

AAA Arizona Winter 2010 Sweepstakes  
OFFICIAL RULES

1. NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE ODDS OF WINNING. SUBJECT TO ALL U.S. FEDERAL, ARIZONA STATE, AND APPLICABLE LOCAL LAWS AND REGULATIONS. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
2. Entrants must be legal residents of Arizona, have a valid Arizona driver's license, and be eighteen (18) years of age or older at the time of entry. Limit one entry per household. Employees of AAA Arizona, Inc. ("AAA" or "Sponsor"), its agents, affiliates, directors, subsidiaries, parent companies and members of their immediate families (spouse, children, parents, siblings) or persons residing in the same household are not eligible.
3. Entrants may enter the Winter 2010 Sweepstakes ("Winter 2010 Sweepstakes") in one of the following ways: (a) mention the Winter 2010 Sweepstakes promotion while requesting an auto insurance quote from AAA by visiting an Arizona AAA office ([click here for locations](#)) or by requesting a quote by calling 1-866-779-1500 toll free; (b) fill out a web quote request on the AAA Arizona website ([www.AAA.com/sweepstakes](http://www.AAA.com/sweepstakes)); or (c) mail a 3" x 5" postcard or paper with the entrant's first and last name, complete mailing address including zip code, daytime and evening phone numbers and age to: "Winter 2010 Sweepstakes," AAA Arizona, Attn: Department 950-000, 3144 N. 7<sup>th</sup> Ave, Phoenix, AZ 85067-3119. Limit one entry per postmarked envelope or postcard. Mailed entries must be postmarked by March 20, 2010, and must be received by AAA within three business days after March 20, 2010. All postcard entries will be included in the drawing week in which the postcard is received. All entries become the sole property of the Sponsor and will not be acknowledged or returned. **More than one entry per person will void all entries for said person.** Photocopied, illegible, or mechanically reproduced entries are not eligible. Sponsor is not responsible for lost, late, damaged, misdirected or postage due mail entries. An entrant's use of any automated sweepstakes or sweepstakes entry system, or a professional sweepstakes or sweepstakes entry agent, to submit entries in the Winter 2010 Sweepstakes is prohibited and will result in disqualification of such entrant.
4. The Winter 2010 Sweepstakes will begin at 12:01 AM Arizona time, January 3, 2010 and will end at 11:59 PM Arizona time, March 20, 2010 ("Promotion Period"). Entries received prior or subsequent to such times will be invalid.
5. Each entrant who enters the Winter 2010 Sweepstakes by requesting a new insurance quote will receive a ten dollar (\$10.00) Target GiftCard® (limit one per household). Target GiftCard® cards may be delivered via U.S. postal mail. Only those entrants requesting a new insurance quote will receive the ten dollar (\$10.00) Target GiftCard®. A "new insurance quote" is defined as an insurance quote from AAA that is given to a person who has not been given an insurance quote from AAA in the immediately preceding nine (9) month period.

6. MANY WILL ENTER. FEW WILL WIN. The odds of winning depend on the number of eligible entries received.
7. Incomplete or illegible entries will be invalid.
8. For each calendar week of the Promotion Period, one (1) winner will be randomly selected from among all eligible entries received during such week. The weekly drawing shall occur within ten days following the end of such week. The weekly prize shall be One Thousand Dollars (\$1,000.00) (the "Weekly Prize"). There will be a total of eleven (11) Weekly Prizes awarded. Calendar weeks include January 3, 2010 through January 9, 2010; January 10, 2010 through January 16, 2010; January 17, 2010 through January 23, 2010; January 24, 2010 through January 30, 2010; January 31, 2010 through February 6; February 7, 2010 through February 13, 2010; February 14, 2010 through February 20, 2010; February 21, 2010 through February 27, 2010; February 28, 2010 through March 6, 2010; March 7, 2010 through March 13, 2010; March 14, 2010 through March 20, 2010. Entries not selected in a weekly drawing are not eligible for selection during the remainder of the Promotion Period.
9. Winners shall be responsible for all taxes related to acceptance of the Weekly Prizes and Target GiftCards®. All expenses not specified are the winners' sole responsibility. Weekly Prizes are non-transferable and Target GiftCards® may not be redeemed for cash. No prize substitutions will be made at the request of a winner. Sponsor reserves the right, however, to substitute a prize of equal or greater value if the Weekly Prize cannot be awarded as described or because of a Force Majeure Event. Limit one (1) Weekly Prize per household; winners are not eligible for subsequent Winter 2010 Sweepstakes drawings. Sponsor shall not be liable to winner or any person claiming through winner for failure to supply the Weekly Prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, blackout, act of public enemy, earthquake, war (declared or undeclared), fire, flood, epidemic, explosion, unusually severe weather, hurricane, embargo, labor dispute or strike (whether legal or illegal) labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond Sponsor's sole control (collectively, "Force Majeure Event").
10. Winners of a Weekly Prize will be notified via U.S. postal mail at the address supplied by the entrant. Each winner shall have ten (10) business days after being selected to claim his or her Weekly Prize by contacting Sponsor as provided in the award notification. If a winner has not claimed his or her Weekly Prize within such ten (10) business day period, such winner will be disqualified and an alternate winner will be randomly selected from the remaining eligible entries for such calendar week. If the award notification to a winner is returned as non-deliverable, or if a winner is found to be ineligible or not in compliance with these Official Rules, such winner will be disqualified and an alternate winner will be randomly selected from the remaining eligible entries for such calendar week. Sponsor is not responsible for notification failure due to address inaccuracy,

notification being lost in the mail, or any other failure or problem of any kind related to notification.

11. Sponsor reserves the right at its sole discretion to disqualify any individual that (i) tampers or attempts to tamper with the entry process or the operations of this Winter 2010 Sweepstakes in any manner, (ii) violates the Official Rules, or (iii) acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS WINTER 2010 SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK CIVIL AND/OR CRIMINAL PROSECUTION AND/OR DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.
12. Acceptance of any Weekly Prize or Target GiftCard® constitutes permission for Sponsor to use, in perpetuity, each winner's or recipient's name, hometown, biographical information, likeness, photograph, voice and statements regarding this Winter 2010 Sweepstakes for editorial, public relations, promotional and advertising purposes in all media now known or hereafter discovered, worldwide, including but not limited to the World Wide Web, newspapers and other print media, radio and television, without notice, review or approval, on behalf of Sponsor without compensation, unless prohibited by law. All winners of a Weekly Prize will be required to sign an Affidavit of Eligibility and Release of Liability, Publicity Release, and any other legal documents which Sponsor may require (including a W-9 tax form), unless prohibited by law, prior to accepting a Weekly Prize.
13. By participating and winning a Weekly Prize, each winner shall release, discharge, indemnify and agree to defend and hold harmless AAA Arizona, Inc., AAA (national), their respective advertising and promotion agencies and all of their respective parents, affiliates, subsidiaries, agencies, agents and representatives and all of their respective employees, officers and directors from any and all claims, costs, injuries, losses or damages of any kind (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to, loss of or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light), arising out of or in connection with the Winter 2010 Sweepstakes or from their acceptance, possession, use or misuse of any prize, or participation in the Winter 2010 Sweepstakes or any Winter 2010 Sweepstakes related activity. In no event will Sponsor, its affiliates or their respective officers, directors, employees, representatives and agents be responsible or liable for any damages or losses of any kind, whether direct, indirect, incidental, consequential, punitive or other damages.
14. Sponsor reserves the right in their sole discretion to suspend or cancel this Winter 2010 Sweepstakes or any portion thereof should computer hardware or software malfunctions (including but not limited to viruses, bugs, worms, tampering, unauthorized intervention, fraud, technical failures) or any other causes corrupt the administration, security or proper

play of the Winter 2010 Sweepstakes, and select the winners from entries received prior to the action taken or in such other manner as deemed fair and appropriate by Sponsor.

15. By participating, entrants agree to be bound by these Official Rules and all decisions of Sponsor, which shall be final and binding in all respects and in all matters related to this Winter 2010 Sweepstakes.
16. Except where prohibited by law, entrants agree that: (a) **any and all disputes, claims, and causes of action arising out of or connected with this Winter 2010 Sweepstakes promotion, or any Weekly Prize awarded, or the determination of any winner, shall be resolved individually, without resort to any form of class action, and exclusively by arbitration pursuant to the Consumer Arbitration Rules of the American Arbitration Association, then effective;** and (b) any and all claims, judgments and awards made pursuant to such arbitration shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Winter 2010 Sweepstakes but in no event attorneys' fees or costs; (c) under no circumstances will an 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; and (d) judgment upon the arbitrator's award may be entered in any competent court or application may be made to any competent court for judicial acceptance of such award and an order of enforcement.
17. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and/or Sponsor in connection with the Winter 2010 Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Arizona, without regard to the conflicts of law provisions thereof. All proceedings (including arbitration) shall take place in the County of Maricopa, State of Arizona.
18. For a copy of these Official Rules or the name of the winners, mail a self-addressed, stamped envelope to be received no later than March 20, 2010 to: AAA Arizona, 3144 North Seventh Avenue, Phoenix, Arizona 85013.
19. This Winter 2010 Sweepstakes is sponsored by AAA Arizona, Inc., 3144 North Seventh Avenue, Phoenix, Arizona 85013.