

The act of sounding the alarm does not constitute a winning attempt. The grand prize will not be awarded as a result of any of the following:

1. Any bar code number card scanned into the bar code scanning machine that does not match the predetermined winning bar code number and programmed into the bar code scanning machine;
2. Any contestant who is able to sound the alarm using a non-winning bar code number card for any reason including physically forcing, equipment damage, or malfunction, any tampering with bar code scanning machine that results in the alarm being sounded;
3. Any malfunction of the bar code scanning machine that results in the alarm sounding with a non-winning bar code number card;
4. Any contestant that does not properly scan the bar code number card into the bar code scanning machine but triggers the alarm anyway.

Claiming a Prize: In order to be eligible to claim a prize, the claimant must be the individual who received the potential winning mail piece and the randomly selected winning bar code number card and who was on file with American Hole 'n One. All qualifying mail pieces presented for prize claims and prize awards are subject to verification and approval by American Hole 'n One, Inc.

If the original bar code number card inserted in your valid mail piece exactly matches the predetermined winning bar code number, then you must do the following in order to claim the corresponding prize:

1. Complete and sign the official prize claim form available at the sponsor location.
2. Make a photocopy of your mail piece and bar code number card clearly displaying the original bar code number, and retain for your own records.
3. Submit the original mail piece and bar code number card to an official sponsor representative at the participating sponsor location.

Provide a photocopy of your valid driver's license and Social Security card. The name and address on your valid driver's license must exactly match the name and address as printed on your mail piece. If a prize claim is submitted in any manner that is not specifically allowed under these rules, the prize claim and corresponding mail piece will be disqualified and will not be eligible for a prize.

All mail pieces submitted for prize claim are subject to verification of all of the following: the original mail piece itself and, the number printed on the bar code number card; claimant's identity, eligibility under these rules, his/her driver's license, social security number and proof of residence; claimant's compliance with all of the provisions of these rules. Claimants may be required to submit to a phone and/or personal interview to verify the eligibility requirements as set forth in these official rules, and will be required to execute documents attesting to their eligibility (as described below).

Available Prize Awards: Prizes available for this contest and their approximate retail value ("ARV") are as follows:

1. \$15,000.00 Cash

A maximum of one (1) prize will be available per prize level. Prizes will be awarded only if properly claimed in accordance with these rules. Prizes are non-transferable and may not be redeemed or exchanged for cash or any other prize except as provided herein. Sponsor reserves the right to award a prize of equal or greater value if an advertised prize become unavailable.

If a participant is verified as the winner of the \$15,000.00 Cash, s/ he must take delivery of prize from designated sponsor where s/he redeemed his/her mail piece, or as otherwise instructed by Sponsor. All other costs related to prize acceptance, delivery and use are the responsibility of the winners, including but not limited to income taxes.

Winners will be required to complete and return, within 5 days of written notification, a prize acceptance form, a W-9 form (for any prize with an ARV of \$600 or greater), and an affidavit of eligibility and a liability/publicity release (where permissible). Winners will also be required to present a copy of a valid social security card, and a valid driver's license as a condition of receiving prize. Winners of prizes valued at \$600 or greater will be issued an IRS Form 1099 reflecting the value of the prize. All winner will be responsible for paying all income taxes on their prizes. Failure to collect or properly claim a prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, winner will not receive any other prize substitution or compensation, and the prize will remain the property of Sponsor and will not be awarded.

Total ARV of all available prizes: \$15,000.00.

Odds of winning: Odds of receiving a mail piece and bar code number card printed with a winning bar code number are as follows \$15,000.00 Cash– 1:10000.

Additional Rules & Restrictions: By participating in this promotion, participants agree to be bound by the official rules and the decisions of the Sponsor and American Hole 'n One relating to the promotion, which shall be final. Difficulties with getting to a participating sponsor location to participate or claim a prize are not the responsibility of Sponsor. All mail pieces and other materials submitted for this Promotion become the property of Sponsor and will not be returned. False, fraudulent or deceptive entries or acts shall render entrants ineligible. Any person attempting to submit a fraudulent mail piece and bar code scanning card or who attempts to defraud Sponsor in any manner in connection with this promotion, may be prosecuted to the fullest extent of the law. In the event an individual wins a prize, and is later found to be in violation of any of these rules, he/she will be required to forfeit the prize or to compensate Sponsor for the stated value of the prize if the prize has already been used. Participation in Promotion constitutes permission for the Sponsor and its agencies to use entrants' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. By accepting prizes, winners, if any, agree to hold Sponsor, American Hole 'n One, Inc. (the Coverage Provider), their respective affiliates, subsidiaries, advertising and promotion agencies, and each of their respective directors, officers, employees and assigns harmless from and against any and all claims, damages and liability of any kind arising from or in connection with the acceptance, possession or use/misuse of any prize, or participation in the promotion or in any prize-related activities, and assume all liability therefor. Sponsor and Coverage Provider are not responsible for any typographical or other error in promotion materials, in the printing or advertising of the offer, the administration of the promotion or in the announcement of prizes/prize winners, or for lost, late, damaged, misdirected, illegible, undelivered or incomplete mail, or mail pieces.

In Case of Disputes: Each participant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Promotion, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the **State of Georgia**; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Sponsor in connection with this Promotion, shall be governed by, and construed in accordance with, the laws of the **State of Georgia**, without giving effect to any choice of law or conflict of law rules or provisions (whether of the **State of Georgia** or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the **State of Georgia**.

Winners List: For name(s) of prize winner(s), if any, send a self addressed, stamped envelope by 4/10/11 to: Winners List, Communication Data Services c/o American Hole 'n One, P.O. Box 2227, Buford, GA 30515-9227.

Name Removal: If you do not wish to receive future mailings in connection with sweepstakes or contests from the sponsor named below, please mail request to: Communication Data Services, P.O. Box 724, Orangevale, CA 95662.

Sponsor: Communication Data Services, P.O. Box 724, Orangevale, CA 95662.

American

Media & Special Promotions
a division of American Hole 'n One

Direct Mail Contest Contest Execution Checklist – Number Match

The following contest execution procedures must be followed in order for an eligible prize claim:

1. Appoint a contest administrator to oversee the execution of the contest.
 - a. It is the responsibility of the contestant administrator to post the contest rules, and ensure the proper execution of the contest.
 - b. The contest administrator will be required to sign a certified affidavit, submit a recorded witness statement, and may be required to submit to a polygraph test.
2. The predetermined grand prize winning number(s) and their associated prize values.
 - a. Winning number(s) may only be scanned into the bar code scanning machine at the redemption location(s).
 - b. Contestants may not be contacted in any manner other than the direct mail game piece.
 - c. The winning number may not be released over the phone, promoted in any form of advertisement including the internet, or revealed in other manner.
3. Prior to each attempt – confirm the following with each contestant:
 - a. The contestant must have a valid driver's license and social security card.
 - b. The contestant must be in possession of their original direct mail piece printed with their own name and address. Contestants may not attempt the contest on behalf of another individual or using another person's direct mail piece.
IMPORTANT: The winning mail piece must be redeemed by the contestant named on the piece IN PERSON!
4. In order for a valid prize claim:
 - a. An eligible contestant must be in possession of their original direct mail piece and bar code number card printed with a winning bar code number that is on file with American Hole 'n One, Inc.
 - b. The contestant must be addressee printed on the direct mail piece that is on file with American Hole 'n One, Inc.

In the event of a Prize Winning Claim:

1. Obtain the original Direct Mail Game Piece from the contestant to forward to American Hole 'n One, Inc.
2. Obtain the following information and materials from the contestant:
 - a. Contestant's name, address and phone number(s)
 - b. Copy of Contestant's VALID Driver's License
 - c. Copy of Contestant's Social Security Card
3. **IMPORTANT:** Complete the enclosed Winner Affidavit Form at the time of the contest attempt.
 - a. Must be signed by the contestant on date of contest attempt.
 - b. Must be signed by the contest administrator on date of contest attempt.
4. Contact American Hole 'n One, Inc. within one (1) business day from the winning attempt date.
5. Provide contestant with a photocopy of their original mail piece.
6. Fax copies of the direct mail piece, contestant's driver's license, social security card and signed winner affidavit form to American Hole 'n One, Inc. at (678) 546-5240 within 1 hour of a winning claim.

***The materials must be forwarded via overnight mail within 2 business days to American Hole 'n One, Inc. attention Travis Raczynski.
(888) 323-2257 ext 205./ Emergency (678) 429-8623***

Warning: Failure to follow these required contest procedures will result in a claim denial