



“HOW-TO” GUIDE TO PLAYING ALONG WITH ‘BINGO AMERICA’ AT HOME

Combining trivia-based game show excitement with the best elements of traditional Bingo game-play, GSN has created a whole new viewing experience for both game show enthusiasts and Bingo fans. In fusing these formats, BINGO AMERICA is fun for at-home viewers who wish to play-along and those who simply want to sit back and enjoy host Patrick Duffy’s deft Q&A.

For those at-home viewers who wish to play-along for a chance to win money, GSN has developed the following user-friendly steps:

- 1) To play along, eligible players must log on to www.GSN.com/bingo and click “PRINT CARDS!”
- 2) Every registrant may download up to 10 sets of 6 BINGO AMERICA GAME CARDS per day (printed on two sheets of 3 cards each). Each sheet corresponds to one of the two games played in every episode. Each sheet also contains two “Bingo Bonus Numbers” valid for the Bingo Bonus Round at the end of every episode.
- 3) Eligible players can receive two additional pairs of “Bingo Bonus Numbers” via text messaging by simply texting BINGO to 94949 on their mobile phones or by downloading them from GSN.com/Bingo.
- 4) Any row, column, or diagonal marked off during each episode is a winner (limited to one win per CARD). Every game card is date specific, possessing its own unique redemption code.
- 5) If a player scores a “Bingo” or if his/her “Bingo Bonus Numbers” both match those selected by an on-air contestant during the Bingo Bonus Round, he/she must log on to www.GSN.com/bingo by midnight the following day to claim his/her cash prize. Verified winners receive their cash prizes through the mail.
- 6) Players can play along for a chance to win every time BINGO AMERICA airs, whether the episode is new or in repeats.

So log on to www.GSN.com/bingo, print your free bingo cards, watch BINGO AMERICA on GSN and play for your chance to win. It’s just that easy!

NO PURCHASE OR TEXTING NECESSARY TO ENTER OR WIN. The Bingo America Home Viewer Sweepstakes is not a traditional bingo game. It is a seeded instant-win daily sweepstakes. Void where prohibited. Open only to legal U.S. residents, 18 and older. Game cards available at www.GSN.com/bingo <<http://www.gsn.com/bingo>> on or about March 24, 2008. Prize claims must be received at www.GSN.com/Bingo by 11:59:59 pm Eastern Time on the day following telecast of the applicable episode. Standard text message rates apply to Bingo Bonus Round entry requests/messages from/to a mobile phone (if available). Specific start and prize claim dates/time apply to each daily sweepstakes. Home viewers are not eligible to win the same prizes awarded to in-show contestants. See Official Rules at www.GSN.com/bingo for complete details, including additional eligibility requirements, card availability times, prize claim deadlines, odds of winning, and prize descriptions/restrictions.