

# Reward Yourself Daily Giveaway

## Sweepstakes Rules and Regulations

**EASTERN HILLS MALL GIFT CARD SWEEPSTAKES – 2009 OFFICIAL RULES - NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING. VOID WHERE PROHIBITED.**

**How to Enter:** NO PURCHASE NECESSARY. Must be Club Eastern Hills member. Membership is free and available at Mall Services. Beginning at 12:00am on November 27, 2009 until 11:59 p.m. Eastern Time on December 24, 2009 (the Sweepstakes Period), you may enter Eastern Hills Mall's Reward Yourself Daily Giveaway sweepstakes (the Sweepstakes) in any of the following ways: (i) automatic entry form: each day if you show a minimum of \$200 in mall receipts dated 11/27/2009 – 12/24/2009 and Club Eastern Hills membership card at the Mall Services counter during the Sweepstakes Period, you will receive one (1) automatic entry form into the sweepstakes; or (ii) online: visit the Eastern Hills Mall website ([www.shopeasternhills.com](http://www.shopeasternhills.com)) (the "Website") and complete and mail the entry form to: Gift Card Sweepstakes c/o Eastern Hills Mall 4545 Transit Road, Williamsville, NY 14221; or (iii) to enter without on-line access, hand print your name, Club Eastern Hills card number, address, day and evening phone numbers, e-mail address (if any), and where you saw the sweepstakes mentioned on a hand-addressed postcard. Mail the postcard to: Gift Card Sweepstakes c/o Eastern Hills Mall 4545 Transit Road, Williamsville, NY 14221. All mail-in entries must be received no later than three (3) business days prior to the drawing. All entries become the exclusive property of the Eastern Hills Mall and will not be acknowledged or returned.

Limit five (5) entries per method per person per day. These Official Rules are also available at the Website or by sending a self-addressed, stamped envelope to: Gift Card Sweepstakes Rules c/o Eastern Hills Mall, 4545 Transit Road, Williamsville, NY 14221. Glenmont MDC Eastern Hills LLC ("Eastern Hills Mall"), and their respective affiliates, subsidiaries, parent corporations, partners, prize suppliers and all of their respective officers, directors, shareholders, employees and agents, and any and all Internet servers and access provider(s) are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions; failures, omission, interruption, deletion, or defect of any telephone network, computer online systems, computer equipment, server providers, or software, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes; inability to access the Website; theft, tampering, destruction, or unauthorized access to, or alteration of entries; transactions that are processed late or incorrectly or are incomplete or lost due to computer or electronic malfunction or traffic congestion on the Internet or at any website; or for technical, network, computer, typographical, printing or human or other errors relating or in connection with the Sweepstakes, including, without limitation, errors which may occur in connection with the administration of the Sweepstakes, the processing of entries, the announcement of the prizes or in any Sweepstakes-related materials; and any entries which are late, lost, incomplete, inaccurate, delayed, misdirected, stolen, mutilated, illegible or postage due, or any combination thereof. Proof of in person submission, or online submission is not considered proof of delivery or receipt. All entries become the property of Eastern Hills Mall and will not be returned. A purchase at Eastern Hills Mall or a retailer renting space within Eastern Hills Mall will not increase chance of winning. CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, 1ST METROPOLITAN RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH ENTRANT TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

**Eligibility:** This Sweepstakes is open only to legal residents of the United States (other than Hawaii) and the District of Columbia. Eligible participants must hold a valid identification (ex: driver's license) from their state of residence and be at least 18 years old at time of participation. Participants must be a Club Eastern Hills member to be eligible to enter the Sweepstakes. Club Eastern Hills membership is free and available at Mall Services. Participants must show proof of membership at time of entry. Employees, officers and directors of Eastern Hills Mall, their respective parents, affiliates and subsidiaries, and their promotional partners, advertising and promotional agencies, broadcast affiliates, printers and suppliers of Sweepstakes and packaging materials, web masters and web and/or online promotion developers and persons engaged in the development of promotional materials, judging or administration organizations, or auditing or legal firms and members of any of the above's immediate family (parents, children, step-parents, step-children, siblings, step-siblings or spouses) or household members (whether or not related) of such employees, officers and directors are ineligible. By entering, all participants and/or entrants release the above-named parties from and against all claims and damages arising in connection with each entrant's participation and/or entry in the Sweepstakes and/or their receipt or use of the prize awarded in this Sweepstakes. This Sweepstakes is governed by U.S. law and is subject to all applicable federal, state and local laws and regulations. Void in Hawaii, Puerto Rico, outside the U.S. and where prohibited by law. Grand Prize Drawing: The Grand Prize Winners will be selected each week of the Sweepstakes in a random drawing from among all eligible entries received during the entire Sweepstakes Period up to the date of the drawing and will be contacted by phone or email on the drawing date. The odds of winning the Grand Prizes depends upon the number of eligible entries received for the entire Sweepstakes Period up to the date of each individual drawing. Eastern Hills Mall and Sweepstakes Administrator's decisions with respect to the Daily Winner and other matters pertaining to the Sweepstakes shall be final and binding. By entering into the Sweepstakes, each entrant consents to the use by Sweepstakes Entities and their respective designees of his/her name, likeness, biography, voice, performance and/or video in any and all media, including online announcements now or hereafter known, worldwide and without limitation and without additional compensation, notification or permission, except where prohibited by law.

**General Conditions:** Potential Daily Winner will be required to execute an affidavit of eligibility and release of liability and publicity (where permitted), and return same, properly executed, within seven (7) days of date of issuance of prize notification. If Eastern Hills Mall is unable to contact the potential winner within seven (7) days of the initial attempt, if the potential winner fails to execute and return all requested documents by the specified date or if the potential winner fails to comply with any of the requirements or prize notification is returned as undeliverable, prize will be forfeited and, at Eastern Hills Mall's discretion, an alternate winner shall be selected.

Entry materials that have been tampered with or altered are void. If, in the Main Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Sweepstakes, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Sweepstakes, the Main Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and void any entries submitted fraudulently, to modify or suspend the Sweepstakes, or to terminate the Sweepstakes and, at its discretion, conduct a random drawing to award the prize using all eligible, non-suspect entries received as of the termination date. Should the Sweepstakes be terminated prior to the stated expiration date, notice will be posted on the Website. In the event of a dispute as to the identity of the winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-

mail address submitted at time of entry and such individual must be eligible according to these rules. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider, or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

**Prize:** Twenty-eight (28) Daily Winners will win a reward of a maximum of \$100. Total approximate retail value ("ARV") of each Grand Prize: \$100.

All costs, taxes, fees, and other expenses associated with the acceptance and use of the grand prize are the sole responsibility of the Grand Prize Winner. All federal, state, and local taxes on the grand prize are Grand Prize Winner's responsibility. The Grand Prize Winner will be issued a 1099 tax form for the ARV of the prize. Grand Prize cannot be transferred, substituted, or redeemed for cash. All rules and regulation described in the gift card Cardholder Agreement that accompany the Grand Prize applies to the usage of the gift card prize. Eastern Hills Mall reserves the right to substitute the grand prize with a prize of comparable or greater value. The Grand Prizes will be awarded.

**Winner's Name:** Beginning on November 27<sup>th</sup> – December 24th you may obtain the name of the Daily Winner, either by going to the Website or mailing a self-addressed, stamped envelope to: Reward Yourself Daily Sweepstakes Winner Information c/o Eastern Hills Mall 4545 Transit Road, Williamsville, NY 14221. Requests received after January 1, 2009 will not be honored.

**Privacy:** Eastern Hills Mall recognizes the privacy concerns of our customers and the importance of protecting the privacy of personally identifiable information collected from them. We will never share or sell your information to third parties. Your personal information is for use by Eastern Hills Mall only for matters regarding Club Eastern Hills and/or other Eastern Hills Mall promotional events and offers. Sponsors may use this information to send Entrants promotional material specific to Sponsors' products and services via email and/or postal mail.

**Additional Terms:** By accepting a prize, winner agrees that Eastern Hills Mall, Sponsors and Promoters, their respective parents, subsidiaries and affiliated companies, and the agents, employees, directors or officers of these companies, are not liable whatsoever for any injuries, losses or damages of any kind resulting in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of any prize. Winner is responsible for any applicable taxes on prize, including luxury tax if any. All entries are the property of Eastern Hills Mall, and none will be returned. Neither Eastern Hills Mall, Sponsors nor Promoters are responsible for any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from downloading any material from Eastern Hills Mall's, Sponsor's or Promoter's Web site, regardless of whether the material was prepared by Eastern Hills Mall, Sponsors, Promoter, or a third party, and regardless of whether the material is connected to Eastern Hills Mall's, Sponsor's or Promoter's Web site by a hypertext link.

**Main Sponsor:** Glenmont MDC Eastern Hills LLC, 4545 Transit Road, Williamsville, NY 14221