



# LifeWay's Chase the Goose 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. Eligibility.** LifeWay's *Wild Goose Chase* Contest (the "Contest") promotion is open only to legal residents of the forty-eight (48) contiguous continental United States (excluding the residents of Rhode Island) and the District of Columbia, who are twenty-two (22) years of age or older at the time of entry ("Contestants" or individually as "Contestant"). 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 as Contestants in the Contest. Sponsor reserves the right, at any time, to verify Contestant eligibility in any manner it deems appropriate. Participation constitutes each Contestant's full and unconditional agreement to these Official Rules and the Sponsor's decisions, which are final and binding in all matters related to the Contest. This Contest or any particular rule of the Contest is void where prohibited by applicable law.
- 2. Program Description.** Internet access is required for participation. Contestants search for clues on the Internet and at various places around the United States, beginning with the first clue posted on Mark Batterson's Blog site, <http://evotional.com/>, at the start of the Entry Period. The first clue will direct Contestants to a website (the "Chase Site") that will serve as the Contest hub for further communication about the Contest, including discovered clues. The first clue is designed to lead to the second clue, which is designed to lead to the third clue, etc., until the Final Clue is discovered. The first person to find the Final Clue is the Contest Winner. One or more clues may require travel or remote assistance to resolve. One or more clues may require the taking and uploading of a digital photo of a clue-finding Contestant, perhaps even with an artificial goose. As Contestants find the clues, they will post the clues so found on the "Chase Site".
- 3. Entry Period.** The Contest begins on or about 12:00 noon CST on April 6, 2009, and ends at 12:00 noon CST on April 30, 2009 ("Entry Period").
- 4. Prize.** The Contest Winner will receive the following Prize:

**Round trip airfare for (1) person, the Contest Winner, to Washington, D.C., to spend the day with Mark Batterson, including lunch and a tour of the Capitol and including round trip ground transportation from the airport to the lunch and tour (the "Trip").**

The Trip must be completed by July 1, 2009, or the prize will be forfeited. The Trip is subject to the terms and conditions set forth in this Contest as well as any terms and conditions imposed by any airline providing transportation. All travel expenses and incidental travel costs not expressly stated in the package description above, including but not limited to, gas, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, taxes or other expenses are the responsibility solely of Contest Winner. Any travel companions must agree to the terms and conditions set forth in this Contest and execute liability/publicity releases on similar terms as the Contest Winner and prior to confirmation of Trip. Other travel restrictions, conditions and limitations may apply.

The value of the Prize is estimated to be \$800. Actual value may vary based on time of Trip and departure location. The Contest Winner will not receive difference between actual and approximate retail value.

Sponsor will endeavor to confirm with the Contest Winner the details of the Trip following the determination of the Contest Winner's success in winning the Contest. Failure to coordinate with the Sponsor the details and logistics of the Trip will result in disqualification and Prize forfeiture. All Contestants 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, the Contest Coordinator will award the applicable Prize to the next person to find the Final Clue from among all remaining eligible entries. The process will be repeated until the Prize is awarded.
- 5. General Conditions.** No responsibility is assumed by Sponsor for lost, late acquired or misdirected clues or

any technical malfunctions that may occur. Determination of the Contest Winner will be conducted under the supervision of Sponsor, whose decisions are final. Odds of winning the Prize depend on the skill of the Contestant relative to all other contestants in finding the Final Clue. Prizes are not redeemable for cash. No substitution, transfer, or assignment of prize 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 the 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 AND SAID WINNER 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. Sponsor will endeavor to remove disqualifying entries from the drawing pool, but it cannot guarantee that all disqualified entries will, in fact, be removed. This Contest is governed by the laws of the United States. All federal, state and local laws and regulations apply.

Sponsor reserves the right to void any participation effected through any robotic, automatic, mechanical, programmed, or similar method.

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, 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. Should the Contest be terminated prior to the stated end date, notice of such termination will be posted on the Contest Web Site, and Sponsor may proceed to select a winner through any other legal means. Any attempt by a Contestant or any other individual to deliberately damage the Web Site 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 THE 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.

6. ***Verification of Contest Winner and Release.*** Except where prohibited, Contest Winner will 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 the Prize. Non-compliance within this time period will result in disqualification and forfeiture of the Prize, and the Sponsor will proceed to acknowledge an alternate winner as indicated herein. Return of any prize or prize notification as undeliverable may result in disqualification and selection of an alternate winner. Contest Winner further grants to Sponsor the right to use and publish the Contest Winner's proper name, hometown and state online and in print in any other media in connection with the contest. Acceptance of a prize constitutes permission for Sponsor to use Contest Winner'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. Sponsor staff may record the Trip and the Contest Winner's involvement in the Trip, using a variety of media. By entering the Contest, 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 and/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.

By submitting any photo or information to Sponsor and/or accepting the Trip, Contest Winner hereby grants to Sponsor, an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the submitted photo or other information as well as Contest Winner's name and likeness in any and all media, whether now known or hereinafter created, throughout the world and for any purpose. In addition to other things, the rights granted to Sponsor include but are not limited to the right to resize, crop, censor, compress, edit, feature, caption, affix logos to, and to otherwise alter or make use of any submitted photo and likeness so taken. By submitting any photo or information to Sponsor, the Contest Winner hereby represents and warrants that the submitted photo and/or information does not and shall not infringe on any copyright, any rights of privacy or publicity of any person, or any other right of any third party, and Winner has the right to grant any and all rights and licenses granted to Sponsor herein, including

but not limited to all necessary rights under copyright, free and clear of any claims or encumbrances. Winner acknowledges and agrees that Sponsor shall have no obligation to post, display or otherwise make publicly available any photo or information submitted by the Winner or any likeness of Winner taken by Sponsor, and Sponsor may, in its sole and unfettered discretion, remove, edit, modify or delete any photo or information that Winner submits to Sponsor or likeness taken by Sponsor. Winner understands and intends that any photo or information submitted by Winner to Sponsor or likeness taken of Winner by Sponsor may be available for viewing and review by the public. By submitting any photo or information to Sponsor and/or accepting the Trip, Winner hereby waives any privacy expectations that Winner may have with respect to any such photo or information submitted by Winner to Sponsor and any likeness of Winner taken by Sponsor.

7. **Winner List.** A record of the Contest, the Winner's name and Prize will be maintained at the offices of LifeWay for 2 years after the conclusion of the Entry Period. Copies of the record 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 the requesting party, mailed to the address at which entries are submitted as indicated above.
8. **Disclaimers and Limitations of Liability.** By entering the Contest, each Contestant agrees and acknowledges, except where prohibited, (a) to be bound by these 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 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 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, including but not limited to travel associated therewith; (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 communications or mail 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 Contestant; (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; (e) Winner's travel guests, if any, must sign a liability/publicity release as a condition of accompanying Winner on the Trip; and (f) additional restrictions, imposed by any applicable airline, or other transportation provider, as applicable, may limit use of the Prize.

Each Contestant 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 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, use, non-use or misuse of the Prize. Each Contestant further agrees to release all rights to bring any claim, action or proceeding against any of the Released Parties. Each Contestant 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. The Title of this Contest may change during the Entry Period.

CONTESTANT 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.

To the maximum extent permitted by law, each Contestant indemnifies and agrees to keep indemnified Sponsor Entities at all times from and against any liability, claims, actions, suits, proceedings, demands,

losses, damages, costs and expenses (including reasonable attorneys fees) arising out of, accruing from or resulting from (a) any act, default or omission of the Contestant and/or a breach of any Contestant provided warranty set forth herein, (b) any material uploaded or otherwise provided by the Contestant that infringes any copyright, trademark, trade secret, trade dress, patent or other intellectual property right of any person or defames any person or violates their rights of publicity or privacy, (c) any misrepresentation made by the Contestant in connection with the Contest; (d) any non-compliance by the Contestant with these Official Rules; and (e) claims brought by persons or entities other than the parties to these Official Rules arising from or related to the Contestant's involvement with the Contest.

9. **Dispute Resolution.** Except where prohibited, Contestant 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 be permitted to obtain awards for, and Contestant 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 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 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. Sponsor and Contestant 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.

10. **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. Questions regarding this Contest can be directed to the Contest Coordinator.

11. **Sponsor.** This Contest is sponsored by LifeWay Christian Resources of the Southern Baptist Convention. Sponsor Entities include LifeWay as well as its members, subsidiaries and affiliates and their insurers, trustees, directors, officers, agents and employees.

12. **Privacy.** Contestants 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 Contestant's identity in the event a Contestant qualifies for any Prize as well as to deliver the applicable Prize or information regarding the Prize, as applicable. Contestants have the right to cancel any personal data held by Sponsor in connection with the Contest by writing to the Contest Coordinator at the address listed below. All information provided will be maintained in accordance with Sponsor's Privacy Policy, which Contestants should read and understand, and will be used for the purpose of administering the Contest.

13. **Contest Coordinator.** Jenny Williams, LifeWay Christian Resources, MSN 136, One LifeWay Plaza, Nashville, TN 37234.

