

HIPHOPBATTLE.COM

I AM LEGEND SWEEPSTAKES:



Synopsis:

“My name is Robert Neville. I am a survivor living in New York City. If there is anybody out there...anybody. Please. You are not alone.”

Robert Neville (Will Smith) is a brilliant scientist, but even he could not contain the terrible virus that was unstoppable, incurable, *and man-made*. Somehow immune, Neville is now the last human survivor in what is left of New York City and maybe the world. For three years, Neville has faithfully sent out daily radio messages, desperate to find any other survivors who might be out there. But he is not alone. Mutant victims of the plague—The Infected—lurk in the shadows...watching Neville’s every move...waiting for him to make a fatal mistake. Perhaps mankind’s last, best hope, Neville is driven by only one remaining mission: to find a way to reverse the effects of the virus using his own immune blood. But he knows he is outnumbered...and quickly running out of time.



Grand Prize Winner Will Receive:

(1) Pair of IMAX Film Gift Certificates – ARV \$32.00 (See I Am Legend: The IMAX Experience in select IMAX theatres beginning December 14th.)

(1) Life Gear™ Survival Kit – ARV \$124.95 (You can't survive for 3 years alone like Robert Neville but you certainly can survive for 3 days with this complete survival kit!) Description: 14 pockets and sleeves contain poncho; thermal blanket; respirator mask; personal hygiene and medical first aid kits; signal mirror and whistle; compass and magnifying glass; leather work gloves, writing table and pen; waterproof cash and document bag; and rugged multi tool. Inner sleeve holds 3-day supply of food and water.



(5) Second Prize Includes:

(1) Key Ring Flashlight - ARV \$2.99

(1) Men's Washed T-shirt – ARV \$19.99

(1) Beanie with Embroidered Title Treatment – ARV \$15.99

(1) I Am Legend Comic Book (Previously available only at Comic Con!) – ARV \$9 - A deadly virus has taken hold of the world - rejected by a few (the immune), killing many (the dead), and leaving the rest (the infected) - who live on to hunt the living, after dark. The following are voices paying homage to Richard Matheson's classic novel. This is the experience of a dying mankind and the foretelling of a new world before we meet the legend, Robert Neville.

(1) Messenger Bag – ARV \$29.99



How to Enter:

Want to win one of these great prizes listed above? All you have to do is put I AM LEGEND IMAX in the subject line and E-mail us the following information to velo@hiphopbattle.com:

- Your full name
- Full address
- E-mail address
- Phone number (for shipping)
- Why you want to see I AM LEGEND

Winners chosen at random on December 17th, 2007 and notified by e-mail.

Check out the [official site](#) for more.



OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER

Limit one entry per person, household or e-mail address. Multiple entries submitted by a single entrant are void. Entries without ALL of the required information are void.

Sweepstakes ends December 17, 2007 at 5:00 p.m. PST. All entries must be received by e-mail by (5:00 p.m.) PST December 17, 2007. Sweepstakes Sponsor (Hiphopbattle.com) is not responsible for late, lost or misdirected e-mail or any error, omission, interruption, deletion, defect, delay or malfunction in operation or transmission on the Internet or website. In case of dispute, entry will be considered made by registered user of the e-mail/Internet account who must comply with these official rules.

DRAWING AND NOTIFICATION: Odds of winning depend on the number of eligible entries received. Winners will be selected in a random drawing held on December 10, 2007 from all eligible entries received by the Sponsor whose decisions are final and binding in all respects. Winners will be contacted by e-mail by Sponsor using information provided on the entry form. If no valid e-mail address is provided on the entry form, another potential winner may be selected, or if he/she is found to be ineligible, or if he/she cannot or does not comply with these Official Rules, such winner will be disqualified and an alternate winner selected.

Eligibility: Sweepstakes open to all legal US residents of the United States, 13 years of age and up as of December 1, 2007 (start date of sweepstakes) and have an existing e-mail address prior to December 1, 2007 (start date of sweepstakes) only, except employees and immediate family (spouses and parents, siblings and children and their spouses) of: Hiphopbattle.com and each of their respective parents, affiliates or subsidiaries, advertising agencies, sweepstakes supplier, and any other company involved with the design, production execution or distribution of the sweepstakes. Winners of prizes may be required to complete, execute and return an Affidavit of Eligibility, and winners must sign, execute and return a Liability Release and a Publicity Release, where legal, within 7 days of notification, or prize may be forfeited.

GENERAL: By participating, entrants acknowledge and agree to be bound by these rules and the decisions of the judges, which are final. The winners hereby consent to the use of their name and or likenesses by Hiphopbattle.com for the purposes of advertising without additional compensation unless prohibited by law. Taxes are the sole responsibility of the winners. Void where prohibited by law. Prizes are not exchangeable, transferable and cannot be redeemed for cash. All entries become the property of the Sponsor and will not be returned. In the event of unavailability of stated prizes, Sponsor reserves the right to substitute a prize of comparable value. By entering, entrant releases and holds harmless Sponsor, independent prize suppliers and their respective parents, affiliated and related companies, and the directors, officers, employees and agents of each, from any liability resulting from participation in the sweepstakes, or from acceptance, possession, or use of any prize. If, in the sole opinion of Sponsor, the Sweepstakes is compromised by virus, bugs, worms, unauthorized human intervention, or other causes beyond the control of Sponsor affecting administration, security, fairness or proper play of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel or suspend the Sweepstakes in its entirety and conduct the drawing from all eligible entries received prior to the action taken. Sponsor reserves the right to disqualify, seek remedies and damages from, and criminally prosecute any individual or entrant tampering with the entry process.

RELEASE AND INDEMNIFICATION:

BY ENTERING THE SWEEPSTAKES, ENTRANTS RELEASE AND HOLD HARMLESS WARNER BROS. ENTERTAINMENT INC. AND EACH OF ITS RESPECTIVE PARENTS, DIVISIONS, AFFILIATES, SUBSIDIARIES, AGENTS AND ADVERTISING AGENCIES (COLLECTIVELY, "WBEI") FROM AND AGAINST ANY AND ALL LOSSES, DAMAGES, RIGHTS, CLAIMS, AND ACTIONS OF ANY KIND ARISING IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, FROM THE SWEEPSTAKES OR PARTICIPATION IN ANY SWEEPSTAKES-RELATED ACTIVITY (INCLUDING WITHOUT LIMITATION THE REMOVAL FROM THE SITE OF, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS), OR RESULTING DIRECTLY OR INDIRECTLY, FROM ACCEPTANCE, POSSESSION, USE, OR MISUSE OF ANY PRIZE AWARDED IN CONNECTION WITH THE SWEEPSTAKES, INCLUDING WITHOUT LIMITATION PERSONAL INJURY, DEATH, AND/OR PROPERTY DAMAGE, AS WELL AS CLAIMS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY.

LIMITATION OF LIABILITY:

IN NO EVENT WILL THE WBEI BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES, ARISING OUT OF ANY ACCESS TO AND/OR USE OF THE SWEEPSTAKES SITE, THE DOWNLOADING FROM AND/OR PRINTING MATERIAL DOWNLOADED FROM THE SWEEPSTAKES SITE, THE REMOVAL FROM THE SWEEPSTAKES SITE OF, OR DISCONTINUATION OF ACCESS TO, ANY MATERIALS, OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF, OR PARTICIPATION IN, ANY PRIZE AWARDED IN CONNECTION WITH THE SWEEPSTAKES. WITHOUT LIMITING THE FOREGOING, THE SWEEPSTAKES, ALL PRIZES, AND ALL MATERIALS PROVIDED ON OR THROUGH THE SITE ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT.

SPONSOR: The Sponsor of this sweepstakes is Hiphopbattle.com, 30799 Pinetree Road, #233, Pepper Pike, OH 44124 who is solely responsible for all aspects of this promotion.





Warner Bros. Pictures presents, in association with Village Roadshow Pictures, a Weed Road/Overbrook Entertainment Production, "I Am Legend," starring two-time Oscar nominee Will Smith ("The Pursuit of Happyness," "Ali"), Alice Braga and Dash Mihok. The film is directed by Francis Lawrence. The screenplay is by Mark Protosevich and Akiva Goldsman, based on the novel by Richard Matheson. Akiva Goldsman, James Lassiter, David Heyman and Neal Moritz are the producers, with Michael Tadross, Erwin Stoff, Dana Goldberg and Bruce Berman serving as executive producers, and Tracy Torme co-producing.

The behind-the-scenes creative team includes director of photography Andrew Lesnie, production designer Naomi Shohan, editor Wayne Wahrman, costume designer Michael Kaplan, and composer James Newton Howard.

Opening nationwide on December 14, 2007, "I Am Legend" will be distributed by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and in select territories by Village Roadshow Pictures.

12/14/07













