Energy's Front Row Friday Sweepstakes Direct Energy, 5400 Franz Road, Suite 350, Dublin, OH 43016.