

LifeWay Christian Resources'

All Access 2011 Event City Contest

Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

- 1. Program Description.** These Official Rules apply to any invitation ("Invitation") of LifeWay Christian Resources for its All Access blog fans to list the 2011 event cities and event names. Each such Invitation shall constitute a LifeWay Christian Resources All Access 2011 Event City Contest. Each such Contest will have its own entry period and related prize. The prize for each Contest will be relatively small in nature, such as an event ticket or a book, as explained in the invitation. Prizes do not include transportation, meals, or lodging.

When an Invitation for comments is extended, the entry period end date and prize will also be simultaneously stated in the Invitation.
- 2. Eligibility.** Each Contest is open to legal residents of the fifty (50) United States and the District of Columbia, who are eighteen (18) years of age or older at the time of entry. Employees and trustees of LifeWay or its affiliates, subsidiaries, members, agents, and advertising or promotion agencies, and members of the immediate families (defined as including parents, spouse, children, siblings, grandparents, and each of their respective spouses) or households (whether related or not) of any of the above, and officers, directors, agents and employees of other publishers are NOT eligible to participate in the Contest. Sponsor reserves the right, at any time, to verify Contestant eligibility in any manner it deems appropriate. Participation constitutes Contestant's full and unconditional agreement to these Official Rules and the Sponsors' decisions, which are final and binding in all matters related to the Contest.
- 3. Entry Period.** Each Contest begins at the point at which the Invitation is made and will end at 11:59:59 p.m. CST on the date the entry period is stated to end ("Entry Period").
- 4. How to Enter.** To enter a Contest to try to win the indicated Prize, Contestants must write submit a list of 2011 event cities and event names in response to an Invitation by LifeWay Christian Resources "Comment".

There is no limit on the number of Comments that a Contestant can make for the Prize. Entries to win the Prize must be emailed to: Womensevents@lifeway.com no later than the last second of the subject Entry Period and must be available for review at the time of the Contest evaluation to be eligible for the Prize.
- 5. Comment Submission Limitations and Requirements.** Comments should be in good taste and fall within general Christian moral standards.

As to each Comment submission, the Contestant warrants that (a) Contestant will not post content or take any action that infringes someone else's rights or otherwise violates the law, (b) Contestant will not post anyone's identification documents or sensitive financial information, and (c) Contestant has otherwise complied with All Access' Statement of Rights and Responsibilities. Contestant further, upon submission of a Comment, specifically grants to Sponsor and its successors, assigns, and licensees an irrevocable, perpetual, non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to produce, display, copy, distribute, exhibit, exploit, reproduce, create derivative works from, broadcast and transmit the Comment so posted on or in connection with the Contest; the Comment may be altered, edited, used in whole or in part, and/or combined with other material and in any media now existing or subsequently developed for any purpose of Sponsor, without restriction, including but not limited to promotion of the Sponsor resources, including publications and web sites, with or without credit and without further consideration. However, nothing shall require Sponsor to use the Comment or to exercise any right granted herein.
- 6. Winner Selection/Prize(s).** Following the end of the Entry Period, Comments will be judged by a panel of LifeWay employees on the basis of accuracy and relevance to the Invitation. Decisions of the judges are in their discretion and will be final for purposes of each Contest.

The Prize will be announced with each Invitation, and the value of each prize is anticipated to be between \$5 and \$150.

No Winner will receive the difference between actual and approximate retail value.
- 7. Winner Notification.** Sponsor will endeavor to notify the Winner of each Prize won by All Access contact immediately following the selection. The Prize Winner has 48 hours from such notification effort to claim the Prize. Failure to claim the Prize within 48 hours of such notice will result in disqualification and Prize forfeiture. All potential winners must continue to comply with all terms and conditions of these Official

Rules, and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Administrator will award the applicable prize to an alternate selected winner from among all remaining eligible entries. The process will be repeated until the Prize is awarded.

8. **General Conditions and Limitations.** No purchase is necessary. This Contest or any particular rule of the Contest is void where prohibited by applicable law. No responsibility is assumed by Sponsor for late or misdirected submissions or any technical malfunctions that may occur. Sponsor's decisions regarding winning entries are final. Prizes are not redeemable for cash. No substitution, transfer, or assignment of any prize is permitted, except that Sponsor reserves the right to substitute a prize of equal or greater value in the event an offered prize is unavailable for any reason. All expenses not specifically mentioned herein are the sole responsibility of each Prize Winner. ALL FEDERAL, STATE AND LOCAL INCOME TAXES AND/OR OTHER EXPENSES, DUTIES, FEES, EXCISES OR TARIFFS, IF ANY, NOW OR HEREAFTER IMPOSED, NOT SPECIFICALLY AWARDED HEREIN AS PART OF THE PRIZE ARE THE SOLE RESPONSIBILITY OF THE WINNER/RECIPIENT THEREOF AND SAID WINNER/RECIPIENT WILL BE ISSUED AN IRS FORM 1099 (ALSO SUBMITTED TO THE UNITED STATES INTERNAL REVENUE SERVICE) FOR THE VALUE OF THE PRIZE. If a Contestant changes his or her contact information, it is the Contestant's responsibility to notify the Sponsor of the updated information. Contestants agree to abide by the terms of these Official Rules and by the decisions of Sponsor, which are final and binding on all matters pertaining to this Contest. This Contest is governed by the laws of the United States. All applicable federal, state and local laws and regulations apply.

Sponsor reserves the right to void all entries that are deemed by Sponsor to be legally or morally inappropriate or offensive.

If, in the Sponsor's opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the Contest, or if computer virus, bugs, unauthorized intervention, fraud, or technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, or fairness of the Contest, or if technical difficulties or failures compromise or corrupt or affect the administration, integrity, security, fairness, or proper conduct of the Contest, or if website hosts or providers proscribe or limit the Contest, the Sponsor at its sole discretion reserves the right to disqualify any individual involved in such activity and to modify or suspend the Contest, or to terminate the Contest and conduct a winning entry selection to award the Contest prizes using all Eligible Entries received as of the termination date/time. Should the Contest be

terminated prior to the stated end date, notice of such termination will be posted on LifeWay Christian Resources' All Access page, and Sponsor may proceed to select a winner from among all eligible entries received as of the termination date. Any attempt by a Contestant or any other individual to deliberately damage or harm LifeWay Christian Resources' All Access page or otherwise undermine the legitimate operation of the Contest is unlawful; and, should such an attempt be made, Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law.

FAILURE BY ANY WINNER TO COMPLY WITH THESE OFFICIAL RULES IN ANY WAY, AS DETERMINED BY SPONSOR, WILL RESULT IN DISQUALIFICATION AND FORFEITURE OF ALL RIGHTS IN AND TO THE PRIZE.

The Contest is subject to Facebook's Statement of Rights and Responsibilities.

The Title of this Contest may change during the Entry Period.

9. **Verification of Prize Winners and Release.** Except where prohibited, Prize Winner may, at Sponsor's discretion, be required to execute an affidavit of eligibility and liability/publicity release within seven (7) days following the date of receipt of such form and before receipt or use of any Prize. Non-compliance within this time period will result in disqualification and forfeiture of the Prize, and the Sponsor will proceed to select an alternate winner. Return of any prize or prize notification as undeliverable may result in disqualification and selection of an alternate winner. Each Contestant further grants to Sponsor the right to use and publish the Contestant's proper name, hometown and state, as well as Contestant's likeness online and in print in any other media in connection with the Contest. Acceptance of a Prize constitutes permission for Sponsor to use such Prize recipient's name and likeness in any format and medium deemed appropriate by Sponsor in its sole discretion for advertising and promotional purposes without additional compensation and without notice unless such use is prohibited by law. By entering, Contestant releases and holds harmless Sponsor Entities from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this contest or any prize won. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the registration process or the operation of the Contest.
10. **Winners List.** A list of winners will be maintained at the offices of LifeWay for 2 years after the conclusion of the Entry Period and the award of prizes applicable to the Contest won by each winner. Copies of the list and these rules are available upon written request to the Contest Coordinator, along with a self-addressed postage prepaid (residents of VT need not prepay

postage) envelope addressed to you, mailed to the address at which entries are submitted as indicated above. Requests must be submitted not more than sixty (60) days following the date of the drawing.

11. ***Disclaimer, Limitations of Liability, Release and Indemnity.*** By entering the Contest or receiving a Prize, each Contestant and Prize recipient agrees and acknowledges, except where prohibited, (a) to be bound by these Official Rules and applicable laws, as well as the decisions of Sponsor, which are final and binding in all respects; (b) to waive any rights to claim ambiguity with the Official Rules and laws; (c) that Sponsor Entities shall have no responsibility or liability (including, but not limited to, liability for any property loss, damage, expense, personal injury or death) in connection with or arising from: (i) Contestant's or Prize recipient's participation in Contest; (ii) acceptance/possession (including, but not limited to, delays by shipping companies), defects, and/or use/misuse of any portion of any prize or participation in any prize related activities; (iii) human error; (iv) incorrect or inaccurate transcription of registration information; (v) any technical malfunctions, viruses, bugs, non-authorized interventions, disruptions, deletions, interruptions, failures, omissions or defects of the telephone, mail, software, computer systems, equipment, networks or service providers utilized by the Sponsor; (vi) Contestant's inability to access the website of any Sponsor entity; (vii) any lost, delayed, late, misdirected, illegible, incomplete or postage due entries or mail or email transmissions, omissions, interruptions, defects; (viii) any other errors or malfunctions, even if caused by the negligence of Sponsor Entities, and/or (ix) the negligence of any other party, including of the Contestant and/or the Prize recipient; and (d) the Sponsor entities make no guarantees, warranties, or representations of any kind, express or implied in fact or in law, with respect to the prize, except as stated in these Official Rules.

Each Contestant and each Prize recipient further agrees, except where prohibited, to release and hold Sponsor Entities, administrators, advertising and promotion agencies and prize suppliers and their respective officers, directors, members, trustees, insurers, agents, employees and shareholders (the "Released Parties") harmless from and against any and all rights, claims, causes of action and liability whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including but not limited to invasion of privacy, defamation, portrayal in a false light or death, and property, resulting or arising from, in whole or in part, directly or indirectly, the Contest, and/or Contestant's entry and/or participation in the Contest and/or acceptance, possession, use, non-use or misuse of the Prize. Each Contestant and Prize recipient further agrees to release all rights to bring any

claim, action or proceeding against any of the Released Parties. Each Contestant and Prize recipient hereby also acknowledges that said Sponsor Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to a prize, including express warranties provided exclusively by a prize supplier that may accompany a prize. Sponsor Entities shall not be liable for any injury, damage, loss, expense, accident, delay, inconvenience or irregularity that may be caused or contributed to (1) by any wrongful, negligent or unauthorized act or omission on the part of any of the prize suppliers or any of their agents, servants, employees or independent contractors, (2) by any wrongful, negligent or unauthorized act or omission on the part of any other person or entity not an employee of Sponsor, or (3) by any other cause, condition or event whatsoever beyond the control of Sponsor Entities.

EACH CONTESTANT AND PRIZE RECIPIENT ALSO FURTHER ACKNOWLEDGES THAT SPONSOR ENTITIES AND PROMOTIONS AND ADVERTISING AGENCIES HAVE NEITHER MADE, NOR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR, ANY WARRANTY, REPRESENTATION OR GUARANTEE, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATIVE TO ANY PRIZE OR THE CONTEST.

12. ***Dispute Resolution.*** Except where prohibited, Contestant and each Prize Recipient agrees that: (1) any and all disputes, claims and causes of action arising out of or connected with this Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by non-administered mediation or, if necessary, binding arbitration conducted in accordance with the rules of the Institute for Christian Conciliation™ a division of PeaceMaker Ministries (ICC) in Nashville, Tennessee; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but shall not, in any event, include attorneys' fees; and (3) under no circumstances will Contestant or any Prize Recipient be permitted to obtain awards for, and Contestant and each Prize Recipient hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and Contestant and each Prize Recipient further waives 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 the Contestant and each Prize Recipient and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of the State of Tennessee, without giving effect to any choice of law

or conflict of law rules (whether of the State of Tennessee or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Tennessee. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Contestant and each Prize Recipient agree that these methods shall be the sole remedy for any controversy or claim arising out of their relationship or this agreement and expressly waive their right to file a lawsuit against one another or any of the Sponsor Entities in any civil court for such disputes, except to enforce a legally binding arbitration decision.

13. **Questions and Removal from Mailing List.** If any person has received an advertisement for this Contest in the mail, such person has a right to have his or her name removed from LifeWay's Contest mailing list. Requests to be removed from the Contest mailing lists can be mailed to the Contest Coordinator. Sponsor has sixty (60) days to process such requests after receipt. Questions regarding this Contest can be directed to the Contest Coordinator.
14. **Privacy.** Registrants agree that personal data including, but not limited to, name, mailing address, phone number, and email address may be collected, processed, stored and otherwise used for the purposes of conducting and administering the Contest. This data may be transferred into the United States. Further, this data may also be used by Sponsor to verify a Entrant's identity in the event a Entrant qualifies for any Prize as well as to deliver the Prize or information regarding the Prize, as applicable. All information provided will be maintained in accordance with Sponsor's Privacy Policy, which is available online at <http://www.lifeway.com/lwc/mainpage/0%2C1701%2CM%25253D200946%2C00.html>. Entrants have the right to cancel any personal data held by Sponsor in connection with the Contest by following the applicable procedures described above.
15. **Sponsor.** This Contest is sponsored by LifeWay Christian Resources of the Southern Baptist Convention, pursuing its mission in part as LifeWay Christian Stores. Sponsor Entities include LifeWay as well as its members, subsidiaries and affiliates and their insurers, trustees, directors, officers, agents and employees.
16. **Contest Coordinator.** Paige Greene, LifeWay Christian Resources, MSN 147, One LifeWay Plaza, Nashville, TN 37234.