

Official Rules
Mardi Gras Family Weekend Sweepstakes
January 21, 2010

1. The Mobile Bay Convention and Visitors Bureau will conduct a contest from Friday, January 22, 2010 through Monday, February 8, 2010. Prizes have been supplied by the Mobile Bay Convention and Visitors Bureau, Mobile/Downtown Historic District Hampton Inn & Suites, the Mobile Carnival Museum, Wintzell's Oyster House and Mardi Gras-n-More, in exchange for promotional consideration.
2. No purchase is necessary to enter.
3. One (1) Grand Prize will be awarded. The Grand Prize includes accommodations for four (two adults and two children) for the nights of February 13th & 14st, 2010 at the Mobile/Downtown Historic District Hampton Inn & Suites, Hampton on the House Breakfast Buffet each morning, a VIP Pass for a family of four (4) to Mobile, Alabama area attractions, four tickets (two adult and two children) to the Mobile Carnival Museum, a \$100 gift certificate to Wintzell's Oyster House, a \$50 gift certificate to Mardi Gras-n-More, and a Mobile Bay "Go Coastal" gift bag. The package does not include federal, state and local taxes, parking fees, food & beverage expenses or any additional fees that may be incurred while staying at the hotel.
4. To enter the contest, fill out an entry form available beginning Friday, January 22, 2010 online at <http://www.mobile.org/newsletter.php>. Only one entry per email address is allowed. Winners must be eighteen (18) years or older. All entrant information, including email addresses, will be provided to Sponsors and is subject to the Privacy Policies of the respective sponsors.
5. Grand Prize Drawing: On Monday, February 8, 2010, one Grand Prize email address will be drawn by wellbornIdeas, LLC acting as independent administrator of the contest. At that time, one (1) alternate address will be randomly drawn and identified as "Grand Prize Alternate." This alternate form will be placed in a sealed envelope, and will only be used in the event the Grand Prize winner does not qualify.
6. The Grand Prize winner will be notified via email and telephone (if provided) on Monday, February 8, 2010 and will have until 8:00am, Wednesday, February 10, 2010 to accept the prize. Otherwise, the Grand Prize Alternate will be notified via email and telephone (if provided) on Wednesday, February 10, 2010 and will have until 5:00pm, Thursday, February 11, 2010 to accept the prize.
7. To be awarded a prize, the winners must sign a form certifying their eligibility to participate in the contest, their receipt of the prize, and releasing all contest sponsors and their parent companies from any liability as a result of this contest. Only the person who wins a prize may claim the prize. By participating in the contest, each winner agrees to allow his/her name, voice, and/or likeness to be used by all contest sponsors in any advertising or broadcasting material relating to this contest forever without any

additional financial or other compensation. Proof of identity and a valid Social Security number will be required before any prize is awarded.

8. Employees of all contest sponsors and their immediate families are not eligible to participate in this promotion. Immediate family members are defined as children, spouses, people in spouse-like relationships, and siblings, including those in step and half-step relationships where living in the same household.

9. A copy of these rules will be available online at <http://www.mobile.org/newsletter.php>.

10. All prizes must be accepted as offered. Prizes are not redeemable for cash and are not transferable. Prize must be used by February 15, 2010. Prizes unclaimed by 5:00 p.m., Friday, February 12, 2009, will be forfeited to the sponsors.

11. wellbornIdeas, LLC management will act as the administrator official judges for this contest. The rules are subject to the interpretation of the judges. Any part of these rules may be changed at the discretion of the judges at any time. All decisions of the judges are final. Any contestant determined to have violated any of these rules is subject to disqualification at the sole discretion of the judges.

12. The odds of winning depend on the total number of entries received.

13. The total approximate value of all prizes to be awarded is \$1147.50, including \$578.00 for Mobile/Downtown Historic District Hampton Inn & Suites, \$14 for four tickets to the Mobile Carnival Museum, \$365.50 for the VIP Attractions Pass for a family of four, \$100 for the gift certificate to Wintzell's Oyster House, \$50 for the gift certificate to Mardi Gras-n-More, and \$40 for the Mobile Bay "Go Coastal" gift bag.

14. The prize winners are responsible for any Federal, State and local taxes.