



RapidDraft® Fantasy Football Official Rules

1. Sponsors

RapidDraft® Fantasy Football is a private promotion ("Promotion") for World Fantasy Games members only. RapidDraft Fantasy Football is owned and operated by World Sports Technology, Inc (d/b/a World Fantasy Games or "WFG"), P.O. Box 896, Kenosha, WI 53141-0896. WFG may work with various marketing partners to promote RapidDraft Fantasy Football, including web sites, media partners, corporations, and local marketing partners. Each marketing partner has signed a World Fantasy Games Agreement. WFG and its marketing partners are referred to as "Sponsor(s)."

2. Eligibility

RapidDraft Fantasy Football is strictly for entertainment purposes only and may not be used in connection with any form of gambling.

All participants must be 18 years of age or older at the time of their registration for the Promotion and have public or private Internet access as of September 15, 2010. This is a game of skill. Winners are determined solely based on the objective RapidDraft Fantasy Football Scoring System outlined in these official rules. Your registration, membership, and participation in the Promotion constitute your acknowledgement that you have read and understand the Official Rules and that you agree and accept those rules entirely.

Promotion void where prohibited.

Each participant must have a unique email address. Only one official registered participant may register and participate per email address. The single email address must be valid or Sponsors have the right to disqualify all drafts/entries at any time without refund. Each participant must also be the rightful owner or have authorized use of the email account associated with the valid email address provided by participant when applying for WFG membership.

The Sponsors have the right to disqualify any entry, from any participant, at any time during the Promotion, based on any form of suspected cheating or fraud. Participant will be notified of their disqualification and infringement. The Sponsor also reserves the right to terminate, modify or suspend this Promotion, or disqualify any participants, in its sole discretion, at any time, and with no liability, if it is notified by any authorized regulator that the Promotion is prohibited by law. Employees of Sponsors and their subsidiaries, and the advertising and promotion agencies involved in the development, administration, execution, or fulfillment of the Promotion may participate, but are not eligible to win prizes.

The WFG [Terms of Use](#) and [Privacy Policy](#) were accepted by each WFG Member when a WFG Account was created.

3. How to Play

To participate in RapidDraft Fantasy Football, go to RapidDraft.com or any WFG Network web site, including those listed in the "4. Fantasy Pros" section of these Official Rules.

The RapidDraft Fantasy Football Promotion is a draft-and-play game of skill, where one consumer drafts and plays a full season fantasy football game against 11 Fantasy Football Professionals ("Fantasy Pro"). Avatars / cartoon characters are used to represent a Fantasy Pro.

Each Fantasy Pro is a "robotic general manager," with a draft strategy managed by a real person or team of experienced fantasy professionals. Each Pro has defined a unique, professional draft strategy and will create and submit a proprietary, subjective player draft ranking. The draft rankings or player lists are updated dynamically – often hourly, daily, or weekly – based on subjective analysis, breaking player news and research done by each Pro. This approach gives each Participant a life-like experience against 11 competitors that draft like the friends and family Participants typically compete against in local fantasy football leagues.

After creating an account and becoming a World Fantasy Games Member, Participants may enter the web site and sign-up to draft a fantasy football team against the Fantasy Pros. All members may *RapidDraft* at any time of day or night between the Opening Draft Day and the Final Draft Deadline.

The Opening Draft Day of the full season RapidDraft promotion is on or about July 15, 2010. Drafts may start at any time of day or night, other than potential scheduled downtimes for system maintenance. Draft duration is estimated at 60 to 90 minutes (at Rapid Speed) or 30 to 40 minutes (at Warp Speed).

Participants should watch all demo videos, read all FAQs, and read these Official Rules entirely BEFORE drafting. Pausing of a draft is not allowed. Any draft time that exceeds 120 minutes may result in the team being disqualified by WFG. It is the responsibility of each Participant to be prepared before launching the Live Draft Module. Once a Participant starts the draft, the draft continues until completed. If a Participant leaves the draft or misses a draft selection, the computer will make the pick(s). Participants must always be prepared to make a selection. This is a game of skill and part of the skill is learning to draft quickly – at Rapid or Warp speed.

The Final Draft Deadline for the full season RapidDraft promotion is 8am ET, September 12, 2010. Final drafts must start before this date and time. We highly recommend that all potential RapidDraft participants plan ahead. Do not wait until the last minute to draft. Your access to the draft room and entry into the promotion are NOT guaranteed. This is considered explicit, advanced notice to all possible participants – there are no draft time guarantees. Do not expect to login at any time, for example - 7am ET September 12 - and draft. The draft room may be full at that time, the servers may be over-capacity, or other factors may result in the draft room being unavailable. It is your responsibility to plan ahead and to contact customer service with your questions and allow reasonable notice and time to ensure that your draft can begin before the Final Draft Deadline. Consumers should attempt to draft at off-hours, well before the deadline, to ensure the best draft experience and to ensure entry into the Promotion.

RapidDraft is a unique, proprietary, fantasy football "Draft and Play" promotion with a patent-pending.

The Promotion runs 16 weeks beginning with the first scheduled regular season NFL games and ending with the last scheduled games of Week 16 of the NFL regular season. The Sponsors reserve the right to adjust this schedule and notify all participants.

IMPORTANT – it is a Participant's responsibility to draft their players by clicking on a player name and clicking on the yellow Draft Player button before the 90 second time limit is up. If a Participant relies on the computer to draft from a Queue or player list, they agree to accept any player drafted for them, with no right to protest or debate the process of selecting their computer-selected pick. Part of the challenge of RapidDraft is to prepare for the draft and to draft players quickly. If a Participant misses a pick, they are failing at RapidDraft.

Steps to DRAFT include:

1. Create an Account or Login
2. Click on a promotional link to "Draft Now" or "Create a Team" and go to Team Setup
 - a. Enter a Team Name
 - b. Select a Draft Position (1 to 12 – max of 5 drafts per position, per person)
 - c. Stay at Rapid Speed or select to use Warp Speed for your draft
3. Optionally edit your Avatar – several customization options are available
4. Click Next and Go To Fantasy Central Page where your team(s) may be accessed from the "My Teams" drop down box near the top of the page
 - a. You may "Draft Now" from this page.
 - b. Optionally Configure Custom Draft Rankings (highly recommended)
 - c. Optionally Create a Group or Join a Group with Friends
5. To Draft, click on the red "Draft Now" Button (you may also come back later and draft.)
 - a. IMPORTANT – be ready to draft before you hit the button! There's no turning back and no pausing of the draft.
6. The 11 Fantasy Pros are randomly assigned to the other draft positions and the draft begins.
7. The consumer or Fantasy Pro in the #1 draft position is on the clock and has 30 seconds to make a selection, when drafting at Rapid Speed.
8. Once a player is drafted, that player is exclusive to the team that drafted the player and is not available to any other team.
9. Participants have up to 90 seconds to make a selection. If you're ready earlier, make your selection ASAP to keep the draft moving.
10. Draft style is serpentine or "snake draft" style for 20 total rounds (1 to 12, 12 to 1, 1 to 12, 12 to 1, etc).
 - a. Two draft speeds are available – Rapid (30 seconds maximum for each Pro selection) and Warp (5 seconds for each selection by a Fantasy Pro).
11. The Rapid Remote is the control center for each RapidDraft. Please watch all demo videos before entering the draft room.
12. During the draft, players are sorted (most highly ranked player at the top) in the draft screen by participant's custom rank or by WFG Default Rank, if no custom rank was completed. A participant may also click on the title of each column to sort by that column.
13. When it is a participant's turn to draft, their team name will be listed as "On the Clock" and the "Draft Player" button will turn yellow (active). The participant then has 30 seconds to draft a player.
14. To draft a player, a Participant will find a preferred, available player and click on the player name. Available players may be found by clicking on ALL PLAYERS, QB, RB, WR, TE, PK, D/ST or View Queue. Once the player is highlighted, clicking on the yellow Draft Player button completes the transaction. (Note that no warning message or confirmation message is used. Once the yellow button is clicked once, the player is drafted.)
15. If a participant does not make a pick before the clock hits :00, the computer makes a pick for them. The computer will first draft the top player in the Queue (if a player or player is in the Queue and position maximums have not been reached). If no player is in the Queue or a position maximum has been reached, the computer will draft the top player in the custom rank (or WFG Default Rank, if no custom rank has been created).
16. During the draft, a participant may click on "Draft Board" to view the entire draft board in a separate window.
17. A participant may switch from Rapid to Warp speed and back during the draft.
18. Once the draft is complete, an email is sent to the Participant's email address with results. A Team Details page and draft performance results are also available.

Steps to PLAY include:

1. Once a team is drafted, the season plays out like most traditional or classic fantasy football leagues.
2. Teams will be managed using a variety of web pages.

3. Week 1 starting rosters may be adjusted online at any time until Week 1 deadlines for each player.
4. Players/defenses may be started or benched, according to the Roster and Starting Team guidelines.
5. Weekly Starting Teams must be submitted via the web site each week. Each player is locked at their game time. Once a player is locked, that player may not be moved (to or from Starter, to or from Bench). Participants should not wait until the last minute to adjust their roster. Various computer clocks can differ by 1 minute or more, so make your changes as far ahead of time as possible. Once a player is correctly locked, the player stays locked. Customer service representatives are not allowed to make changes for you, after a player is locked.
6. Players may be added to rosters via a Free Agent Acquisition process. Free agent bidding starts Week 2 and ends Week 16 of competition. See "7. Free Agent Acquisitions" below.
 - a. Any eligible player not listed on the site may be added to RapidDraft via an email request to assistant@worldfantasygames.com. Send an email with name, team, and position. A ruling will be made on their eligibility and position. If WFG decides to add the player, allow two business days for the addition.
7. Trades are not allowed.
8. Each week, for the first 11 weeks of the NFL season, the Participant will play a head-to-head match-up against one Fantasy Pro. The Pros will also play against each other for entertainment purposes. Each winning team, based on total points for the week, will receive 1 Win. Each losing team, based on total points for the week, will receive 1 Loss. A tie in total points will result in 1 Tie. Each league will have an overall 12-team leader board with a Win-Loss-Tie record and total points displayed.
9. Participants may view Live Scoring free of charge during NFL games to see their players accumulate points. WFG will make best efforts to update player scores and statistics in real-time. Participants may also upgrade to Premium Live Scoring.
10. The RapidDraft regular season ends after Week 11.
11. The RapidDraft post-season runs from Week 12 through Week 16.
12. For details on post-season participation, see "8. Advancing to Post-Season" and "9. RapidDraft Post-Season."

4. Fantasy Pros

The RapidDraft Fantasy Football Pros for 2010 are:

<u>Avatar</u>	<u>Fantasy Pro and Company</u>
Ashlei	Tony Holm, FantasySharks.com
Coop	Mike Krueger, FFToday.com
Broadway Joe	"Broadway Joe" Namath, BroadwayJoe.tv
Felix	Tony Cincotta, FantasyPros911.com
Hollywood	Pat Hegewald, SportsBuff.com
Matt	Matt Pitzer, USATODAY.com
Michael	Ryan Parr, Fantazzle.com
Slick Willie	Lennie Pappano, DraftSharks.com
Suit	Matt Schauf, RapidDraft.com
Victoria	Sara Holladay, FFLibrarian.com
Zach	David Girard, 2009 RapidDraft Champion

5. Roster and Starting Team Requirements

Your roster will consist of twenty (20) players and defenses. Participants may draft any combination of players and defenses. A Starting Team consists of 9 Players and 1 Defense/Special Team:

- 1 Quarterback
- 2 Running Backs
- 3 Wide Receivers
- 1 Tight End
- 1 Flex (RB, WR, or TE)
- 1 Placekicker
- 1 Defense/Special Team

If a starting position is left blank, that roster position will receive zero points for the week.

Players are only eligible at the position listed. Player positions will not change during the duration of the promotion.

6. RapidDraft Scoring System

Passing

- TD = 3 points
- Every 10 yards = .5 point
- 2 point conversion = 1 point
- Bonus = 3pts for TD of 40+ yards

Rushing/Receiving

- TD = 6 points
- Every 5 yards = .5 points
- 2 point conversion = 2 points
- Each reception = 1 point
- Bonus = 3pts for TD of 40+ yards

Kicking

- FG 50+ yards = 9 points
- FG 40+ yards = 6 points
- FG 0-39 yards = 3 points
- PAT = 1 point

Defense/Special Teams

- Zero Points Scored Against, a "Defensive Shutout" = 10 points
- 2 to 6 Points Scored Against = 7 points
- 7 to 13 Points Scored Against = 4 points
- 14 to 17 Points Scored Against = 1 point
- Defense TD = 6 points
- Kick/Punt Return TD = 6 points
- Fumble recovery = 2 points
- Interception = 2 points
- Safety = 2 points
- Sack = 1 point
- Bonus = 3pts for TD of 40+ yards

Players do receive credit for kick/punt return touchdowns, but not for kick/punt return yardage. Scoring is calculated based on total (not average) number of points each player earns in a week. If, for any reason, a player's game is postponed (due to weather, etc.) you will only receive points for that game if you have the player on your roster the day the game is officially completed.

7. Free Agent Acquisitions

Each participant is allowed to attempt to add a free agent or free agents to their roster each week, from Week 2 to Week 16. Each league will have its own unique list of free agents or

available players. The Fantasy Pros will also have the option to add a free agent or free agents from Week 2 to Week 11.

Each participant can decide to skip free agent acquisitions each week or rank a player or players they would like to add.

Free agents are awarded in reverse team rank order each week. One free agent is awarded per team, per round of free agent acquisitions until all free agent requests have been fulfilled or rejected.

Starting team requirements will be enforced as a guideline for adding or dropping players. For example, if a participant has only two running backs on their roster and they try to drop one running back for a wide receiver, the move will not be allowed, because the minimum number of running backs required for a valid starting roster is two.

The free agent request deadline each week is Wednesday at 8pm CT. All free agents added before the Wednesday night deadline are added free of charge.

NEW THIS YEAR – \$1 FIRST COME, FIRST SERVE (FCFS) FREE AGENT ACQUISITION – as a convenience, Participants may pick-up free agents on Thursday, Friday, Saturday, or Sunday if the player they are adding/dropping is not beyond their weekly start/bench deadline. There are no limits to the number of FCFS Free Agents added each week - \$1 each.

FCFS Free Agent Acquisitions are available during the regular season and post-season portions of RapidDraft Fantasy Football.

No purchase is required to play RapidDraft Fantasy Football. \$1 FCFS Free Agents are totally optional. Participants can field their entire team by adding free agents, free of charge, by using the pre-Wednesday night free agent process.

8. Head-to-Head Regular Season

All participants compete head-to-head once against each Fantasy Pro in Weeks 1 to 11 and accumulate total points based on the RapidDraft Scoring System. The Pros will also play against each other for entertainment and ranking purposes. Each winning team, based on total points for the week, will receive 1 Win. Each losing team, based on total points for the week, will receive 1 Loss. A tie in total points will result in 1 Tie.

Most Participants will be "Grand Prize Eligible." Some Participants from restricted jurisdictions are ineligible for all prizes.

League Leader Boards are based on Win-Loss-Tie record. Any ties will be broken by Total Points. The team with the best overall record after 11 weeks will be considered the "League Winner." If a Participant is a League Winner and Grand Prize Eligible, they automatically advance to the Championship Bracket and win league winner prizes.

If a Participant is tied for first place with a Pro after 11 weeks (equal Win-Loss-Tie record and exact Total Points), the Participant will be named the League Winner.

9. Advancing to Post-Season

RapidDraft Post-Season runs five weeks - starting in Week 12 and ending after Week 16 is completed.

After Week 11, all Grand Prize Eligible teams are slotted into:

1. Championship Bracket (League Winners and Top 20% of Teams)
2. Black & Blue Bracket (Lower than Top 20% to 60%)
3. Consolation Bracket (Lower than Top 60% to Last Place)

All League Winners automatically advance to the Championship Bracket. If a team does not win its league, it may also advance to the Championship Round by placing in the Top 20% of all Grand Prize eligible teams, based on Total Points from Weeks 1 to 11.

All Grand Prize eligible teams not qualifying for the Championship Bracket, but placing in the Top 60% of all Grand Prize eligible teams, based on total points from Weeks 1 to 11, will advance to the Black & Blue Bracket.

All Grand Prize eligible teams not qualifying for the Championship Bracket or the Black & Blue Bracket, based on total points from Weeks 1 to 11, will advance to the Consolation Bracket.

Some teams will be able to play, but will be ineligible for some prizes:

1. If playing from a restricted jurisdiction. Not eligible for any prizes.

10. RapidDraft Post-Season (Weeks 12 to 16)

Each Participant starts the post-season with a one week average score, based on their average score in weeks 1 to 11 (calculated as Total Points after Week 11, divided by 11). The average score will be rounded to the hundredths position (for example - 102.55).

All post-season bracket leader boards will list the following:

1. Average points in Weeks 1 to 11
2. Total points in Week 12
3. Total points in Week 13
4. Total points in Week 14
5. Total points in Week 15
6. Total points in Week 16
7. Total Cumulative Post-Season Points (summation of numbers 1 to 6 above)

These points will be accumulated to determine post-season ranks. Overall, end-of-season prizes will be awarded after Week 16, based on the Total Cumulative Post-Season points.

11. Grand Prize – Cash and Fantasy Pro Title

Cash: \$100,000
Recognition: RD Fantasy Pro in 2011

The RapidDraft Grand Prize winner will receive a \$100,000 cash prize and the chance to participate as a "Fantasy Pro" in RapidDraft Fantasy Football 2011.

Similar to Reality TV competitions, every participant in RapidDraft can earn the chance to be a star. Win RapidDraft and you will be 1 of the 11 Fantasy Pros in next year's RapidDraft Fantasy Football competition. Winning the Fantasy Pro position provides instant recognition across the world of fantasy sports as a true fantasy football professional. The honor also includes a complete Bio, photo and "baseball card" in the "Meet the Fantasy Pros" area of all RapidDraft web sites.

The \$100,000 cash prize is paid in four equal installments of \$25,000 each on February 1, 2011 through 2014.

12. Maximum Number of Drafts

For the 2010 full season RapidDraft Fantasy Football promotion, a maximum of 5 drafts per draft position, per person are allowed. There are 12 draft positions. A maximum of 60 total drafts (5 maximum per position x 12 draft positions) are allowed per person.

Any attempt by an individual Participant to open multiple WFG accounts or to draft more than the defined maximum number of teams, will result in immediate disqualification of all teams for an individual, and forfeiture of all possible prizes that could have been earned by all teams (across all accounts).

13. Public or Private Groups (Optional)

Participants can form their own Group, for entertainment and networking purposes. A Group may be public or private.

A participant may create a Group or join an existing Group. A password is required to create or join a Private Group. No passwords are used for Public Groups.

Groups may include an unlimited number of Participants.

Groups are a great way to communicate with friends and to compare your performance against the performance of friends, family, colleagues, and others with similar interests.

14. Using Queue During the Draft

The "Q Player" and "View" (Queue) buttons can be very helpful during the draft. Understanding the Queue process before drafting is very important.

Using the Queue is not required. It is provided as a convenient tool that may provide assistance to participants.

Participants may Queue players at any time by clicking on the player name in the Draft Screen and then clicking on the Q Player button. A small window pops up as notification that the player has been added to the Queue. Clicking on View (Queue) will then show the player or players listed in your Queue. The player(s) will be removed from the Queue if they are drafted by another team.

When it is time for a participant to make a draft pick, they may draft by clicking on an available player name inside the draft screen or in the Queue.

If a participant does not make a pick before the clock runs out (displays :00), the computer makes a pick for them. The computer will first draft the top player in the Queue (if position maximums have not been reached, and if all positions have been filled). If no player is in the Queue, the computer will draft the top player based on custom rank (or WFG Default Rank, if no custom rank has been created).

15. RapidDraft Fees

RapidDraft software fees are complimentary for 2010. All drafts/teams are free of charge.

16. Work Stoppage

In case of a partial or full NFL work stoppage or delay, for any reason, including strike or lock-out, RapidDraft Fantasy Football will not resume until the regular NFL players return or the situation is corrected. If play does not resume, no prizes will be awarded. Sponsors have the right to adjust the Work Stoppage rules for extenuating circumstances.

If needed, rulings will be made based on the specific situation and WFG will post a notice in the Announcements area of the web site.

17. Prizes

All prize amounts are in Dollars U.S. or W (World Fantasy Points).

Points are accumulated by Participants, based on the RapidDraft Scoring System.

LEAGUE

Any prize eligible team winning its league against the Pros, based on Win-Loss-Tie Record after Week 11, is declared the League Champion and wins:

Great Prize Package: RapidDraft "I Beat the Pros in 2010" T-shirt
W10,000 World Fantasy Points

WEEKLY

In each of the 16 weeks of RapidDraft competition, the top five teams in overall Total Points will win:

1 st	W150,000
2 nd	W100,000
3 rd	W50,000
4 th	W25,000
5 th	W25,000

OVERALL – END OF SEASON

Championship Bracket

Grand Prize	\$ 100,000.00*
2 nd	\$ 25,000.00
3 rd	\$ 5,000.00
4 th	\$ 4,000.00
5 th	\$ 3,500.00
6 th	\$ 3,000.00
7 th	\$ 2,500.00
8 th	\$ 2,000.00
9 th	\$ 1,500.00
10 th	\$ 1,000.00
11 th	\$ 500.00
12 th	\$ 500.00
13 th	\$ 500.00
14 th	\$ 500.00
15 th	\$ 500.00
16 th	\$ 500.00
17 th	\$ 500.00
18 th	\$ 500.00
19 th	\$ 500.00
20 th	\$ 500.00

21 st	W100,000
22 nd	W100,000
23 rd	W100,000
24 th	W100,000
25 th	W100,000
26 th	W100,000
27 th	W100,000
28 th	W100,000
29 th	W100,000
30 th	W100,000
31 st	W50,000
32 nd	W50,000
33 rd	W50,000
34 th	W50,000
35 th	W50,000
36 th	W50,000
37 th	W50,000
38 th	W50,000
39 th	W50,000
40 th	W50,000
41 st	W50,000
42 nd	W50,000
43 rd	W50,000
44 th	W50,000
45 th	W50,000
46 th	W50,000
47 th	W50,000
48 th	W50,000
49 th	W50,000
50 th	W50,000

*Grand Prize is paid in four equal annual installments of \$25,000 each on February 1, 2011 to 2014.

Black & Blue Bracket

1 st	\$ 1,000.00
2 nd	\$ 500.00
3 rd	\$ 250.00
4 th	\$ 100.00
5 th	\$ 50.00
6 th	W50,000
7 th	W50,000
8 th	W50,000
9 th	W50,000
10 th	W50,000

Consolation Bracket

1st	W250,000
2nd	W200,000
3rd	W150,000
4th	W100,000
5th	W50,000

Warp Speed Draft

All teams drafted 100% at Warp Speed are ranked in a Warp Speed Leader Board and are eligible to win the additional bonus prizes below.

1st	W100,000
2nd	W75,000
3rd	W50,000
4th	W25,000
5th	W25,000

Prizes are not transferable, may not be substituted, and winners are responsible for all applicable taxes. By participating, you agree that the Sponsors may use your name and likeness for publicity without approval or additional compensation.

Payment of Prizes – all cash and World Fantasy Point prizes are deposited into the Member's World Fantasy Games account. A Member must go to RapidDraft.com or another WFG web site, confirm their address, and request a check disbursement. Prize winners will be required to pay taxes in the tax year the prizes are awarded (deposited into your account), regardless of whether a disbursement request is made or not. If cumulative prize winnings exceed \$600, tax forms must be completed before a check is mailed. A Member may also use the funds or points to pay for future WFG promotions, games and services.

All end-of-season prize amounts are guaranteed, regardless of the total number of Members joining the Promotion.

TIES. In the event of a tie, prizes are split. For example, if two teams tie for a Grand or first place prize, the first and second place prizes are added together and split.

Prize inquiries may be mailed to World Fantasy Games, PO Box 896, Kenosha, WI 53141.

18. Intellectual Property

RapidDraft, the RapidDraft logo, World Fantasy Games, and the World Fantasy Games logo, are trademarks of World Fantasy Games. RapidDraft® is protected by U.S. Federal and European Union trademarks. The RapidDraft game and format are protected by copyright laws around the world, and owned by World Fantasy Games, Copyright 2010. All Rights Reserved. Patent Pending. Companies interested may license the format and technology from World Fantasy Games.

19. Declarations and Conditions

No professional sports organization, team, or league is affiliated in any way with this Promotion.

Residents of Canada (excluding Quebec) must first correctly answer a mathematical skill testing question, before being declared an official prize winner and collecting a prize.

By participating, Participants agree: (i) to be bound by these complete Official Rules and the decisions of the Sponsors, which shall be final and binding in all respects; and (ii) to waive any right to claim ambiguity in the Promotion and/or these Official Rules. All federal, state and local laws apply. All federal, state or other tax liabilities arising from this Promotion, if any, will be the sole responsibility of the winner. Sponsors reserve the right to use the Promotion for publicity purposes, and to use the names, likenesses, prizes won and hometown names of winners for purposes of advertising, promotion and publicity without additional compensation, except where prohibited by law, and any such use with respect to minors to be subject to prior approval of parent or legal guardian. By entering, participants release Sponsors, their respective parent companies, affiliates, subsidiaries and advertising and promotions agencies and their respective employees, officers, shareholders, directors, representatives (collectively, the "Releasees") from any injuries, liabilities, damages or losses of any kind resulting from their participation in the Promotion or their acceptance, use or misuse of a prize including liability for death or personal injury. Participants also releases Releasees from (i) technical or computer malfunctions, lost connections, disconnections, incomplete or delayed transmission errors; (ii) data corruption, theft, destruction, unauthorized access to or alteration of entry or other materials; (iii) network or Internet malfunction or failure, including computer virus on the Internet or computer virus on any computer owned by the Member or related to the Promotion; or (iv) any printing, typographical, administrative or technological errors in any material associated with the Promotion. Sponsors also disclaim any liability for damage to any computer system resulting from participating in, or accessing or downloading information in connection with the Promotion, and reserve the right, in their sole discretion, to modify, cancel or suspend this Promotion without refund should a virus, bug, computer problem or other causes beyond Sponsors' control corrupt the administration, security or proper operation of the Promotion. Sponsors may prohibit participant from participating in the Promotion or winning a prize if, in their sole discretion, they determine participant is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception, or other unfair practices or intending to annoy, abuse, threaten or harass any other participants or Sponsors representatives. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION OF SUCH PARTICIPANT. SHOULD SUCH AN ATTEMPT BE MADE, SPONSORS RESERVE THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY FEES) TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION.

Arbitration and Choice Law - Participants agree that any and all claims, causes of action, and disputes arising out of or connected with this Promotion, or any prize awarded, or the determination of the winners, shall be resolved individually, without any form of class action, and exclusively by arbitration pursuant to the Rules of the American Arbitration Association, then effective, in Milwaukee, Wisconsin USA. Participants also agree that any and all awards, judgments, and claims shall be limited to actual out-of-pocket costs incurred, including fees for software and drafts in order to participate in this Promotion, but in no event attorneys' fees. Participant also agrees that under no circumstances will Participant be permitted to obtain awards for and Participant hereby waives all rights to claim punitive, consequential, incidental, and damages of any other kind, other than actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased for any reason. All questions and issues regarding the validity, interpretation, construction, and enforceability of these Official Rules, or the rights and obligations of Participant and/or Sponsors in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, USA without regard to conflicts of law doctrine, and all proceedings shall take place in Milwaukee, Wisconsin, USA.

Updated: July 20, 2010