

## Parks Madness Sweepstakes Series

### OFFICIAL RULES AND REGULATIONS

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT IMPROVE ODDS OF WINNING. VOID WHERE PROHIBITED.**

**SPONSOR: Travel Guide, LLC, dba Drive the Nation**

**SWEEPSTAKES DATES.** The Parks Madness Sweepstakes Series (the “Promotion”) begins at 9:00 AM Eastern Time (“ET”) on Monday of each week and ends at 11:59 PM Eastern Time (“ET”) on Saturday of each week (the “Promotion Period”). This Sweepstakes Series is comprised of five (5) separate and sequential sweepstake events based on the timeline depicted below. One (1) winner will be selected by random drawing on or around every Sunday from all eligible entries received during the Promotion Period for that scheduled sweepstake event. One (1) Grand Prize Winner will be selected by random drawing on or around April 4, 2016. Unless the Promotion is not capable of running as planned by reason of, but not limited to, business or market circumstances, force majeure, public health concerns, tampering, unauthorized intervention, actions by Entrants, fraud, or any other causes which, Sponsor and/or Administrator in their sole and absolute discretion, deem could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion, the Promotion is scheduled to follow the timetable below:

Contest Round	Week/Month	Start Date	End Date	Winner Selection*
1	2/29/16 – 3/6/16	2/29/16 9:00 AM ET	3/6/16 11:59 PM ET	3/7/16
2	3/7/16 – 3/13/16	3/7/16 9:00 AM ET	3/13/16 11:59 PM ET	3/14/16
3	3/14/16 – 3/20/16	3/14/16 9:00 AM ET	3/20/16 11:59 PM ET	3/21/16
4	3/21/16 – 3/27/16	3/21/16 9:00 AM ET	3/27/16 11:59 PM ET	3/28/16
5	3/28/16 – 4/3/16	3/28/16 9:00 AM ET	4/3/16 11:59 PM ET	4/4/16

*\*On or around this date.*

**ELIGIBILITY REQUIREMENTS.** The Promotion is open to legal residents of the fifty (50) United States and the District of Columbia who are age eighteen (18) years old or older (or the age of majority in their state of residence) as of the date the Promotion begins. This offer is void wherever prohibited or restricted and subject to all applicable federal, state, and local laws. Employees and their immediate family (parent, child, sibling and spouse of each) and individuals residing in the same household (whether or not related) of Dominion Enterprises, Landmark Media Enterprises, LLC, and any of their affiliates, subsidiaries, advertising and promotion agencies, and all other entities or individuals associated with the development, administration, or fulfillment of the Promotion are not eligible to participate or win. All applicable federal, state and local laws and regulations apply.

This Promotion is in no way sponsored, endorsed or administered by, or associated with Facebook.

**AGREEMENT TO OFFICIAL RULES.** By participating in the Promotion, the participant (“Entrant”) fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. The award of a prize is contingent upon Entrant’s complying with all conditions and fulfilling all requirements set forth herein.

## **HOW TO ENTER.**

To enter the promotion, visit <http://drivethenation.com/parks-madness-round-1/> (available February 29 - March 6), <http://drivethenation.com/parks-madness-round-2/> (available March 7 - March 13), <http://drivethenation.com/parks-madness-round-3/> (available March 14 - March 20), <http://drivethenation.com/parks-madness-round-4/> (available March 21 - March 27), or <http://drivethenation.com/parks-madness-round-5/> (available March 28 - April 3), and fill out the form with name and email. Optionally, Entrants may vote in each round of the Parks Madness campaign. Voting is optional - you will still be entered to win if you choose not to provide answers, and completing the survey does not increase your chances of winning.

Limit one (1) entry per person per sweepstake event. Sponsor and/or Administrator will not be responsible or liable for lost, late, illegible, damaged, misdirected, incomplete, or garbled entries. All Entries become the property of Sponsor and/or Administrator.

**WINNER SELECTION.** At the conclusion of each weekly Promotion Period, Sponsor and/or Administrator will select the name(s) of the potential winner(s) from all eligible entries received during the week of the current Promotion Period by random drawing. The odds of being selected as a potential winner depend on the number of eligible entries received during the Promotion Period. Potential winners will be notified via contact information supplied on Promotion Entry and will be asked to provide their full name, age and mailing address within a specified time period. If a potential winner does not respond within the timeframe stated in the notification, the Sponsor and/or Administrator may select an alternate potential winner in his/her place. Winner(s) will be required to complete, sign, and return an Affidavit of Eligibility, relevant and mandated Internal Revenue Service forms and, where lawful, a Liability/Publicity Release within ten (10) business days of receipt of notice of such winning status in order to accept and receive the prize. If the required forms are not signed and returned by the time indicated on the documents, or if a Prize Winner does not meet the eligibility criteria, declines the prize, cannot be contacted within the timeframes set forth herein, or is otherwise unwilling or unable to comply with these Official Rules, an alternate Prize Winner may be selected at and in a manner to be determined in Sponsor's and/or Administrator's sole and absolute discretion.

## **PRIZES.**

**ONE (1) PRIZE PER WEEK:** One (1) winner for each weekly sweepstake will receive one (1) America the Beautiful National Parks Pass. Approximate Retail Value ("ARV") per prize: \$80.00.

**ONE (1) GRAND PRIZE:** One (1) winner will receive 1 America the Beautiful National Parks Pass (\$80 ARV), 1 GoPro Hero Camera (\$129 ARV) and 1 Camelback (\$49 ARV) Total Approximate Retail Value ("ARV") per prize: \$258.00.

Odds of winning depend on number of eligible entries received during the Promotion Period for each sweepstakes event.

**RIGHTS IN THE ENTRY.** Each Entrant, as a condition of participation in the Promotion, hereby grants Sponsor and/or Administrator the exclusive, perpetual, worldwide right to edit, adapt, modify, reproduce, publish, distribute, and otherwise use (unless prohibited by applicable law) the Entry (including all material embodied therein) in any way or in any media now or hereafter known for trade, advertising, promotional, or other purposes as Sponsor and/or Administrator determine, in their sole and absolute discretion, without further notice or compensation to the Entrant or any other third parties. Nothing herein shall be construed to require Sponsor and/or Administrator to publish, distribute or in any way use the Entry (or any of the material embodied therein) should Sponsor and/or Administrator in their sole discretion decline to do so.

**PRIVACY AND PUBLICITY.** Sponsor and/or Administrator will collect personal data from Entrants, and this information may be used for the purposes of administering the Promotion, publicizing the Promotion, and other promotional purposes that benefit the Sponsor and/or Administrator. You are providing your information to Sponsor and/or Administrator and not to Facebook. Unless prohibited by law, participation in

the Promotion constitutes each Entrant's consent for Sponsor and/or Administrator to use the Entrant's name (or username), age, hometown, and state of residence for Promotion or promotional purposes in any media now known or later developed, without payment or consideration to the Entrant. Information collected from Entrants (and voters if applicable) is subject to Sponsor's Privacy Policy available at <http://www.dominionenterprises.com/privacy>. If you do not wish to receive future offers, notices or other mailings from Sponsor and/or Administrator, please complete the form at <http://www.dominionenterprises.com/privacy/de-email-opt-out-form/>. Be sure to provide your name, email and specific information about the website or subscription(s) that you no longer wish to receive. Please allow a few days for your request to be processed. If you "opt out" of receiving further promotional materials or notices, the only communications you will receive from Sponsor and/or Administrator will be about transactions that you initiate. By opting-out, residual information may nonetheless remain in Sponsor's and/or Administrator's database and other records, which may not be permanently deleted.

**GENERAL RELEASE AND WAIVER OF CLAIMS.** By entering the Promotion and/or accepting a prize, each Entrant (for himself/herself and his/her heirs) hereby releases and indemnifies Sponsor and/or Administrator, Facebook and all of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, and all of their respective directors, officers, governors, employees, shareholders, and agents (collectively, the "Releasees") from any and all liability, loss, harm, damage, cost, expense, or claims including, but not limited to, third party claims based on: (i) publicity and/or privacy rights, defamation, and intellectual property associated with the Entrant or winner's participation in the Promotion, redemption of any prize in connection with the Promotion, and/or use or misuse of any prize in connection with the Promotion, including, but not limited to, all reasonable counsel fees and court costs incurred, property damage, personal injury, and/or death; (ii) anything related to the production, promotion, or execution of the Promotion (or participation therein), including preemption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the prizes or while participating in the Promotion, even if caused or contributed to by the negligence of Releasees.

**LIMITATIONS OF LIABILITY.** Neither Sponsor nor Administrator nor any other Releasee shall be responsible for non-conforming, lost, late, stolen, misdirected, illegible, or incomplete entries. Neither Sponsor nor Administrator nor any other Releasee shall be responsible for any incorrect or inaccurate information, whether caused by Sponsor, Administrator, Releasees, Entrants, tampering, or by any of the equipment or programming associated with or utilized in the Promotion, and neither Sponsor nor Administrator nor any Releasee shall assume responsibility for any error, omission, defect, theft, destruction, or unauthorized access to the materials related to the Promotion, or for any damage to the Entrant's computer related to or resulting from participating in the Promotion. Sponsor and/or Administrator reserve the right, in their sole and absolute discretion, to disqualify any individual found to be tampering with the entry processor the operation of the Promotion; to be acting in violation of these Official Rules; or to be acting in a non-sportsmanlike or disruptive manner; or with intent or apparent intent to annoy, abuse, threaten, embarrass, harm, or harass, in any way, any other person. If for any reason the Promotion is not capable of running as planned by reason of, but not limited to, business or market circumstances, force majeure, public health concerns, tampering, unauthorized intervention, actions by entrants, fraud, or any other causes which, Sponsor and/or Administrator in their sole and absolute discretion, deems could corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Promotion, Sponsor and/or Administrator reserves the right, in their sole and absolute discretion, to cancel, terminate, modify, or suspend the Promotion or any portion thereof by posting a notice on its websites and Facebook. If the Promotion or any portion of the Promotion is terminated before the end of any monthly Promotion Period, Sponsor and/or Administrator will select a winner from all eligible entries received as of the termination date of the current month's Promotion.

Entrant agrees that Sponsor and/or Administrator and their agencies, Facebook, and each party's respective affiliates, officers, directors, agents, and employees (collectively, the "Indemnitees") will have no liability or responsibility for any claim arising in connection with participation in the Promotion or the awarding of prizes. Winners hereby release and hold harmless Indemnitees from any and all claims, damages, expenses, costs (including reasonable attorneys' fees) and liabilities (including settlements), brought or asserted against any

of the Indemnitees due to or arising out acceptance or use of any prize, or use of Entrant's name, likeness or photograph. Without limiting the foregoing, all prizes are provided "as is" without warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Some jurisdictions may not allow the limitations or exclusion of liability for incidental or consequential damages or exclusion of implied warranties, so some of the above limitations or exclusions may not apply to you. Check your local laws for any restrictions or limitations regarding these limitations or exclusions. Any attempt by a participant or any other individual to deliberately undermine the legitimate operation of the Promotion is in violation of criminal and civil laws, and should any such attempt be made, Sponsor and/or Administrator reserve the right to seek damages from any such person to the fullest extent permitted by law.

**MISCELLANEOUS.** This Promotion will be administered in the Commonwealth of Virginia, and by participating, all Entrants hereby agree that the laws of the Commonwealth of Virginia will exclusively apply to the Promotion and that any dispute with respect to this Promotion will be resolved in either the federal or state courts located in the Commonwealth of Virginia.

**DISCLOSURE OF WINNER(S).** To receive a list of winners, Email: [info@travelmediagroup.com](mailto:info@travelmediagroup.com) and/or send self addressed stamped envelope marked "National Parks Madness" on the back of the envelope to Travel Media Group, 851 Trafalgar Court, Suite 400E, Maitland, FL 32751.

**SPONSOR:** Travel Guide, LLC, dba Drive the Nation, 150 Granby Street, Norfolk, VA 23510.

**ADMINISTRATOR:** Travel Guide, LLC, dba Drive the Nation