

**NEW ERA CAP 2009 MLB CALL-UP SWEEPSTAKES
ENTRY FORM**

Date: _____

Please print and complete the entire form below to register for a chance to win a "Call-Up Experience" consisting of four (4) tickets to a New York Yankees' home regular season baseball game during the 2009 season ("Game") and access for one (1) Winner and three (3) guests to a monument park tour ("Tour") prior to the Game from an on-field location at the New York Yankees' home stadium. The date for the Game and BP Access will be mutually agreed upon by the Winner and the New York Yankees. Submissions can be mailed to "NEW ERA CAP 2009 MLB CALL-UP SWEEPSTAKES" c/o Internet Marketing Department, New Era Cap Co., Inc., 160 Delaware Ave., Buffalo, NY 14202.

THERE ARE TWO PERIODS AND WILL BE ONE WINNER FOR EACH PERIOD. SEE OFFICIAL RULES FOR MORE DETAILS. All entries for SWEEPSTAKES PERIOD 1 must be received no later than 11:59 PM Eastern Standard Time on APRIL 30, 2009. All entries for SWEEPSTAKES PERIOD 2 must be received no later than 11:59 PM Eastern Standard Time on MAY 31, 2009. UNLIMITED NUMBER OF ENTRIES PERMITTED PER PERSON PER PERIOD REGARDLESS OF METHOD.

REGISTRANT INFORMATION

First Name: _____

Last Name: _____

DOB: _____

** Registrant must be 18 years of age or older to be eligible to win

CONTACT INFORMATION

Email: _____

Phone: _____

MAILING ADDRESS

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip: _____

By submitting this entry form you accept and agree to be bound by the NEW ERA CAP 2009 MLB CALL-UP SWEEPSTAKES Official Rules available at www.neweracap.com, and you agree that all decisions of Sponsor are final and binding. You further agree that (1) the Sponsor and its respective parent companies, subsidiaries, affiliates, officers, directors, governors, owners, distributors, retailers, agents, assignees, and advertising/Sweepstakes agencies may use (unless prohibited by law) your name, voice, city/state of residence, photograph, visual and/or audio likeness for advertising and/or trade purposes, and for any other purpose in any media or format now or hereafter known without further compensation, permission or notification; and (2) to release and hold harmless Sponsor, MLB, any MLB Team, and MLBAM (as defined in the Official Rules), and each of their respective advertising and sweepstakes agencies and their respective parent companies, subsidiaries, affiliates, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in this Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and claims based on publicity rights, defamation or invasion of privacy and merchandise delivery.

I, _____ (signature) hereby consent to the terms in the Official Rules.