

Alltel Communications, LLC
2010 Alltel Customer Service Satisfaction Survey Sweepstakes
Official Rules, Legal Disclaimers

Rules Drafted 4/8/2010 (sh); Reviewed/comments by J Voss 4/8/10; Reviewed AT 4/9/10; Foley & Lardner 4/12/10;
Alltel Approved 4/22/10; Rules Final 4/22/10

2010 Alltel Customer Service Satisfaction Survey Sweepstakes
Official Rules

NO PURCHASE REQUIRED TO ENTER, PLAY OR WIN. A PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING.

HOW TO ENTER: To enter the 2010 Alltel Customer Service Satisfaction Survey Sweepstakes (the “Sweepstakes”), complete the Customer Service Satisfaction Survey (the “Survey”) including your home, work, or wireless phone number, and verify that you are 18 years of age or older at time of entry at www.alltelfeedback.com, www.alltelactivation.com, www.myalltelsurvey.com, or www.alltelfeedbackonline.com between May 1, 2010 and October 31, 2010 (the “Promotion Period”). All online entries must be received by 11:59 p.m. Central Time (“CT”) on the last day of each Promotion Period (please see “Drawing Schedule” below). You may also complete the Survey including your home, work or wireless phone number, and verify that you are 18 years of age or older at time of entry by calling 1-800-931-1632, 1-800-598-8113, 1-800-297-9606, 1-800-337-4704, or 1-800-255-8351 (touch-tone phones only; Sponsor is not responsible for service difficulties) **or** by calling #TELL with your Alltel wireless phone. All entries submitted via the toll-free 800 number and the #TELL wireless number must be received by 11:59 p.m. CT on the last day of each Promotion Period to be eligible for that Promotion Period’s drawing. If you have special needs within the meaning of the Americans with Disabilities Act, and require assistance to participate in the program, please call (262) 780-6164. Alltel Communications, LLC (“Alltel,” “Sponsor”), Sage Collective Inc. (“Sage”), affiliates, sales representatives, participating retailers, distributors, and promotion and other vendor agencies involved in this Sweepstakes are not responsible for lost, late, or misdirected entries, the operation of the Sweepstakes, or for any computer or technical malfunctions that may occur. Entrants must complete the Survey and include all entry data requested for the Sweepstakes entry to be valid. **Limit one (1) entry per person per Promotion Period.** Subsequent entries from the same individual within the same Promotion Period will be automatically disqualified. **Limit one (1) prize per person for the duration of the Sweepstakes.**

DRAWING SCHEDULES: The Sweepstakes is divided into two (2) Promotion Periods. Entries submitted for a specific Promotion Period will be eligible only for that Promotion Period’s drawing and not be carried over into subsequent Promotion Periods/Drawings. The Drawing Schedule is as follows:

Promotion Period	Entry Dates	Deadline	Draw Date
Period #1	5/1/2010-7/31/2010	7/31/2010	8/9/2010
Period #2	8/1/2010-10/31/2010	10/31/2010	11/8/2010

ELIGIBILITY: The Sweepstakes is open only to legal U.S. residents of the United States (excluding New York and Rhode Island), and the District of Columbia who are 18 years of age

or older at time of entry, and who are customers of Alltel. Sweepstakes not offered in New York and Rhode Island. **Void where taxed, restricted, or prohibited by law; void in New York and Rhode Island.** Employees of Alltel (including but not limited to current employees as of the date of entry and former employees who have been terminated—voluntarily or involuntarily in Alltel’s discretion—for suspicion of misconduct or violation of Alltel policy), Sage, and their affiliates, sales representatives, retailers, distributors, and promotion and other vendor agencies involved in this promotion, and the immediate family members of such employees (parent, spouse, sibling, child), are **not** eligible. Sweepstakes is subject to all federal, state, and local laws and regulations. **Alltel as defined and used herein shall be limited to the Alltel Wireless markets in the 91 CMAs which Verizon Wireless was required to divest in connection with its purchase of Alltel; these 91 CMAs will continue to operate as Alltel Wireless.**

PRIZES AND APPROXIMATE RETAIL VALUES: *Prizes to be awarded in random drawing from among all eligible entries received throughout each Promotion Period.*

TWO (2) GRAND PRIZES per Promotion Period: \$5,000 each cash prize, to be awarded in the form of a corporate check. All federal, state, and local taxes on a prize are the sole responsibility of the winner. Prize is non-transferable and no substitution is allowed except in Alltel’s sole discretion. Alltel reserves the right to substitute prize of the same approximate retail value. Prize consists only of items specifically listed as part of the prize. Odds of winning depend on the number of eligible entries received.

The total value of all prizes to be awarded throughout the Sweepstakes is \$20,000.

WINNERS: The Grand Prizes will be awarded in random drawing according to the Drawing Schedule stated above by Sage, an independent judging organization whose decisions on all matters related to the Sweepstakes are final. Potential Grand Prize winners will be notified by phone approximately two (2) business days following the drawing to the phone number listed on the entry. If Sage is unable to reach the potential Grand Prize winners within two (2) business days, then such potential Grand Prize winners shall be notified by express mail. Such notice shall be sent in a manner which may be tracked by Sage. If any mailed winner notification of prize is returned as undeliverable, the prize will be forfeited in its entirety and an alternate winner will be selected. Grand Prize winners must complete, sign, and return an affidavit of eligibility, publicity release, mutually agreeable liability release and required tax documents. If the affidavit of eligibility, publicity release, mutually agreeable liability release and required tax documents are not returned with a postmark within **seven (7) calendar days** after receipt of notice by potential Grand Prize winner is evidenced or if returned as undeliverable, the prize will be forfeited in its entirety and an alternate winner will be selected. If the potential Grand Prize winner is deemed eligible by the terms of the Sweepstakes but is considered a minor in his/her jurisdiction of residence (an “Eligible Minor”), the prize may be awarded in the name of, or to, the winner’s parent/legal guardian, who must execute all documents and agree to all obligations and undertakings of winner, both on behalf of himself/herself and winner, or prize may be forfeited and awarded to an alternate winner. Any necessary alternate winners will be selected in a similar random drawing from among the remaining eligible entries received. Except where prohibited, acceptance of prize by winner (or parent/guardian if an Eligible Minor) constitutes winner’s consent that his/her name, likeness, voice, and/or biographical data may be used for

advertising and promotional purposes without limitation and without additional notice, compensation, or consent.

ONLINE REGISTRATION: This Sweepstakes is intended for legal residents residing in the United States and shall be construed and evaluated only according to U.S. law. Do not enter this Sweepstakes if you are not located in the United States. If for any reason the online portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of Alltel which corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Alltel reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, terminate, modify, or suspend the Sweepstakes. Each entry must be manually key stroked and manually entered by the individual participant. Repetitive automated electronic submission of entries is specifically prohibited, and any such entries will be disqualified. Entries made online will be deemed made by the authorized account holder of the email address submitted at the time of entry. In the event of a dispute, the potential winner may be required to provide proof that he or she is the authorized holder of the identified email account, and Alltel's decision will be final. Alltel assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, including any error that may result in an erroneous appearance of entry to contest. Alltel is not responsible for any problem or technical malfunction of any telephone network or lines, computer online systems, servers or provider, computer equipment, software, failure of any email or entry to be received by Alltel due to technical problem or traffic, congestion on the internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in these Sweepstakes. **WARNING: ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH ATTEMPT BE MADE, ALLTEL RESERVES THE RIGHT TO SEEK DAMAGE FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.** Alltel reserves the right to abbreviate, modify, suspend, cancel, or terminate the Sweepstakes at any time.

BY ENTERING, entrant agrees to accept and abide by the rules of this Sweepstakes and agrees that any dispute in regard to the conduct of this Sweepstakes, rule interpretation, or award of prize shall be submitted to Sage, whose decision shall be binding and final. By participating in the promotion, entrant agrees to hold harmless Alltel, Sage, and their respective parent companies, affiliates, subsidiaries, service agencies, independent contractors, and the officers, directors, employees, agents, and representatives of the above organizations from any injury, loss, or damage to person including death or property, due in-whole or in-part, directly or indirectly, to the acceptance or use/misuse of a prize, participation in any Sweepstakes-related activity or participation in the Sweepstakes. Alltel is not responsible for any typographical or other error in the printing of this offer, administration of the Sweepstakes, or in the announcement of prizes. In the event Alltel is prevented from continuing with this Sweepstakes, or the integrity and/or feasibility of the Sweepstakes is undermined by any event including, but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or

public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state, or local government law, order or regulation, order of any court or jurisdiction, or by other cause not reasonably within the Alltel's control (each a "Force Majeure" event or occurrence), Alltel shall have the right, in its discretion, to abbreviate, modify, suspend, cancel, or terminate the promotion without further obligation. If Alltel, in its sole discretion, elects to abbreviate the Sweepstakes as a result of a Force Majeure event, Alltel reserves the right, but not the obligation, to award the prize by random selection of a winner from among all valid and eligible entries received up to the time of such Force Majeure event. All entries are the property of Alltel and will not be returned.

WINNERS LIST: For the names of the Grand Prize Winners, send a self-addressed stamped envelope by December 29, 2010 to: Alltel Customer Service Satisfaction Survey Sweepstakes Winners List, 5000 South Towne Drive, New Berlin, WI 53151.

Sponsored 2010 by Alltel Communications, LLC, One Allied Drive, Little Rock, AR, 72202.

The Sweepstakes is administered by Sage Collective Inc., 5000 South Towne Drive, New Berlin, WI 53151

2010 Alltel Customer Service Satisfaction Survey Sweepstakes Mandatory Legal Disclaimers

Print/POS/Hand-out Card Disclaimer:

NO PURCHASE NECESSARY TO ENTER, PLAY OR WIN. To enter, complete Survey at www.alltelfeedback.com, www.alltelactivation.com, www.myalltelsurvey.com, or www.alltelfeedbackonline.com; by calling 1-800-931-1632, 1-800-598-8113, 1-800-297-9606, 1-800-337-4704, or 1-800-255-8351; **or** by calling #TELL with your Alltel wireless phone between 12:01 a.m. CT 5/1/10 and 11:59 p.m. CT 10/31/10. **Limit one (1) entry per person per Promotion Period.** You must be a legal U.S. resident and 18 years of age or older at time of entry. **Void in New York and Rhode Island and where prohibited.** For official rules and entry information, visit www.alltelfeedback.com. Sponsored 2010 by Alltel Communications, LLC, One Allied Drive, Little Rock, AR 72202.

Web Site (to appear on all Web pages except the rules page; please make the words "Official Rules" a hyperlink to the page with the rules):

NO PURCHASE NECESSARY TO ENTER PLAY OR WIN. Open to legal U.S. residents of the 50 United States, includes the District of Columbia, 18 years or older at time of entry. **Void in New York and Rhode Island and where prohibited.** Sweepstakes begins at 12:01 a.m. CT 5/1/10 and end at 11:59 p.m. CT 10/31/10. **Limit one (1) entry per person per Promotion Period.** See Official Rules at www.alltelfeedback.com. Sponsored 2010 by Alltel Communications, LLC, One Allied Drive, Little Rock, AR 72202.

Phone Disclaimer:

NO PURCHASE NECESSARY TO ENTER, PLAY OR WIN. Open to legal U.S. residents of the 50 United States, includes the District of Columbia, 18 years or older at time of entry. **Void in New York and Rhode Island and where prohibited.** Sweepstakes begins at 12:01 a.m. CT 5/1/10 and end at 11:59 p.m. CT 10/31/10. **Limit one (1) entry per person per Promotion Period.** See Official Rules at www.alltelfeedback.com. Sponsored 2010 by Alltel Communications, LLC, One Allied Drive, Little Rock, AR 72202.

Receipt Tape Copy and Disclaimer:

We value your business! Enter for a chance to WIN \$5,000 by telling us about your store visit today: 1) Dial #TELL from your wireless phone 2) Call 1-800-931-1632 from home or office 3) Log on to www.alltelfeedback.com. No purchase necessary to enter, play or win; void where prohibited; 18 and older at time of entry in 50 U.S. and D.C. only, but void in NY and RI; limit one (1) entry per person per Promotion Period. See Official Rules at www.alltelfeedback.com.