

OFFICIAL RULES
First Look Giveaway Sweepstakes

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES AND THE DISTRICT OF COLUMBIA, 18 YEARS OF AGE OR OLDER. VOID WHERE PROHIBITED. Employees (and their immediate families (parent, child, spouse or sibling and their respective spouses, regardless of where they reside) and those living in their same households, whether or not related) of Seagate Technology LLC ("Sponsor") and its parent, affiliates, subsidiaries and advertising and promotion agencies are not eligible to enter or win. By participating, entrants agree to be bound by these Official Rules and the decisions of the judges and/or Sponsor, which are binding and final on all matters relating to this sweepstakes. Sweepstakes is subject to all applicable federal, state and local laws.

TO ENTER: To enter, between 12:01 a.m. Pacific Time ("PT") on April 27, 2010 and 11:59 p.m. PT on May 17, 2010 (the "Entry Period"), visit www.seagate.com/giveaway and follow the directions provided to fill out the entry form, and submit. Limit one (1) entry per person and per email address. Entries received from any person or email address in excess of the stated limitation will be void. **To receive a bonus entry:** Once you have entered, you can follow the directions to provide the unique and valid email address of a friend. You may only refer persons with whom you have an existing relationship and who are eligible to enter the sweepstakes. Each friend will be sent a refer-a-friend email solely notifying them about the sweepstakes. You will receive one (1) additional entry for each friend with a unique email address that you refer if such friend enters the sweepstakes. If your friend does not enter the sweepstakes, you will not receive a bonus entry. You may not refer a friend more than once. In the event the same friend is referred by more than one individual, the refer-a-friend email via which such friend enters the sweepstakes will determine which individual will receive the bonus entry. All entries (including bonus entries) must be submitted by 11:59 p.m. PT on May 17, 2010 to be eligible. Entries (including bonus entries) generated by script, macro or other automated or mechanical means and entries by any means which subvert the entry process are void. All entries become the property of Sponsor and will not be acknowledged or returned.

DRAWING: Potential winners will be selected in a random drawing held on or about May 18, 2010 from all eligible entries received by an independent judging agency. Odds of winning depend on the number of eligible entries received. Potential winners will be notified by mail or e-mail. Potential Grand through Third Prize winners will, and potential Fourth Prize winners may, be required to execute and return an affidavit of eligibility, a liability release and, where lawful, a publicity release within 15 days of date of issuance. If such documents are not returned within the specified time period, prize notification is returned as undeliverable, Sponsor is unable to contact a potential winner within a reasonable time period, or potential winner is not in compliance with these Official Rules, prize will be forfeited and, at Sponsor's discretion, an alternate winner may be selected. If any winner is at least 18 but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

PRIZES: Grand Prize (1): A Seagate BlackArmor NAS 440 8TB Network Storage Server. Approximate Retail Value ("ARV"): \$1,700. **First Prize (1):** An Apple iMac 27" computer. ARV: \$1,699. **Second Prize (1):** A Sharp AQUOS 52" LCD TV. ARV: \$1,119. **Third Prize(1):** A Canon Rebel X5i Live View 12.2MP digital camera. ARV: \$599. **Fourth Prizes (5):** Flip Ultra Camcorder 2nd Generation 120 min. ARV: \$117.54 each. Winners may not substitute, assign or transfer prizes or redeem prizes for cash, but Sponsor reserves the right, at its sole discretion, to substitute a prize with one of comparable or greater value. Prizes are awarded "as is" with no warranty or guarantee, either express or implied by Sponsor. Winners are responsible for all federal, state and local taxes and any other costs and expenses associated with prize acceptance and use not specified herein as being provided, including, without limitation, the costs of installation, if applicable. Total ARV of all prizes: \$5,684.70. All prize details are at Sponsor's sole discretion.

GENERAL CONDITIONS: Released Parties (as defined below) are not responsible for lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, garbled, delayed or damaged, entries, referrals, bonus entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the administration of the sweepstakes, the processing of entries and/or bonus entries, the announcement of the prizes or in any sweepstakes-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the sweepstakes. Released Parties are not responsible for injury or damage to participants' or to any other person's computer related to or resulting from participating in this sweepstakes or downloading materials from or use of the web site. Persons who tamper with or abuse any aspect of the sweepstakes or website or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries (including bonus entries) will be void. Should any portion of the sweepstakes be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries, or should the sweepstakes be unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the sweepstakes and, if terminated, at its discretion, select the potential winners from all eligible, non-suspect entries received prior to action taken or as otherwise deemed fair and appropriate by Sponsor. Entrants, by participating, agree that Sponsor and its parent, affiliates, subsidiaries, retailers and advertising and promotion agencies and all of their respective officers, directors, employees, representatives and agents (collectively, "Released Parties") will have no liability whatsoever for, and shall be held harmless by entrants against, any liability, for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of a prize or participation in this sweepstakes. Winners, by acceptance of prize, except where legally prohibited, grants permission for Sponsor and its designees to use his/her

name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes without further compensation, in all media now known or hereafter discovered, worldwide in perpetuity, without notice or review or approval. In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these Official Rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses.

WINNER'S NAMES: For the names of the winners (available after May 24, 2010), send a self-addressed stamped envelope to: First Look Giveaway Sweepstakes, 920 Disc Drive, M/S SV02A6, Scotts Valley, CA 95066 for receipt no later than June 30, 2010.

SPONSOR: Seagate Technology LLC, 920 Disc Drive, Scotts Valley, CA 95066.