

OFFICIAL RULES

FALL the Prizes Sweepstakes

No Purchase Necessary to Enter or Win. Open only to Travel Agents residing in the United States (including Puerto Rico, and the U.S. Virgin Islands), the Caribbean Islands and Canada who have a valid ARC/IATAN/TIDS/CLIA account or number, and are 21 years of age or older as of September 14, 2009. Void where prohibited by law.

- 1. HOW TO ENTER: NO PURCHASE NECESSARY.** Sweepstakes runs from September 14, 2009 through 11:59 pm MST (Mountain Standard Time) on December 19, 2009. Enter by booking a reservation via the GDS and enter the following information in the SI Field for a single entry into the Sweepstakes: FALL, First Initial, Middle Initial and Last Name ie SI-FALLJDSMITH. Entries must be received by 11:59 pm MST on December 19, 2009. No limitation on GDS entries from any eligible Travel Agent. Sponsor is not responsible for late, garbled, incomplete or misdirected entries or for errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmissions lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor disclaims any liability for damage to any computer system resulting in participation in, or accessing or downloading information in connection with this Sweepstakes, and reserves the right, at its sole discretion, to cancel, terminate or suspend this Sweepstakes should any virus bug, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes.
- 2. PRIZE AND APPROXIMATE RETAIL VALUE (ARV):** Grand Prize: (2) Each Grand Prize Winner will receive \$2500.00; (2) 2nd Place Prize: Each winner receives a flat-screen TV; (2) 3rd Place Prize: each winner will receive a Wii video machines ; (2) 4th Place Prize: each winner will receive an Apple iPod. Each week during the Sweepstakes period (a total of 14 weeks), 4 weekly winners will be drawn from eligible Travel Agents and each weekly winner will receive one \$50.00 Gift Card; (56) Weekly Winners. Money prizes will be awarded by debit card, gift checks or check. Total ARV of all prizes approximately \$10,000. No substitutions, cash equivalents or transfer of prize by winner is permitted, except at the discretion of Sponsor. Sponsor reserves the right to substitute prize of equal or greater value. All federal, state, local, municipal and provincial taxes and any other expenses or incidentals not specified herein are the sole responsibility of the winner.
- 3. RANDOM DRAWING:** All drawings will be held from among all eligible entries received. Grand Prize and Second through Fourth Place Prize Winners will be selected in a random drawing on or about January 9, 2009, from among all eligible entries received, and prizes will be awarded within 2 – 3 weeks after drawing is completed. Weekly Prize Winners will be selected on or before 11:59 PM MST on the Sunday following the calendar week for which the weekly prize is being awarded. Drawing will be conducted by Sponsor, whose decisions are final on all matters relating to this sweepstakes. Odds of winning will depend upon the number of eligible entries received. Winner will be notified by e-mail, mail, in-person and/or telephone, subject to Sponsor's discretion. Potential winners will be required to execute and return an Affidavit of Eligibility, Liability, and where legal, a Publicity Release (collectively "Releases") (or if a Canadian resident, a Declaration of Compliance with the Official Rules) within 14 days of attempted notification, or the prize will be forfeited and an alternate winner will be selected. The return of any prize/prize notification as undeliverable may result in disqualification and an alternate winner will be selected. Winner's guests must also all timely sign and return Releases. Acceptance of a prize constitutes permission for Sponsor to use winners' and any guests' names and likeness for advertising and promotional purposes unless prohibited by law. Winner will have 14 days from notification to accept the prize by sending a fax to 623-780-6255 Attn: Travel Industry Marketing. Neither Sponsor nor its subsidiaries or members are responsible for, nor shall they be liable for any late, lost, or misdirected notification, or for winner's unsuccessful efforts to claim any prize
- 4. ELIGIBILITY:** Open to all Travel Agents ("Agents") based in the United States (including Puerto Rico and the Virgin Islands), the Caribbean Islands, and Canada who have a valid ARC/IATAN/TIDS/CLIA account or number and who are 21 years of age or older as of September 14, 2009. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules, and to be bound by the decisions of Sponsor, which shall be final. Participation is open only to natural persons. Employees of Sponsor and its member companies, affiliates and subsidiaries, member hotels and their immediate family (limited to parents, siblings and children) and household members are not eligible to enter.
- 5. GENERAL RULES:** This Sweepstakes is governed by the laws of the State of Arizona, U.S.A., without giving effect to any conflicts of law rules, and is void where prohibited by law. Sponsor reserves the right to disqualify any person or e-mail addresses that Sponsor determines to be in violation of any term contained in these Official Rules. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to modify or suspend the Sweepstakes. Sponsor reserves the right to cancel this Sweepstakes at any time. Neither Sponsor nor its subsidiaries, affiliates or members assumes any responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission with respect to any entry, or for any communications line failure. Neither Sponsor, its affiliates, subsidiaries or members are responsible for any problems with or technical malfunction of any telephone network or telephone lines, computer online systems, servers, or providers, computer equipment, software, or for failure of any e-mail or entry to be received. Sponsor shall have no liability or responsibility for any claim arising in connection with participation in this Sweepstakes or the prize awarded. If winner is a Canadian resident, he/she must answer unaided a time-limited arithmetic skill-testing question as a condition of receiving a prize. Any litigation within the Province of Quebec respecting the conduct and awarding of a prize may be submitted to the *Regie des alcools des courses et des jeux*. This offer is further subject to all federal, state, local, provincial and municipal laws and regulations.
- 6. WINNER LIST:** For name(s) of winner(s), available after January 9, 2010, send a self-addressed stamped envelope to: FALL the Prizes, Attn: Travel Industry Marketing, Best Western International, Inc. 20400 N 29th Ave, Phoenix, AZ 85027.
- 7. SPONSOR:** The sponsor of this promotion is Best Western International, Inc., 20400 North 29th Ave, Phoenix, AZ 85027.