

Official Rules for the Our Dollars Count Sweepstakes

1. TO ENTER: The Our Dollars Count Sweepstakes (the "Sweepstakes") is sponsored by the Alexandria Convention & Visitors Association (the "Sponsor"), located at 421 King Street, Suite 300, Alexandria, VA 22314. The Sweepstakes is a program of the Buy Alexandria Campaign presented in partnership with the City of Alexandria, the Alexandria Chamber of Commerce, the Alexandria Economic Development Partnership, and the Alexandria Small Business Development Center.
 - a. Entries may be made online at www.BuyAlexandria.com. Online entries require entering a code which is printed on a Game Card. The Game Card is available with purchase from participating retail locations that are listed on www.BuyAlexandria.com. Online entries will be accepted from 12 a.m. EST on April 1, 2009 through 11:59 p.m. EST on August 31, 2009. One entry per Game Card.
 - b. Entries may also be made by sending an index card with the entrants name, address, phone number, and e-mail address (optional) to the Sponsor. Entries by mail must be postmarked by August 26, 2009 to be included in the final drawing on September 1, 2009.
2. WINNER SELECTION: On the first day of each month April 1 through September 1, 2009, five (5) winners will be selected to each win one (1) \$100 Visa Gift Card. Entries received during the preceding month will be included in the drawing. The winners will be selected by random drawing. Winners will be notified by phone or by e-mail and must present the winning Game Card within five (5) days of notification to receive prize. Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this promotion and that all decisions by the Sponsor are final and binding. Winners, by acceptance of the prize, agree to release, indemnify and hold harmless the Sponsor, Game Card distribution locations, partners, sponsors, officers, directors, shareholders, agents, parent companies, subsidiaries, and affiliates, and their advertising, promotion, fulfillment agencies, from any and all liability, loss, damage, costs, rights, causes of action, injuries, or claims related to the award of, the receipt of, or the use of their prizes.

Acceptance of prize constitutes permission to use names, voices, pictures, likenesses, and any information provided on the application form (with the exception of physical addresses, e-mail addresses, and phone numbers) for purposes of trade, publicity or promotion (except where prohibited) in any medium of communication, including print, Internet, radio, and/or television for any purpose, including advertising, promotion or

other purposes, by the Sponsor, its affiliates, partners and sponsors, without additional compensation.

A potential winner may be requested to provide the sponsor with proof that the potential winner is the authorized account holder of the e-mail address associated with the winning entry. If a dispute cannot be resolved, the entry will be deemed ineligible. Winners may be required to execute Affidavits of Eligibility, and winners may be required to execute Liability/Publicity Releases that must be returned within four (4) days of attempted notification, or an alternate winner may be chosen.

For details on obtaining the prize, the winner should contact the Alexandria Convention & Visitors Association at 703-746-3300.

3. PRIZES: Five (5) \$100 Visa Gift Cards will be awarded on the first day of each month during the period May 1, 2009 through September 1, 2009. The final prize drawing will be held September 1, 2009 for all entries received August 1-31, 2009.
4. ESTIMATED RETAIL VALUE: The total value of all prizes is \$2,500.
5. ELIGIBILITY: Only one entry per Game Card code, or one entry by mail per household. The Sweepstakes is open only to legal residents of the United States who are 21 years of age or older. The Sweepstakes is not open to employees or immediate family members of the Alexandria Convention & Visitors Association, or its board members, or owners or employees of Game Card distribution locations.
6. DISCLAIMERS: The Alexandria Convention and Visitors Association, and partners in the Sweepstakes are not responsible for errors in printing or electronic presentation of the Sweepstakes. Entries that are lost, late, misdirected, incorrect, garbled, or incompletely received, for any reason, including by reason of hardware, software, browser, or network failure, malfunction, congestion, or incompatibility at the Sponsor's servers or elsewhere, will not be eligible. The Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of the web site. Use of bots or other automated process to enter is prohibited and may result in disqualification at the sole discretion of the Sponsor. The Sponsor further reserves the right to cancel, terminate or modify the Sweepstakes for any reason, including infection by computer virus, bugs, tampering, unauthorized intervention, force majeure or technical failures of any sort. In the event of a dispute regarding on-line entry, the entry

will be deemed submitted by the authorized holder of the e-mail account submitted at the time of entry. Authorized account holder is defined as the natural person who is assigned to an e-mail address by the Internet access provider, on-line service provider or other organization that is responsible for arranging e-mail address for the domain associated with the submitted e-mail address. Rules are subject to any requirements/limitations imposed by the FCC. By participating in the Sweepstakes, entrants agree to release and hold harmless the Sponsor, and its employees, representatives, contractors, sponsors, officers, directors, shareholders, agents, parent companies, subsidiaries, and affiliates, and their advertising, promotion and fulfillment agencies, from and against any liabilities, losses, damages, costs, rights, causes of action, injuries, or claims arising out of, or in connection with, participation in the Sweepstakes, including without limitation, personal injury, death, property damage, and claims based on publicity rights, defamation, portrayal in false light or invasion of privacy. All traveling companions of the winners, and the parents and legal guardians of any minor traveling companions, by accepting any of the benefits of the prizes awarded, agrees to be bound by the provisions of this disclaimer. All Federal, State and local laws and regulations apply. Void where prohibited or restricted by law. The Sweepstakes shall be governed and enforced pursuant to the laws of the Commonwealth of Virginia. Each entrant, and any travel companion, waives his or her right to a jury trial, and further agrees that any and all disputes, claims, and causes of action arising out of, or in connection with, the Sweepstakes shall be resolved without resort to any form of class action.

7. **Winners' List:** for a list of winners, send a self-addressed stamped envelope to:
Alexandria Convention and Visitors Association, 421 King Street, Suite 300, Alexandria,
VA, 22314.