

Perfect Wedding Guide \$25,000 Envelope Pick Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE CHANCES OF WINNING. THE FOLLOWING CONTEST IS OPEN TO LEGAL RESIDENTS OF THE U.S. ONLY, WHO MEET THE ELIGIBILITY REQUIREMENTS (AS DEFINED IN THE RULES BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED.

Contest Date: Contest registration is scheduled to take place on **February 26, 2012** (the "Registration Period") at the International Market Square, Minneapolis, MN 55405. The grand prize contest event is scheduled to occur between 1pm – 4 pm. The contest is subject to all applicable federal, state and local laws and regulations and is void where prohibited.

Who May Enter: Contest is open to legal residents of the 50 United States and District of Columbia ("D.C."), engaged to be married person 18 or older as of date of entry with a valid driver's license, except the following classes of persons who are not eligible to enter:

- a. Employees, officers, and directors of Perfect Wedding Guide ("Sponsor"), each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively, "Released Parties") and the members of the immediate families or households of any of the above. "Immediate family members" includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses.
- b. Individuals who are unable or unwilling to visit participating sponsor location during the registration period to enter, or to be present for the grand prize contest event.

How to Enter: Eligible contestants will be asked to get their "passport" stamped by all required vendors and then submit their entry to be a finalist. Official entry forms will be made available (while supplies last) during the registration period at International Market Square during normal hours between the Registration Period. Fully complete an official entry form with all required information including name, address (*including city, state, zip*), phone number (*including area code*), and valid email address. Deposit completed entry into the official registration box provided at each sponsor location. All eligible entries must be submitted and received prior to the last random drawing on **2/26/2012**. Incomplete or illegible entries will be disqualified. No purchase is necessary. PWG of MN, LLC will award free admission tickets to the 2/20/2012 event to the first 20 brides who send a postcard to PWG, 10501 Wayzata Blvd., Suite 204, Minnetonka, MN 55305. Postcard must be received by February 20, 2012 and include your name, address and phone number.

Maximum of one (1) entry per person. Any contestant submitting more than one entry will void all entries by that contestant. Contestants may only register for the contest on their own behalf. No photocopied or mechanically reproduced entries permitted. All entries must be handwritten. Released Parties are not responsible for entries that are lost, late, misdirected, illegible, incomplete, inaccurate, damaged, or for lost or stolen entry boxes or for entries submitted in a manner that is not expressly allowed under these rules. All such entries will be automatically void. All entries received become the property of the Sponsor and will not be returned.

Finalist Selection & Notification: A random drawing will be held during the registration period from all eligible entries received to select a total of three (3) official grand prize finalists. Each selected finalist will have four (4) minutes from the time their name is announced over the Public Address system to report to the Promotions Area and identify themselves or an alternate winner will be randomly selected from the remaining eligible entries received. Any selected finalist who does not meet the eligibility requirements, is not present, does not make their presence known within the required time limit, or does not wish to participate in the grand prize contest will be disqualified. An alternate finalist will then be randomly selected and notified per the procedures outlined above, time permitting. Decisions of judges in the selection, notification and confirmation of a finalist being present within the required time limit; and all matters related to the contest are final and binding.

Maximum of one finalist per household. Only the selected finalists will be eligible to participate in the grand prize contest (see below). All other entrants are disqualified and not eligible to participate or win. Grand prize contest attempts shall occur at the scheduled contest times as determined by Sponsor on 10/2/11.

Contestant selection and participation is non-transferable. No other individual may participate on behalf of a selected contestant. Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.

Grand Prize Contest: Selected finalist(s) must be present at the date, time and location (Perfect Wedding Guide Promotions Area) as specified by sponsor to participate in the grand prize contest. Any finalist who fails to appear by the required deadline as stated by Contest Administrator will be disqualified, and will not receive any alternate contest attempts, prize substitution or compensation. Sponsor reserves the right in its sole discretion to change the date, time or location of the grand prize contest. Finalists will be notified of any changes at the time of their selection and/or notification. **Difficulties with getting to location to enter or participate in the contest are not the responsibility of Sponsors.**

- **Sponsor reserves the right, in its sole discretion to randomly select replacement finalists for any disqualified finalists from anyone in attendance from the crowd on the day of the contest.**

Grand Prize Contest: Each selected finalist will be assigned their own unique set of (16) sealed contest envelopes. The envelopes will be divided into (8) rounds, with each envelope labeled for its corresponding round (*i.e. Round 1A, Round 1B; Round 2A, Round 2B, etc.*). Each envelope will contain a prize certificate. Winning prize certificates will be labeled with "**Perfect Wedding Guide logo**" or other winning text that clearly identifies it as a winning certificate. Non-winning prize certificates will be labeled with "X" or other non-winning text that clearly identifies it as a non-winning certificate.

Within each round, one envelope will contain a winning certificate and one envelope will contain a non-winning certificate. Each finalist will be required to select one of the two envelopes in each round from among the contest envelopes assigned to their particular contest attempt. In order to be eligible to claim the grand prize, an eligible finalist must successfully select the one contest envelope in each round that contains an official "Winning Prize Certificate" for each of the eight (8) consecutive rounds. If any finalist selects an envelope that contains a non-winning certificate during any round, their attempt is immediately concluded and they will not be eligible for the grand prize.

The following requirements will apply for each attempt:

- Each contestant must participate using their own unique set of (16) sealed contest envelopes that have been assigned by the sponsor for their attempt.
- Starting with Round 1, contestants must select and open only one (1) of the two (2) prize envelopes in each round. If the contestant opens the envelope containing the winning certificate printed with a "Perfect Wedding Guide logo", they have won that round and may continue in the contest.
- In any of the (8) rounds, if the contestant selects the envelope containing the non-winning prize certificate ("X"), their contest attempt is immediately ended, and there will be no further opportunity to win the corresponding prize for that round or the grand prize.
- Opening more than (1) sealed contest envelope in any round for any reason will immediately disqualify the contestant, and they will not be eligible for the grand prize.
- All contest attempts must occur in the presence of the designated Contest Administrator. Any attempt initiated without the presence of the designated contest administrator is void and will not be eligible for the grand prize regardless of its outcome.

IMPORTANT: If the contest envelopes in any particular round are found to contain more than (1) "Winning Certificate" in error for any reason including due to a mistake in their preparation or any type of tampering, that particular contestant's attempt is void. The contestant will be entitled only to re-attempt the contest, and will be provided a new set of sealed contest envelopes for their re-attempt on a date as designated by sponsor.

Prize Awards & Delivery:

Grand Prize:

In the event of a successful completion of all (8) rounds of the contest, the corresponding finalist will be awarded the grand prize, subject to verification and approval by Million Dollar Media. The grand prize is: **\$25,000 Cash.**

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of Grand Prize winner, including but not limited to tax, title, insurance, license and registration fees. All income, federal, state and local taxes are Grand Prize winner's sole responsibility. All grand prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Administrator's sole discretion or as provided herein. Administrator reserves the right to substitute a prize of comparable or greater value, at its sole discretion.

A maximum (1) grand prize will be awarded. A maximum (1) grand prize will be awarded to the first contestant who successfully completes the contest requirements. The contest is immediately concluded following the first successful attempt, regardless of the number of completed attempts – and no additional contestants will be allowed to participate. In the event that no finalist successfully completes all required rounds, then the grand prize will not be awarded.

Prize winner(s), if any, must accept delivery of prize from sponsor, or as otherwise instructed by sponsor. All other costs related to prize delivery and acceptance are the responsibility of winner including but not limited to taxes, title, insurance, license, and registration fees. All properly claimed prizes will be awarded. Prizes are non-transferable and no cash redemption or prize substitution allowed, except at sponsor's sole discretion or as provided herein. Sponsor reserves the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. All prize winner(s) will be required to complete and return a W-9 form (if prize value exceeds \$600.00), affidavit of eligibility, and liability/publicity release (*Tennessee residents need not sign publicity release*), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all income taxes on prize(s).

Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. Total Maximum ARV of all prizes available: **\$25,000**

Additional Rules & Restrictions: By participating in this contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Administrator, which shall be final in all matters relating to this contest. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsor for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in contest constitutes permission for the Sponsor and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsor and Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners. By accepting prizes, winners agree to hold sponsor, and released parties (collectively "Releasees"), from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this contest, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel related thereto), and to assume all liability in connection therewith.

Releasees shall not be liable to any winner, entrant or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute

or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Releasees' sole control. No more than the advertised maximum number of prizes will be awarded for any reason.

IN CASE OF DISPUTES: By participating, each entrant 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 New Jersey; (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 New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of being selected as an official contestant(s) are dependent upon the number of entries received. The odds of winning the grand prize once selected as an official contestant are **1:256**.

Winners List/Official Rules: For a copy of these official rules or a list of prize winner(s), if any, send a self addressed, stamped envelope to: **Perfect Wedding Guide \$25,000 Envelope Pick Contest, 10501 Wayzata Blvd, Suite 204, Minnetonka, MN 55305**. Please specify which you are requesting. Requests must be received by 12/2/11. Residents of Vermont may exclude return postage.

Contest Sponsor/Administrator: This contest is administered by **Perfect Wedding Guide of MN, LLC, 10501 Wayzata Blvd, Suite 204, Minnetonka, MN 55305**.

I have received a copy of the official rules:

Signature

October 2, 2011

Drivers License Number