

**RED BULLS FAN OF THE YEAR CONTEST
OFFICIAL RULES (the "Official Rules")**

NO PURCHASE NECESSARY TO ENTER OR WIN.

The object of the Red Bulls Fan of the Year Contest (the "Contest") is to submit a video no more than one minute in length in accordance with the directions in these Official Rules in which you demonstrate why you are the Red Bulls Fan of the Year (the "Submission"). New York Red Bulls staff members (the "Judges") will select the most compelling Submission based upon criteria set forth in the Judging section below.

Eligibility

The Contest is open only to legal residents of the New York Metropolitan area who are of legal age of majority in their jurisdiction of residence (and at least 18) at the time of entry, with a valid Internet email address as of September 16, 2009. Void in outside the New York Metropolitan Area and where prohibited by law. Limit one (1) entry per person/email address/household. Employees, officers and directors (including immediate family members (spouse, child, sibling, parent and their respective spouses, regardless of where they reside) and members of the same household, whether or not related) of , Red Bull New York, Inc. ("Sponsor"), Major League Soccer, LLC ("MLS"), Soccer United Marketing, LLC ("SUM") (Sponsor, MLS and SUM and collectively, the "MLS Entities"), the SOE Entities (defined below) and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the Contest are not eligible to participate or win a prize. The "SOE Entities" shall mean SportsOnEarth, L.L.C. ("SOE") and MLB Advanced Media, L.P. and each of their subsidiaries and affiliated entities. The Contest is subject to all applicable federal, state and local laws, rules and regulations.

Contest Period

The Contest runs from September 22, 2009 at 3:00 p.m. Eastern Time ("ET") and ends on October 12, 2009 at 11:59 p.m. ET (the "Contest Period").

How to Enter

There are two ways to enter.

Mail. You may mail your Submission on DVD with the following information to Red Bull New York, Attn: Fan of the Year Contest, One Harmon Plaza, 8th Floor, Secaucus, NJ 07094:

- 1) A copy of your signed agreement to these Official Rules. A printable version of the Official Rules is available at http://www.mlsnet.com/t107/pdf/2009/NYRedBulls_FanContest_rules_09.pdf
- 2) The following information in your e-mail message body:
 - a) Full Name
 - b) E-mail address
 - c) Date of Birth
 - d) Telephone Number (including area code)
 - e) ZIP code

By successfully transmitting all required information as directed, you will be entered in the Contest and be a "Participant."

Email. You may email your Submission in wmv or mpeg format to nyrb@newyorkredbulls.com with the following information:

- 1) A copy of your signed agreement to these Official Rules. A printable version of the Official Rules is available at http://www.mlsnet.com/t107/pdf/2009/NYRedBulls_FanContest_rules_09.pdf Print a copy, sign your agreement to the “Agreement” statement shown at the bottom of the Official Rules, scan and attach a PDF copy of your agreement to your e-mail.
- 2) Send in your Submission either by forwarding a link to your video from a video site (e.g., YouTube, etc.) in the email or forwarding the video as an attachment to the email (provided that including the file in the email may be subject to file size limitations). Preferred format is wmv or mpeg.
- 3) The following information in your e-mail message body:
 - a) Full Name
 - b) E-mail address
 - c) Date of Birth
 - d) Telephone Number (including area code)
 - e) ZIP code
- 4) Participants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Submission.

By successfully mailing or transmitting all required information as directed, you will be entered in the Contest and be a “Participant.”

Submission Requirements: Submissions must be either via a link to a video website (e.g., YouTube) or in a file sent with the email (preferably in wmv or mpeg formats); (provided that including the file in the email may be subject to file size limitations).

All information submitted by Participants is subject to, and will be treated in a manner consistent with, MLSnet.com’s Terms of Service, accessible at <http://www.mlsnet.com/about/terms.jsp>, and Privacy Policy, accessible at: <http://www.mlsnet.com/MLS/about/privacy.jsp>. Participants must fully complete and submit all non-optional data requested on the online registration form to be eligible. Incomplete entries are void. Limit one (1) entry per person/e-mail address/household. Participants who do not submit signed agreement to these Official Rules will not have their Submissions reviewed. Submissions that do not comply with the Submission Requirements, the Content Restrictions or otherwise with these Official Rules will be void, eliminated and not eligible for consideration.

Online entry only. No other method of entry will be accepted. Participants are solely responsible for Internet connectivity, software and/or hardware that may be required in order to create and/or submit any Submission.

Judging

The Judges will judge all eligible Submissions. Submissions will be judged on the following items:

- a. Creativity - 40%
- b. Presentation – 30%
- c. Incorporation of New York Red Bulls– 30%

On or about October 12, 2009, the most compelling Submission with the highest score as determined by the judges will be the Prize winner (each, a "Winner"). In the event of a tie, the creativity score will be used as the tiebreaker. Sponsor reserves the right to not award the prize if, in its sole discretion, it does not receive a sufficient number of eligible entries.

Prize

The eligible Participant that is judged to have submitted the best Submission will be the Prize winner and will win: (i) two tickets to the October 24, 2009 New York Red Bulls home game vs. Toronto FC; and (ii) on-field recognition as the New York Red Bulls Fan of the Year. (Estimated Retail Value of Prize is \$300). Winner's companion must be of legal age of majority in their jurisdictions of residence, unless accompanied by a parent or guardian.

All prize details, including seat locations and appearance on-field, to be determined in the sole discretion of Sponsor. **PRIZE WINNER MUST BE ABLE TO ATTEND THE GAME ON OCTOBER 24, 2009.** Each Prize is non-transferable and non-assignable, with no cash redemptions except at Sponsor's sole and absolute discretion. Sponsor reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value at its sole and absolute discretion.

Each Winner is fully responsible for any and all applicable federal, state and local taxes (including all income and withholding taxes). **GROUND TRANSPORTATION IS NOT INCLUDED AS PARTY OF ANY PRIZE.** All costs and expenses associated with prize acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, parking, food and beverages, gratuities, incidental charges and other expenses incurred by accepting the Prize are the sole responsibility of the Winner. Limit one (1) prize per person, family or household.

Major League Soccer game, event and exhibition dates and times are determined in the sole discretion of Major League Soccer and/or the applicable Major League Soccer team, as applicable, and may be subject to change. The terms and conditions of the tickets awarded as prizes will govern in the event a legal game, event or exhibition, as defined by Major League Soccer, is not played due to weather, an act of God, an act of terrorism, civil disturbance or any other reason. Winner and his/her guest(s) agree to comply with all applicable stadium regulations in connection with the Prize. Sponsor and the applicable MLS Entities reserve the right to remove or to deny entry to winner and/or his/her guest(s) who engage(s) in a non-sportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person at the game, event or exhibition. Released Parties (defined below) will not be responsible for Acts of God, acts of terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation or postponement of any Major League Soccer game, event or exhibition.

Contest Administration

Sponsor will be responsible for resolving any disputes and rules violations that arise in connection with the Contest. All decisions by Sponsor regarding the Contest shall be final and binding in all respects.

CONSENT, ASSIGNMENT AND RELEASE

In exchange for the opportunity to participate in this Contest, and the possibility of the use of Participant's Submission and/or the Participant's appearing in an audio and/or visual production,

the receipt of which opportunities shall be sufficient consideration for this Consent, Assignment and Release, each Participant does hereby:

- (1) agree that his/her Submission is an original work of authorship and he/she owns all right, title and interest in the entry as of the date of submission;
- (2) consent to the collection by the MLS Entities (or their designee) of his/her personal information, including without limitation name, street and email addresses (the "Personal Information") in connection with the Submission;
- (3) assign to the MLS Entities any and all of his/her right, title and interest in or to the Submission throughout the world and in perpetuity, including, but not limited to, the right for Sponsor (and/or its designee) to display, broadcast, distribute, reproduce, perform, create derivative works from and otherwise use and exploit the Submission, on television, the Internet, print or any other media currently existing and hereafter developed and without payment of any compensation to Participant or his/her heirs and successors, (i) on its own or as part of any audiovisual or other production; (ii) to advertise any products, programming or services of MLS Entities or for any other advertising, marketing, publicizing and promotional purposes and in any materials related thereto; and/or (iii) for any other purpose whatsoever. Sponsor shall be the sole and exclusive owner of the Submission;
- (4) agree that the foregoing assignment of rights includes without limitation the right (i) to use his/her name (and any other Personal Information that may be incorporated into the Submission), likeness, image, voice, appearance and performance as embodied in the Submission in whole or in part, for advertising, promotional and trade purposes in conjunction with this and similar promotions in any and all media now known or hereafter developed, in perpetuity, without notice and without further consideration or compensation, except where prohibited by law; (ii) to edit, alter, distort, add to, rearrange and otherwise modify the Submission, and use the Submission in whole or in part or in combination with other materials; and (iii) to assign and/or license others to use the Submission for all of the purposes hereunder;
- (5) acknowledge and agree, with respect to the Personal Information, that MLS Entities shall have the right (subject to applicable law) to (i) incorporate certain of the Personal Information into the Submission and use such Personal Information as incorporated therein; (ii) analyze and use the Personal Information for any and all purposes, including without limitation sending him/her advertising and promotional materials and for any other advertising, marketing and promotional purposes; and (iii) to share the Personal Information with third parties for their advertising, marketing and promotional purposes or for any other purposes;
- (6) acknowledge that Participant shall have no right of approval of any use of the Submission and the Personal Information as permitted hereunder;
- (7) agree that Participant shall use any copy of the Submission that he/she obtains solely for his/her personal, non-public, non-commercial use; and
- (8) release in perpetuity the Released Parties from any claims, demands, losses and liabilities of any nature arising out of or in any way connected with the Submission, the Personal Information and the use thereof as permitted hereunder, including, but not limited to, claims of false endorsement or infringement of rights of publicity or privacy.

Nothing herein will obligate the MLS Entities to make any use of any of the rights set forth herein. In the event that any individual(s) appears with the Participant in the Submission but does not submit a separate Consent, Assignment and Release, the Participant hereby represents and warrants (i) that such individual(s) has authorized Participant to agree to this Consent,

Assignment and Release on his/her behalf (or, with respect to any individual under eighteen (18) years of age, that Participant is the parent and/or guardian of such individual(s) with legal authority to act on behalf of such individual), and (ii) that Participant agrees to this Consent, Assignment and Release on behalf of such individual(s).

Notification

Each potential Winner will be notified by e-mail and/or telephone by Sponsor. In the event that the potential Winner does not respond to any such notification within three (3) days of date of issuance, a disqualification will result, prize will be forfeited and, at Sponsor's discretion, an alternate potential winner may be chosen from among all remaining eligible Submissions. The potential Winner may be required to submit his/her valid social security number and/or other identification to Sponsor and will be required to execute, have notarized and return an Affidavit of Eligibility and Release of Liability, and, unless prohibited by law, Publicity, within ten (10) days of date of receipt. A disqualification will result, prize will be forfeited and an alternate potential winner may be selected from among all remaining eligible entries if all required documents are not properly executed and returned within the specified period of time. Refusal or return of such documents as non-deliverable or noncompliance with these Official Rules will also result in disqualification and, at Sponsor's discretion, may cause an alternate potential winner to be chosen from among all remaining eligible entries.

CONTENT RESTRICTIONS

Participants will not include any of the following content (the "Content Restrictions") in any Submission: (i) pornography, adult-oriented content or any other sexually-explicit material; (ii) lotteries or gambling; (iii) explicit language or content, images of violence, discrimination, or promotion of illegal activities; (iv) content in violation of intellectual property rights or laws; (v) libelous, defamatory, disparaging, tortuous or slanderous materials; (vi) content that denigrates, disparages or reflects negatively on the MLS Entities, their owners and employees, or the game of soccer; (vii) tobacco, alcohol or drugs; (viii) dangerous stunts; (ix) real weapons of any kind including, but not limited to, guns, knives or projectiles; (x) material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, age or any other basis protected by federal, state, or local law, ordinance, or regulation; (xi) individuals under age of majority without enclosing signed release from parent or guardian; (xii) audio and/or visual content owned by any third party (e.g., recorded music; pre-produced video, etc.); and (xiii) material that is unlawful, in violation of or contrary to the laws or regulations in any state where the Submission is created. Any Submission that does not comply with the foregoing, in the sole discretion of Sponsor, will be disqualified and eliminated from consideration.

General Conditions

By participating in the Contest, each Participant in the Contest accepts and agrees to be bound by these Official Rules, including all eligibility requirements, the MLSnet.com Privacy Policy and MLSnet.com Website Terms of Use.

All applicable federal, state and local laws and regulations apply. This Contest and these Official Rules will be governed by the laws of the State of New York. Any court of competent jurisdiction sitting within the State of New York, New York County will be the exclusive jurisdiction and venue for any dispute arising out of or relating to this Contest or these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

The Sponsor, the other MLS Entities and the SOE Entities and each of their respective parents, affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and

advertising and promotion agencies, and any and all other companies associated with the Contest, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") shall not be responsible for stolen, late, incomplete, illegible, misdirected, lost, damaged, garbled, delayed, incomplete or inaccurate entries, e-mail or design submissions. Entries generated by a script, macro or other mechanical or automated means will be disqualified.

Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest.

Released Parties make no warranties, express or implied, relative to the use or enjoyment of any prize or portions thereof, including without limitations, its quality, merchantability or fitness for a particular purpose. By entering the Contest, each Participant agrees to indemnify and hold harmless and fully release the Released Parties from any and all liability for any injuries, losses, death, or damages of any kind caused, directly or indirectly, in whole or in part, by (i) participation in the Contest, (ii) the acceptance, possession, quality, use or misuse of any prize, or any portion of any prize including any travel or activity related to the receipt or use of any prize, and/or (iii) Sponsor's, the other MLS Entities' and the SOE Entities' or their respective designees' use of any entry.

The Contest is a skill contest designed to increase consumer awareness of and interest in Major League Soccer and MLSnet.com, the Official Site of Major League Soccer. This Contest may not be used for, or in connection with, any form of gambling.

If for any reason the Contest 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 affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor, the other MLS Entities and the applicable SOE Entities, as applicable, reserve the right at their sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest. In such event Sponsor further reserves the right to judge all non-suspect, eligible entries received prior such event and award the Grand Prize using the judging process described above as of the termination date.

Released Parties assume 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. Released Parties are not responsible for any problems or technical malfunction of any telephone network, cable, satellite, Internet Service Provider (ISP) or lines, computer systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received on account of technical problems or traffic congestion on the Internet or at any website, 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 this Contest; 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 Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the prize or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by website users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. 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 Contest or downloading materials from or use of the website.

Persons who tamper with or abuse any aspect of the Contest or website or attempt to undermine the legitimate operation of the Contest by cheating, deception or other unfair playing practices, or intend to annoy, abuse, threaten or harass any other entrant or Sponsor's representatives or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. **CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE CONTENT OR LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR WILL DISQUALIFY ANY SUCH PARTICIPANT AND SPONSOR, THE OTHER MLS ENTITIES, THE SOE ENTITIES AND EACH OF THEIR RESPECTIVE AGENTS RESERVE THE RIGHT TO SEEK DAMAGES (INCLUDING ATTORNEYS' FEES) AND OTHER REMEDIES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT PERMITTED BY LAW.**

All entries must include a valid e-mail address for the Participant. In case of multiple entries received from any person, e-mail address or household, only the first entry received from such person, e-mail address or household will be considered. In the event of dispute as to the identity or eligibility of a Winner based on an e-mail address, the winning entry will be declared made by the "Authorized Account Holder" of the e-mail address submitted at the time of entry provided he/she is eligible according to these Official Rules. The "Authorized Account Holder" is defined as the natural person to whom the applicable Internet service provider or other organization (such as a business or educational institution) has assigned the e-mail address for the domain associated with the submitted e-mail address.

In the event that the Contest is challenged by any legal or regulatory authority, Sponsor reserves the right to discontinue or modify the Contest, or to disqualify Participants residing in the affected geographic areas. In such event, Released Parties shall have no liability to any Participants who are disqualified due to such an action.

Rules/Winners Information

For the name of the Winners (available after November 15, 2009) or an additional copy of these Official Rules, send a request and self-addressed, stamped envelope to: RED BULL NEW YORK, 1 Harmon Plaza, 8th Floor, Secaucus, NJ 07094 attn: Fan of the Year specify "Rules" or "Winners List."

Sponsor: New York Red Bull, Inc.

This Contest is not produced, sponsored or executed by any of the SOE Entities.

AGREEMENT

I acknowledge I have read, understand, and agree to be bound by these Official Rules.

Signature: _____

Printed Name: _____

Date: _____