

## **Official Rules for Mother's Day Getaway Sweepstakes**

Official Rules

No Purchase Necessary

This Sweepstakes Is Open Only to Legal United States Residents-  
United States and Arkansas Law Governs this Sweepstakes

**HOW TO ENTER:** This sweepstakes begins at 12:01 a.m. E.S.T. on April 13, 2009 and ends at 11:59 p.m. E.S.T. May 9, 2009 ("entry period"). You can enter this sweepstakes in one of two ways. Mail-In Entry: Print your name, address, daytime telephone number, age, e-mail address and the complete name of the participating Florist or Flower Shop where you heard about this contest on a 3" x 5" piece of paper. Insert entry into an envelope and mail to: Mother's Day Getaway Sweepstakes, C/O Media99, 361 Southwest Drive, PMB 307, Jonesboro, AR 72401. Mail-In Entries must be postmarked midnight on May 4, 2009 and received at the aforementioned address by 5pm C. S. T. on May 9, 2009. Online Entry: For automatic entry into the contest via the Internet, visit a participating florist website and place an order online before midnight C.S.T. May 9, 2009 to be eligible for automatic entry into the contest. For any entrant who places an order as representative of a group, the entrant listed as the sender on the qualifying order for entry into the contest will be declared the sole winner; no winnings will be divided amongst multiple winners by either the participating florist or Media99, LLC. An eligible entrant may use either entry method. Limit one entry per person during the entry period. Multiple entries submitted by a single person, whether via write-in or Internet, are null and void.

**CONDITIONS OF ENTRY:** Eligible entrants must enter via either the write-in or online method as described. Incomplete entries are void. By entering, entrants acknowledge compliance with these Official Rules, including all eligibility requirements. Online entrant must be the registered subscriber of the e-mail account by which the entry is made. All entries become the property of the sponsoring florist. Neither Media99, LLC, nor the participating florist(s), their respective affiliates, subsidiaries, divisions, advertising and promotion agencies, or any telephone network or service providers are responsible for incorrect or inaccurate transcription of entry information, or for any human error, technical malfunctions, lost/delayed data transmission, omission, interruption, deletion, defect, line failures of any telephone network, computer equipment, software, inability to access any Web site or online service, or any other error or malfunction, or late, lost, postage due, illegible or misdirected entries. Entry materials that have been tampered with or altered are void. One entry will be accepted per person, per household, per email address, or per physical mailing address. Any multiple entries will be null and void and do not increase odds of winning.

**PRIZES:** [(1) Grand Prize: Getaway Package for Two to Gaylord Opryland Resort & Convention Center in Nashville, Tennessee. Package includes: One \$600 Airline Gift Card, two nights' accommodations for two in a premium hotel room at the Gaylord Opryland Resort, Two tickets for the Delta Riverboat Ride, breakfast buffet for two at Cascades Restaurant and two spa treatments at Relache Spa, all of which are located in the Gaylord Opryland Resort. (Approximate Retail Value of complete package is \$1500). All prizes will be awarded in the form of gift certificates,

gift cards and/or vouchers; no cash value will be substituted, regardless if the winner is unable to redeem any portion of the awarded gift certificates, vouchers or gift cards. Redemption is subject to terms and conditions as indicated by American Airlines and/or Gaylord Opryland Resort & Convention Center. All portions of the prize accommodations and amenities provided by Gaylord Opryland Resort must be used or completed by September 1, 2009. Odds of winning depend upon number of eligible entries received. This sweepstakes is being promoted on participating florist websites and via direct mail by participating florists. Entries are being accepted from two sources: a participating eligible florist website and via postal mail at the address described above. Any taxes on prizes won will be the sole responsibility of the winner. No transfer of prizes is permitted. Substitution(s) may occur at the sole discretion of Media99, LLC and will be of comparable or greater value.

**DRAWING:** Prize winners will be determined in a random drawing from among all write-in entries postmarked by May 4, 2009 and received by Media99, LLC by May 9, 2009, all eligible entries provided by participating florists and eligible Internet entries received during the entry period. Media99, LLC, whose decisions are final on matters relating to this sweepstakes, will conduct the drawing on or about May 10, 2009. Winner will be selected in random drawing from all eligible entries received by Media99, LLC as of May 9, 2009. Winners will be notified by the participating florist via e-mail, mail and /or telephone on or about May 10, 2009. Grand Prize winner will be required to sign an Affidavit of Eligibility, Release of Liability for Participation, Travel and Publicity, and a W9 form and return said documents, properly executed, to Media99, LLC within [14] days of notification prior to and as condition of acceptance of prize and before any prize will be awarded. Failure to return documents as specified, or if prize notification is returned as undeliverable or fails to respond to any contact attempts within 14 days of drawing will result in the entry being disqualified and an alternative winner selected. Prize must be claimed by May 25, 2009 or alternative winner will be selected.

**WINNERS:** By entry into this sweepstakes, winners consent to the use of their names, identities, and/or photographs for promotional purposes, including online announcements, without additional compensation, except where prohibited by law. Limit one prize per person. If there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the sweepstakes, or if technical difficulties compromise the integrity of the sweepstakes, Media99, LLC reserves the right to terminate the online portion of the sweepstakes and conduct a random drawing to award the prizes using all write-in and otherwise uncompromised entries received as of the termination date. Should the sweepstakes be terminated prior to the end of the stated entry period, notice will be posted at the participating florist's website. Any attempt to deliberately damage the content or operation of this sweepstakes is unlawful and subject to legal action by the sponsor or its agents. For a list of major prize winners, available after May 15, 2009, mail a self-addressed stamped envelope to Media99, 361 Southwest Drive, PMB 307, Jonesboro, AR 72401. Requests postmarked and received after June 15, 2009 will not be honored.

**ELIGIBILITY:** United States law and Arkansas law governs this sweepstakes. This sweepstakes is open only to legal residents of the United States, 18 years of age or older at time of entry. Not eligible to enter are employees and their immediate families, including household members, of

Media99, LLC, participating florists, their parent companies, affiliates, subsidiaries, divisions, advertising and promotion agencies. This sweepstakes is subject to all federal, state, and local laws of the United States. Void where prohibited. Winners agree that the sponsor, its affiliates and their agencies and employees shall not be liable for injury, loss or damage of any kind resulting from participating in this promotion, from the acceptance of the prizes or use of any prizes awarded. Any proceedings stemming from this sweepstakes, legal or otherwise, that in any way include Media99, LLC, must be filed with the circuit court of Craighead County located in Jonesboro, Arkansas. Media99, LLC reserves the right to verify eligibility qualifications of any winner and will not enter into correspondence, including e-mail.

**PRIVACY NOTICE:** By entering this sweepstakes, entrants may receive communications and marketing materials from the participating florist and Gaylord Opryland Hotel and/or Relache Spa. An entrant not interested in receiving this material, should go to the participating florist's website and follow the instructions to opt-out of further mailings from the florist, may visit or call the participating florist to request removal from the mailing list, and may contact Gaylord Opryland Resort directly to opt-out of further mailings from Gaylord Opryland Resort and/or Relache Spa.

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