

NORWEGIAN CRUISE LINE  
"THE SEARCH FOR THE EPIC STAR"

OFFICIAL RULES

NO PURCHASE NECESSARY

1) HERE'S HOW IT WORKS: If you are an entertainer - or aspire to be one - create a video showcasing your talents and you could win the chance to perform onboard during the inaugural festivities in New York (in July 2010) of Norwegian Cruise Line's newest, hottest, largest and most innovative Freestyle Cruising ship to date, *Norwegian Epic*. The entry period runs from 12:01 AM ET (GMT -4) on 3/12/10 through 11:59 PM ET (GMT -4) on 4/25/10 ("Entry Period"). You and up to three (3) other people (four (4) people total) can submit an entry, and of the entries received, eight (8) semi-finalists will be selected by a panel of judges. One grand prize is available, a Caribbean cruise for two (2) onboard Norwegian Epic. Remember, **we want to hear from you** so make sure you comply with these rules to ensure that your video is eligible. Noncompliance with any Official Rule will result in disqualification. Decisions of the Sponsor and judges are final. By submitting your entry, you acknowledge that you have read and understand, and agree to abide by, these Official Rules.

- CONTESTANTS MUST SHOW A TALENT THAT IS "EPIC"
- Do not include any third party content such as songs, lyrics, writing, poetry, or visual content such as posters, photos, text, graphics, artwork or logos (use of NCL content will be permitted for contest use only)
- VIDEO MUST NOT EXCEED SIXTY (60) SECONDS IN LENGTH.
- If anyone other than contest entrant(s) is seen or heard in the video, entrant must have all rights, approvals and/or consents necessary (including those of anyone other than the contest entrant) to submit video
- ENTRIES ARE LIMITED TO A MAXIMUM OF FOUR (4) PEOPLE PER PERFORMING GROUP ENTRY
- Contestants may submit only one video per talent; contestants with more than one type of talent may submit additional entries
- CONTESTANTS MUST BE 21 YEARS OF AGE OR OLDER
- All entries must be in English
- CONTESTANTS MUST PROVIDE RELEVANT INFORMATION ABOUT THEMSELVES VIA A WRITTEN ENTRY FORM ON THE CONTEST SITE
- Video file must be 100MB or smaller and in FLV, WMV, WM, MPG, MPEG, MOV or AVI file format
- SEMI-FINALIST VIDEOS WILL BE DISPLAYED ON BOTH THE *NORWEGIAN EPIC* SITE AND USA TODAY'S CRUISE LOG

- WINNER MUST BE AVAILABLE TO PERFORM DURING NORWEGIAN EPIC INAUGURAL IN NEW YORK, 7/2-4/10

During the Entry Period, visit [www.epicstar.usatoday.com](http://www.epicstar.usatoday.com) (the "Site") and follow the on-screen directions to register and upload your original video. Internet access required for contest entry.

Ship's Registry: Bahamas.

- 2) JUDGING: Entries will be judged by a panel of judges selected by Sponsor to determine eight (8) Semi-finalists. The eight (8) Semi-finalists' entries will be posted on the USA TODAY website from 5/7 – 5/28, two per week.
  - 3) INTERNET VOTING. Beginning on 06/01/10 USA TODAY website visitors will have the opportunity to cast one vote each day for their favorite entry. The voting period will end at 11:59PM ET on 06/11/10.
  - 4) On or about 6/15-18, judges will select one grand prize winner and two finalists from the top three vote getters. Grand prize winner and two finalists will be announced on 6/18, 2010 on USA TODAY's Cruise Log. Entries will be based on creativity, originality, entertainment value, quality of performance and professionalism.
- PRIZES AVAILABLE: FINALISTS AND GRAND PRIZE WINNER: The grand prize winner and the two finalists (up to 4 people in a group) will each receive a trip for two (2) to New York for Norwegian Epic's inaugural festivities. Trip to inaugural festivities includes round-trip coach air transportation from a major airport closest to winner's home to point of embarkation/debarkation, ground transportation to/from destination airport and point of embarkation/debarkation, balcony stateroom accommodations (double occupancy) and on-board meals (not including premium restaurants), government fees and port taxes. (ARV: USD \$2,000 each prize) Spa services, casino, gift shop, excursions and any optional onboard expenses are not included. Actual retail value will depend on the winner's proximity to port of embarkation/debarkation) and date/time of travel. If Finalist Prize winner lives within a 200 mile radius of the point of embarkation / debarkation, no air transportation will be provided and the difference will not be provided in cash. Grand Prize winner will also receive the opportunity to perform during Norwegian Epic's inaugural and the winner's choice of a 7-Day Western Caribbean or 7-Day Eastern Caribbean Cruise for winner and a guest (if grand prize winning talent is made up of more than one person, each member of group, up to four people, will win a cruise for two) aboard Norwegian Epic during the 2010 sailing season, based on availability. 2010 sailing season ends 4/30/11, so grand prize trip must be booked and taken before then, or prize will be forfeited. Cruise prize does not include air transportation, ground transportation, service charges, government fees and port taxes,

beverages, spa services, casino, gift shop, excursions and any optional onboard expenses (ARV: USD \$3,000). All terms and conditions of NCL's Standard Ticket Contract of Passage, as well as those stated in the General Information of the Company brochure, shall be applicable to this promotion and cruise passages.

5) GENERAL RULES:

(a) Open only to residents of the fifty (50) United States, Washington D.C. and Canada (void in the Province of Quebec) who are 21 years of age or older. Void where prohibited by law. Employees of NCL (Bahamas) Ltd., NCL America Inc., USA TODAY, their affiliates, subsidiaries, advertising, promotion agencies, and their immediate families and those living in same household of each are not eligible. All federal, state, local, municipal and provincial laws and regulations apply. Potential winners will be notified by mail, e-mail and/or telephone. Potential winners must complete and return an Affidavit of Eligibility/Release of Liability/Publicity Release Form within four (4) days of receipt. Noncompliance within this time period may result in disqualification and an alternate potential winner will be determined, time permitting. If winner is deemed a minor in his/her state of residence, prize will be awarded to minor's parent/legal guardian and must accompany minor on trip. All winner guests must be at least 18 years of age or older. All travelers (or parent/legal guardian if traveler is a minor) must execute a Release of Liability prior to ticketing and must possess required travel documents (e.g. valid photo I.D. or passport) prior to departure and must meet all terms and conditions of cruise line contract prior to passage. All travelers must agree to travel on dates specified by Sponsor; dates of departure and return are subject to change. Any Sponsor approved changes to confirmed travel itinerary, made at winner's request, may result in rebooking fees which will be the sole responsibility of winner. Winner may make no substitution or transfer of prize. All federal, state, local, municipal and provincial taxes are sole responsibility of winner. Proof of submission will not be deemed proof of receipt. Sponsor and USA TODAY are not responsible for incomplete, lost, late, damaged, illegible or misdirected mail/e-mail or for any technical problems, malfunctions of any telephone lines, computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof in connection with entries and votes submitted. Sponsor and USA TODAY assume no responsibility for undeliverable emails resulting from any form of active or passive email filtering by a user's internet service provider and/or email client or for insufficient space in user's email account to receive email. Sponsor and USA TODAY are not responsible for any damage to any participant's computer system/software related to or resulting from participation or downloading any materials in this promotion. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION

OF CRIMINAL AND CIVIL LAW. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO DISQUALIFY AND SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

(b) Any use of robotic, automatic, programmed, or the like methods of participation whether during the entry or voting process, will void all such submissions by such methods. The contest may be cancelled if infected by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures or any other causes outside control of Sponsor or its promotional partners which impair or affect the administration, security, fairness, integrity, or proper conduct of this promotion. Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the contest and to cancel, modify, terminate or suspend the contest. In the event of termination, a notice will be posted on the promotional website, the voting portion of the contest will be cancelled/void and all eligible entries received prior to the time of termination will be judged by Sponsor to determine Finalist and Grand Prize winners.

(c) By participating in this contest, participants must certify that each element of contest submission is his/her own original work; he/she has not received any professional guidance; no portion of entry is subject to any collective bargaining agreements; that he/she has followed the Official Rules of this contest; and agrees to waive all rights, title, interest in submitted material and assigns all rights, title, interest to Sponsor. By uploading an entry, entrant agrees that such entry will become the property of Sponsor. By participating in this contest, entrants agree to be bound by these Official Rules and the decisions of the Sponsor and judges which are binding and final on all matters relating to this contest. By participating, entrant agrees to hold Sponsor, USA TODAY and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively "Released Parties") harmless against any and all claims, injuries, losses and liability for any injuries, losses or damages of any kind, including death, to persons, or property arising in whole or in part, directly or indirectly out of acceptance, possession, use or misuse of prize or participation in the contest. Sponsor, its promotional partners, and USA TODAY accept no liability for content of entries. All entrants consent to use of name, likeness, entry of material in any manner by Sponsor and/or its promotional partners for advertising and trade without further compensation, unless prohibited by law. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any contest materials and the terms and conditions of the Official Rules, the Official Rules shall prevail, govern and control. Winners assume all liability for any injury, damage caused or claimed to be caused by participation in this promotion or use or redemption of any prize.

- 6) **TERMS OF SUBMISSION:** You represent, warrant and agree that you are the sole creator of the Video (you both appear in the Video and filmed the Video yourself) or, if you are not the sole creator of the Video, you have the express permission of any person who helped you film the Video to upload the Video and to grant the rights you grant herein. By submitting your Video, you also represent, warrant and agree that you have all rights, approvals and/or consents necessary to submit the Video on the terms provided and your Video does not infringe on the copyright of another party or violate the Terms of Use of this website or the rights of any other person or entity or any law.

Your Video must be your original work and must not contain third-party content or other materials (such as posters, photos, lyrics, writing, poetry, text, graphics, artwork or logos) or any inappropriate or offensive materials, as determined by Sponsor. Any Video, which in the sole opinion of Sponsor, is deemed inappropriate (e.g., defamation, nudity, pornography, gratuitous violence, inappropriate language, obscene, illegal, racially or morally offensive or likely to transmit or contain a virus, corrupted file or any similar element, etc.) or is inconsistent with the theme or image of the promotion may be rejected or removed from this site and will result in disqualification. Videos must comply with all laws, rules, and regulations including, but not limited to, those concerning copyright, plagiarism, trademark, defamation and invasion of privacy. By uploading your Video, you agree that: (i) all Videos become the property of Sponsor, (ii) Sponsor and its affiliates and partners shall have all rights to use, store, display, publish, transmit, transfer, distribute, reproduce, create derivative works of, alter and/or edit and publicly perform your Video or any part or element thereof, and (iii) Sponsor and its licensees, successors and assigns have the right (but not the obligation) to use any and all Videos for future advertising, promotion and publicity in any manner and in any medium now known or hereafter devised throughout the world in perpetuity. Include that all contestants agree to have their name, likeness and video included in marketing, advertising, PR, online and on board activities.

**YOU WILL NOT BE PAID FOR YOUR SUBMISSION** or for granting any of these rights. You agree to waive all claims to and shall receive no royalties of any kind now or in the future from Sponsor, its affiliates, or its licensees, successors and assigns for use of your Video on the Site or otherwise, and you represent, warrant and agree that no other party is entitled to claim royalties from the use of the Video as set forth in these Terms of Submission and that your Video is not subject to any collective bargaining agreements. You agree to indemnify, defend and hold harmless Sponsor, USA TODAY and their affiliates, licensees, successors and assigns from and against any and all liability, losses, costs and expenses (including attorneys' fees) incurred as a result of any Video you submit or transmit through the contest Site in violation of these terms.

Please also be aware that your Video will not be acknowledged and will not be received or held "in confidence." Submission of your Video does not create a confidential, fiduciary or other special relationship between you and Sponsor, or any of its affiliates or any of its licensees, successors or assigns or place Sponsor or any of its affiliates, licensees, successors or assigns in a position that is any different from the position held by members of the general public with regard to elements of your Video. By uploading your Video, you acknowledge and agree that Sponsor or any of its affiliates or any of its licensees, successors or assigns may create their own materials and/or obtain many submissions in connection with the contest and that such submissions may be similar or identical in theme, idea, plot, format or other respects to your Video and you waive any and all claims you may have had, may have, and/or may have in the future that any other Videos accepted, reviewed and/or used by Sponsor or any of its affiliates or any of its licensees, successors or assigns may be similar to your Video. You acknowledge and agree that neither Sponsor nor any of its licensees, successors or assigns has now, or shall have in the future, any duty or liability, direct or indirect, vicarious, contributory or otherwise, with respect to the infringement or protection of any copyright in and to your Video, and that Sponsor and its licensees, successors or assigns and USA TODAY are not responsible for the loss, deletion, failure to store or mis-delivery of any Video submitted to or transmitted through the contest web site.

- 7) For the names of winners, visit [cruiselog.usatoday.com](http://cruiselog.usatoday.com) or [epicstar.ncl.com](http://epicstar.ncl.com) after 6/20/10.
- 8) Sponsor is NCL (Bahamas) Ltd., 7665 Corporate Center Drive, Miami, FL 33126.