

NAME OUR BAR OFFICIAL RULES

NO PURCHASE NECESSARY.

A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.

1. ELIGIBILITY: The “Name Our Bar” Contest (“Promotion”) is open to legal residents of the fifty (50) United States (including the District of Columbia) who are twenty-one (21) years of age or older at date of entry and who have access to an electronic mail (“email”) account issued in entrant’s name. The Roosevelt Hotel New York, Interstate Management Company, L.L.C. and each of their respective parent companies, affiliates, subsidiaries and related companies (collectively, “Sponsor”), and each of their respective officers, directors, employees, agents and members of the immediate family and persons living in the same household of each are ineligible. No purchase is necessary to enter this Promotion. By participating, entrant agrees to abide by these Official Rules and the decisions of Sponsor, which are final and binding in all respects. All applicable federal, state, and local laws apply. THIS PROMOTION IS VOID WHERE PROHIBITED BY LAW.

2. PROMOTION DESCRIPTION: The Sponsor is seeking creative ideas for the name for the bar at the Roosevelt Hotel. Name submissions must be tasteful and void of any vulgar or explicit themes or language. Any name submissions that encompass such inappropriate themes will be excluded from the Promotion. All name submissions must be the original idea of the person submitting such entry. In addition, name submissions must comply with the requirements (“Submission Requirements”) set forth below. At the end of the Promotion Period (as hereinafter defined), the top name submission will be selected for Prizes, as described below.

Submission Requirements: In addition to the requirements set forth above and elsewhere in these Official Rules, the entry must not:

- Be copyrighted and have been submitted previously in a contest or publication of any kind;
- Violate or infringe another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright, patent, or trademark infringement;
- Invade the privacy or other rights of any person, firm, entity; and
- Be unlawful, in violation of or contrary to all applicable federal, state, or local laws and regulations.

3. TIMING: The Promotion runs from November 25, 2009, at 5:00pm Eastern Time ("ET") and ends on December 14, 2009, at 5:00pm ET ("Promotion Period"). Sponsor’s computer is the official time keeping device for this Promotion.

4. ENTRY: No purchase necessary. To enter the Promotion, visit www.theyknow.com, and click on the icon on the side of the page to enter your suggested bar name (if the entry is deemed valid according to the terms and conditions of these Official Rules, such individual will be

considered an “Entrant”). Limit: One (1) entry per person. All Entrants must provide a valid e-mail address, telephone number, and their first and last name, which establishes the identity of the Entrant and, ultimately, identifies the potential winner. If Entrants misrepresent themselves through the use of aliases and e-mail addresses, they will be disqualified. Any attempt by any participant to use multiple/different identities, registrations, or any other methods will void all submissions entered by that participant and that participant, at the sole discretion of Sponsor, may be disqualified.

5. VERIFICATION: ALL POTENTIAL WINNING ENTRIES ARE SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING. AN ENTRANT IS NOT A WINNER OF ANY PRIZE, EVEN IF THE PROMOTION SHOULD SO INDICATE, UNLESS AND UNTIL ENTRANT’S ELIGIBILITY AND THE POTENTIAL WINNING ENTRY HAVE BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE. ANY ENTRY THAT OCCURS AFTER THE SYSTEM HAS FAILED FOR ANY REASON IS DEEMED A DEFECTIVE ENTRY FOR THE PURPOSES OF THE PROMOTION AND IS VOID AND WILL NOT BE HONORED.

6. WINNER SELECTION AND NOTIFICATION: On or around January 1, 2010, qualified judges, whose decisions regarding the Promotion and related matters are final and binding, will choose a maximum of one (1) potential Grand Prize winner from all of the valid entries received during the Promotion Period. The odds of winning are determined by the number of eligible entries received. Selections will be made based on the following criteria (“Judging Criteria”): Originality (1/3), Marketability (1/3), and Creativity (1/3). The potential Winners will be notified by telephone or e-mail on or about January 4, 2010, and shall be e-mailed a required Affidavit of Eligibility and Release for use of the name. In the event of a tie, the entry that receives the highest score in the Creativity category will determine the prize winner(s), as determined by the qualified judges in their sole discretion. Each potential Winner must execute the Affidavit of Eligibility and Release within ten (10) business days of receipt of the same. A non-response by a potential Winner, or non-receipt of Affidavit of Eligibility and Release after the specified ten (10) business days, will be considered such potential Winner’s forfeiture of the Prize, and an alternate potential Winner may be selected from the pool of eligible entries. Sponsors shall not be liable for: (A) failed, returned or misdirected notifications based on inaccurate information provided by the Entrant in the Promotion email entry; (B) entries, and responses to potential Winner notifications which are lost, late, incomplete, illegible, unintelligible, misdirected, damaged or otherwise not received by the intended recipient in whole or in part; or (C) for computer or technical error of any kind. If a potential Winner is found to be ineligible, an alternate potential Winner may be selected from the pool of eligible entries based on the tie-breaking criteria set forth herein.

7. PRIZE: One (1) Grand Prize: Grand Prize includes: (a) Two nights’ stay for two (2) at the Roosevelt Hotel, including breakfast each day, in a Junior Suite (single suite, double occupancy, for the dates of the bar opening to be determined by Sponsor in its sole discretion); (b) two (2) tickets to a Broadway Show in New York City (details to be determined by Sponsor in its sole discretion); (c) an invitation for two (2) to attend the grand opening launch party for the new bar; and (d) winner’s name etched permanently in a barstool at the new bar. Approximate Retail Value of the Grand Prize is \$2,000. No cash or other substitution, assignment or transfer of any

prizes permitted, except by Sponsor, who reserves the right to substitute a prize or prize component with cash or another prize of comparable or greater value. Winner is responsible for all federal, state and local taxes and fees associated with prize receipt and/or use. Prizes will be awarded "as is" with no warranty or guarantee, either express or implied offered by Sponsor. Limit: One (1) prize per person. All expenses and any travel costs not expressly stated in the package description above, including but not limited to, ground transportation, incidentals, passenger tariffs or duties, surcharges, airfare, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner. Travel restrictions, conditions and limitations may apply. Sponsor will not replace any lost, mutilated, or stolen tickets or certificates. Actual value may vary based on hotel room fluctuations and the time of the opening of the new bar. No cash equivalent will be made available on prizes. Prizes are non-transferable. Prizes consist of only those items specifically listed as part of the prize - any item, feature, cost or expense not specifically listed as part of the prize is the sole responsibility of the winner. All decisions by the judges will be final and there will be no additional negotiation or consideration of those results. The new bar is expected to open in late February or March, 2010.

8. GENERAL: ALL NAME IDEAS SUBMITTED BY ENTRANTS BECOME THE EXCLUSIVE PROPERTY OF SPONSOR, WITHOUT PAYMENT, ROYALTIES OR COMPENSATION OF ANY KIND. BY SUBMITTING AN ENTRY, ENTRANT IRREVOCABLY ASSIGNS TO SPONSOR ALL RIGHT, TITLE AND INTEREST IN YOUR ENTRY AND NAME SUBMISSION, IN ANY AND ALL MEDIA, WHETHER NOW KNOWN OR HEREAFTER DEvised, IN PERPETUITY, ANYWHERE IN THE WORLD, WITH THE RIGHT TO MAKE ANY AND ALL USES THEREOF, INCLUDING, WITHOUT LIMITATION, FOR PURPOSES OF ADVERTISING OR TRADE. WINNING THIS PROMOTION DOES NOT GUARANTEE USE OF THE WINNING NAME ENTRY BY SPONSOR. SPONSOR MAY, IN ITS SOLE DISCRETION, SELECT THE FINAL NAME FOR THE BAR, WHICH MAY OR MAY NOT BE THE WINNING ENTRY BUT WILL IN NO EVENT BE ANOTHER ENTRY RECEIVED IN THIS PROMOTION EXCEPT FOR THE WINNING ENTRY. Receipt of the entry will not be acknowledged or returned by Sponsor. Except where legally prohibited, acceptance of any Prize constitutes permission for Sponsor to use the bar name submitted, as well as the Winner's name, photograph, likeness, voice, address (city and state) and testimonials, in printed, broadcast media or new media, in perpetuity, without further payment or consideration, and in any manner they deems appropriate in connection with promoting this or any other Promotion and/or promotion sponsored by Sponsor without further compensation in connection with this Promotion or the Prize awarded. Use of any automated system to participate is prohibited and will result in disqualification. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations, which will be disqualified. Sponsor reserves the right to cancel or modify the Promotion at any time and for any reason in its sole discretion. In such event, Sponsor reserves the right to award the prizes at random from among the eligible entries received up to the time of the impairment. Sponsor reserves the right, in its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the Promotion or to be acting in violation of these Official Rules or any other promotion, or in an unsportsmanlike or disruptive manner. Any attempt by any person to deliberately damage any web site or undermine the legitimate operation of the Promotion is a violation of criminal and civil law, and, should such an attempt be made, Sponsor

reserves the right to seek damages from any such person to the fullest extent permitted by law. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. This Promotion is governed by the laws of the Commonwealth of Virginia, with venue in Arlington, VA, and all claims must be resolved in the courts of Virginia. All federal, state and local laws and regulations apply. Winner is solely responsible for any and all federal, state and local taxes.

9. RELEASE AND LIMITATION OF LIABILITY: By entering the Promotion, participants agree to release, discharge and hold harmless Sponsor, and its franchisor, parent, affiliate and subsidiary companies, retailers, agencies and their respective officers, directors, employees and agents (collectively, the “Released Parties”), from any damages which may arise out of participation in the Promotion or out of the acceptance, use, misuse or possession of prize, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy. By participating, participants agree to these Official Rules and the decisions of the Sponsor and/or its appointed judges, which are final and binding in all respects. The Released Parties are not responsible for incorrect or inaccurate entry of information including, but not limited to technical malfunctions, human error, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software or any combination thereof, entry materials that have been tampered with, or entries not otherwise in compliance with these Official Rules. In the event of a dispute regarding the identity of the person submitting an online entry, the entry will be deemed to be submitted by the person in whose name the email account is registered. Potential winners may be required to show proof of being the authorized account holder. If for any reason a participant’s entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant’s sole remedy is another entry into the Promotion; provided that if it is not possible to award another entry due to discontinuance of the Promotion for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any or all of the prizes offered herein. No more than the stated number of prizes will be awarded. In the event that production, technical, seeding, programming or any other reasons cause more than stated number of prizes as set forth in these Official Rules to be available and/or claimed Sponsor reserves the right to award only the stated number of prizes by a random drawing among all legitimate, unawarded, eligible prize claims.

10. PUBLICITY: Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, hometown and state for promotional purposes in any media without further payment or consideration.

11. INTELLECTUAL PROPERTY: Any trademarks, trade names, and/or trade styles used in this Promotion are the sole property of the respective owners of such trademarks, trade names, and/or trade styles and are used herein solely for identification purposes.

12. DISCLOSURES: By registering for the Promotion, you are giving Sponsor permission to send you advertisements, special offers, promotions and other communications to your email

account and physical address. You will have the ability to opt-out of future communications, upon your written request.

13. SPONSOR: The Roosevelt Hotel New York, 45 East 45th Street, New York, NY 10017.

14. PARTICIPANT'S PERSONAL INFORMATION: Information collected from entrants is subject to the Sponsor's Privacy Policy, available at www.TheRoosevelthotel.com.

15. WINNER(S) LIST: For the name of the winners, send a stamped, self-addressed envelope to be postmarked by March 31, 2010 and received by April 7, 2010, to "Name Our Bar" Winner's List, c/o The Roosevelt Hotel New York, 45 East 45th Street, New York, NY 10017.