

**SERVICELIVE TWITTER SWEEPSTAKES
2010 OFFICIAL RULES**

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

1. **HOW TO ENTER:** The ServiceLive Twitter Sweepstakes (the “Sweepstakes”) begins on February 12, 2010 at 11:59 pm Central Time and ends March 31, 2010 at 11:59 pm Central Time (“Sweepstakes Period”). To enter, you must sign up to follow the official Twitter account of ServiceLive.com (<http://www.twitter.com/ServiceLive>). Limit one entry per person during the Sweepstakes Period. Sponsor’s decisions will be final in all matters relating to the Sweepstakes and winner eligibility. Use of any automated system to participate is prohibited and will result in disqualification. Not responsible for lost, late, incomplete, invalid, unintelligible or misdirected entries, all of which are void. Each potential winner may be required to show proof of being the authorized individual account holder of the account associated with the winning entry in order to be awarded a prize.
2. **ELIGIBILITY:** Open to all legal residents of the 50 United States and DC who are individuals 18 or older at the time of entry, excluding employees of Sears Holdings Management Corporation, its respective parent companies, subsidiaries, affiliates, related companies and advertising and promotion agencies, and the immediate families and/or household members of each of the above. Void where prohibited.
3. **RANDOM DRAWINGS:** On or about April 1, 2010, potential prize winners will be selected in a random drawing from among all eligible entries received during the Sweepstakes Period. Drawings will be conducted by Sponsor’s representative or designee. Potential winners will be contacted via a direct message from Sponsor's official ServiceLive Twitter account (@ServiceLive), e-mail, or telephone. If any potential winner cannot be contacted, or if prize is returned as undeliverable, potential winner forfeits prize.
4. **PRIZES:** There will be six (6) Prizes awarded, each consisting of a \$50 ServiceLive credit. Approximate Retail Value (“ARV”) of each prize is \$50. ARV of all prizes is \$300. Odds of winning a Prize depend on number of eligible entries received. Limit one Prize per entrant.
5. **PRIZE ACCEPTANCE:** Prize is not transferable. Taxes on Prize are sole responsibility of winner. No Prize substitutions or cash redemptions allowed except by Sponsor, who may substitute a Prize of equal or greater value if advertised Prize becomes unavailable. Winners may be required to sign an affidavit of eligibility/release of liability and publicity (where permitted) (by parent/legal guardian if winner is a minor in his/her state of residence) within a time period designated by Sponsor, or Prize may be forfeited. By accepting Prize, winner consents to use of his/her name and likeness for advertising purposes worldwide without limitation and without additional compensation, except where prohibited by law.
6. **CONDITIONS OF PARTICIPATION:** By participating in the Sweepstakes, winner agrees to release Sponsor and its parent companies, subsidiaries, affiliates, related companies and advertising and promotion agencies, and each of their respective officers, directors, employees and agents from any and all liability, loss or damage of any kind arising out of or in connection with their participation in this sweepstakes or with respect to awarding, receipt, possession, use and/or misuse of any Prize.

Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Sweepstakes or in the announcement of the Prize. Sponsor is not responsible

for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion via mobile phone or otherwise. If for any reason the Sweepstakes is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or otherwise affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes or any portion thereof without further obligation or advance notice. Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes or any portion thereof at any time and for any reason without further obligation or advance notice. Sponsor reserves the right, but does not have any obligation, to select winners from eligible entries received as of the termination date. Sponsor further reserves the right to disqualify any individual who tampers with the entry process.

By entering, entrants agree to comply with these rules. In the event of a dispute as to who submitted an entry, the Entry will be deemed submitted by the authorized account holder of the Twitter account submitted at the time of entry. "Authorized account holder" means the natural person who is in control of the email address associated with the entering Twitter account.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE SPONSOR'S WEBSITE(S) OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS' FEES TO THE EXTENT ALLOWED BY LAW) FROM ANY SUCH ENTRANTS TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

If any portion of these rules is determined to be invalid or illegal, the remaining portions of these rules will remain in effect and be construed with their terms as if the invalid or illegal provision were not contained herein.

7. **USE OF INFORMATION:** Information provided on Sweepstakes entries or in connection with winning a Prize will be used in accordance with Sponsor's privacy policy, available at <http://www.servicelive.com/home/privacyPolicy.action>
8. **WINNERS' LIST:** For the winners' list, please send an email with "ServiceLive Twitter Sweepstakes Winners' List" in the subject line to contact@servicelive.com after April 7, 2010 and before June 7, 2010.
9. **Sponsor:** ServiceLive, an affiliate of Sears Holdings Management Corporation, 3333 Beverly Road Hoffman Estates, Illinois 60179