

**KONAMI**

# METAL GEAR SOLID 4

GUNS OF THE PATRIOTS TACTICAL ESPIONAGE ACTION



Exclusively on the PlayStation 3



## Text "MGS4" to 180@im4text.com

### 180 Metal Gear Solid 4 Sweepstakes Official Rules:

1. No Purchase Necessary. Sweepstakes open to residents of the United States, who are 18 years of age or older. Sweepstakes begins at 12:00:01 a.m. (midnight) Eastern Daylight Time (EDT) on June 1, 2008 and ends at 11:59:59 p.m. EDT on July 31, 2008 ("Sweepstakes Period").
2. Two ways to enter: (a) Text Message: Use your mobile phone to text "MGS4" to 180@im4text.com. Upon receipt of your text message, you will receive a reply text message prompting you to text in the postal abbreviation of your state of residency (two [2] letters). Upon receipt of a reply text message with your state abbreviation, you will then be automatically entered into the sweepstakes. Participants must have a mobile phone with text messaging capabilities to participate via their mobile phone. Participants entering this sweepstakes via Text Message may incur standard text message charge(s) from their wireless service provider and will receive reply messages. Participants are solely responsible for any such wireless charges. (b) Email Entry: Email "MGS4" to 180@im4text.com. Upon receipt of your email, you will receive a reply email prompting you to email the postal abbreviation of your state of residency (two [2] letters). Upon receipt of a reply email with your state abbreviation, you will then be entered into the sweepstakes. All entries, including reply email with state abbreviation, must be received and recorded during the Sweepstakes Period. Sponsor's independent judging firm's computer is the official time keeping device for this sweepstakes. No other forms of entry are valid. Limit a total of three (3) entries per day per person/mobile phone number/email address regardless of entry method. A "day" is the 24 hour period between 12:00:00 am EDT (midnight) and 11:59:59 pm EDT. For a copy of the Official Rules, send a self-addressed, stamped envelope to: 180 Metal Gear Solid 4 Sweepstakes Official Rules Request, c/o D & M Marketing, 716 Geyer Ave., Suite 300, St. Louis, MO 63104. Requests must be received by July 16, 2008. Only one (1) request per envelope.
3. Neither the sponsor nor any of its agencies are responsible for lost, late, misdirected, undelivered, returned or undelivered entries, telephone calls, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP) or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this sweepstakes, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person as solely determined by the Sponsor will be disqualified. Neither Sponsor nor its agencies are responsible for any incorrect or inaccurate information whether caused by tampering, hacking, or by any of the programming or equipment associated with or used in this sweepstakes, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Neither Sponsor nor its agencies are responsible for injury or damage to participants' or any other person's computer or property related to or resulting from participating in this sweepstakes. Should any portion of sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of this sweepstakes, or submission of entries. Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes, and randomly select the winners from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. In the event of a dispute regarding entries received from multiple users having the same mobile phone account or email address, the authorized subscriber of the mobile phone or email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the phone number or email address by the organization responsible for assigning mobile phone numbers or email addresses. All materials submitted become the property of Anheuser-Busch, Inc. and will not be returned.
4. Winners will be selected in a random drawing to be held on or about August 6, 2008 from among all eligible entries received by an independent judging agency, whose decisions are final in all matters relating to this sweepstakes. Winner may not substitute or transfer prize, however. Sponsor reserves the right to substitute prize with a prize of equal or greater value. Limit one (1) prize per household.
5. All prizes will be awarded. Odds of winning depend on the number of eligible entries received. Winners will be notified by mobile phone, email and/or mail. If you entered via the Text Message method and are selected as a winner, your complete name and address will be required in order to send your prize. Sponsor's independent judging agency will contact you via text message to your mobile phone and provide instructions as to how to redeem your prize. Grand prize winner be required to complete, sign and return an affidavit of eligibility and liability and publicity release within ten (10) days of prize notification. In the event of noncompliance within any stated time period, prize will be forfeited and an alternate winner selected. If any prize notification or prize is returned to the Sponsor or its agencies as undeliverable or if any selected entrant is determined by Sponsor to be ineligible, it will result in disqualification and the awarding of that prize to an alternate winner.
6. Employees and the immediate families of employees of Anheuser-Busch, Inc., its affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and individual retail licensees are ineligible. This sweepstakes is subject to federal, state and local regulations. Taxes, if any, are solely the responsibility of the winner.
7. Acceptance of prize offered constitutes permission to use winner's name, voice, biographical information and/or likeness for purposes of advertising and promotion without further compensation in all media now known or hereafter discovered worldwide and on the Internet without notice or review or approval as permitted by law.
8. Grand Prize (1): A Metal Gear Solid 4 Home Theater Prize Pack consisting of Sony® DAW-HX576WF 5.1 channel BRAVIA® Theatre System; 40" Bravia LCD Flat Panel HDTV; and Playstation 3. Approximate Retail Value (ARV) \$2,200. First Prize (1): PS3 Limited Edition "Gun Metal Grey" Metal Gear Solid 4 Bundle consisting of: 40GB HDD PS3; DUALSHOCK 3 wireless controller; and a Limited Edition Metal Gear Solid 4 Guns of the Patriots. ARV \$499. Second Prize (25): Metal Gear Solid 4 game. Exact game title to be determined at a later date, by sponsor, in sponsor's sole discretion. ARV \$60 each. Third Prize (250): Two (2) cases of 8.2 ounce cans of 180. ARV \$6.12 each. Total ARV of all prizes is \$19,679. Winner must accept prize as stated by Sponsor or prize will be forfeited and awarded to an alternate winner.
9. By accepting a prize, winner agrees to release and hold Sponsor harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage. By participating in this sweepstakes, participant agrees to be bound by all the Official Rules of this sweepstakes.
10. For a list of winners, hand print your name and complete address on a 3" x 5" card and mail to: 180 Metal Gear Solid 4 Sweepstakes Winners List Request, c/o D & M Marketing, 716 Geyer Ave., Suite 300, St. Louis, MO 63104, for receipt by October 5, 2008.