

AFFILIATE SALES & MARKETING
2010 CROSS-CHANNEL PROGRAM SWEEPSTAKES
OFFICIAL GUIDELINES – NO PURCHASE NECESSARY

NO PURCHASE NECESSARY: To enter the Affiliate Sales & Marketing 2010 Cross-Channel Program Sweepstakes, distributors of the QVC service ("Affiliates") must complete the entry form included with the Cross-Channel Program materials and return the completed entry form to Affiliate Sales & Marketing, Inc., 1200 Wilson Drive, Mail Code 101, West Chester, PA 19380-4262 or fax the completed entry form to Affiliate Sales & Marketing, Inc. at 484.701.1350. All completed entry forms must be received by Affiliate Sales & Marketing, Inc. no later than August 31, 2010 to be eligible for any prize. Affiliates are eligible for four random Interim Prize Drawings. All Affiliates who return the completed entry form will be entered into the first random Monthly Drawing following receipt of such Affiliates entry. Affiliates who agree to air QVC cross-channel promotions for all twelve months during the 2010 calendar year, and return their completed entry form prior to January 31, 2010, will be entered once in each of the random Monthly Prize Drawings. Affiliate Sales & Marketing, Inc. is not responsible for lost, misdirected, illegible, incomplete, late, mutilated or altered entries, nor is it responsible for hardware errors or other technological malfunctions of any kind.

Participation Levels for monthly prize drawings are defined as follows:

1. 25,000 or less subscribers
2. 25,001 – 50,000 subscribers
3. 50,001 – 200,000 subscribers
4. 200,001 or more subscribers

DRAWING: Four (4) Monthly Prize Drawings shall be held on or about the 15th of each applicable month beginning February 2010 and ending January 2011. Affiliate Sales & Marketing, Inc. reserves the right to delay the prize drawings. A winner from each participation level will be chosen at each month at random from all completed entry forms for their participation level on which the Affiliate service signs up to air QVC cross-channel promotions for twelve months. Odds of winning are determined by the number of such completed entry forms received. Winning entries are subject to validation. Each prize will be distributed upon receipt of a system affidavit from the winning distributor of QVC service proving that the QVC cross-channel promotions aired as specified in the completed entry form and as required by Affiliate Sales & Marketing, Inc. Cross-Channel Program materials.

PRIZES: Four (4) Monthly Prize Drawing Winners will receive a product prize not to exceed a retail value of \$450.00 each. Estimated Retail Value of all four Monthly Prizes will not exceed \$1,800.00. Total Estimated Retail Value of all Monthly Prizes will not exceed \$21,600.00. Prizes cannot be substituted or transferred by winners. Affiliate Sales & Marketing, Inc. may substitute a prize of equal or greater value if a prize is not available. Winners are responsible for all expenses not expressly included. Taxes are the responsibility of the winners. **Total Estimated Prize Value for the 2010 Cross-Channel Sweepstakes: \$21,600.00.**

By participating in this Sweepstakes, each entrant accepts and agrees to be bound by these guidelines and by the decisions of Affiliate Sales & Marketing, Inc., which shall be final and binding in all respects. Each winner shall be required to execute and return an affidavit of eligibility, a liability release and (where legal) an affidavit of publicity within ten days of prize notification. In addition, each winner shall be required to execute and return a system affidavit proving that the QVC cross-channel promotions aired as specified in the completed entry form and as required by Affiliate Sales & Marketing, Inc. 2010 Cross-Channel Program materials within ten days of prize notification. Noncompliance within this time period will result in disqualification with an alternate winner being selected. Unless otherwise prohibited by law, winners grant Affiliate Sales & Marketing, Inc. permission to use winners' names and likenesses for promotional purposes without further compensation. Affiliate Sales & Marketing, Inc. reserves the right to disqualify any individual who Affiliate Sales & Marketing, Inc. determines, in its sole discretion, to be tampering with the Sweepstakes (including the entry process). Affiliate Sales & Marketing, Inc. may prosecute fraudulent activities to the full extent of the law. Winners agree to release and hold harmless Affiliate Sales & Marketing, Inc., and its parents, affiliates and subsidiaries, and their directors, officers, employees and agents from any damage, injury, loss or other liability that might arise from their participation in this Sweepstakes, or from their acceptance or use/misuse of any prize, or from the malfunction of any prize.

ELIGIBILITY: This Sweepstakes is open to all QVC Affiliates. Employees and agents of Affiliate Sales & Marketing, Inc., its parents and subsidiaries, and their immediate families (parents, children, siblings and spouses) and same household members are not eligible. Each individual agrees that his/her actions to participate in this Sweepstakes is on behalf of the Affiliate where he/she is employed, and that each such individual has the requisite authority to act on behalf of such Affiliate. Further, such individual recognizes and accepts that their actions are in behalf of the Affiliate for whom they are employed and that any prize awarded shall be the property of such Affiliate. If an Affiliate does not wish to agree to air QVC cross-channel promotions but still wishes to enter the Sweepstakes return a postcard with the information required on the entry form (as outlined above, and omitting the information relative to the commitment levels) and mail to the above address. Each eligible postcard submitted will result in (1) entry in each Monthly Prize Drawing. This offer is void where prohibited by law and is subject to all state and local laws and regulations. Sweepstakes sponsored by Affiliate Sales & Marketing, Inc.

For the names of the winners, send a stamped, self-addressed envelope to Affiliate Sales & Marketing, Inc. 2010 Cross-Channel Sweepstakes, Mail Stop 101, 1200 Wilson Drive, West Chester, PA 19380-4262.