

**Costa Mesa Conference & Visitor Bureau**  
**"Costa Mesa" Sweepstakes**  
**OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW. THIS SWEEPSTAKES IS BEING OFFERED ONLY IN THE CANADIAN PROVINCE OF BRITISH COLUMBIA.**

The "Costa Mesa" Sweepstakes (the "Sweepstakes") will begin at 12:00 a.m. Pacific Time ("PT") on February 24, 2014 and end at 11:59:59 p.m. PT on May 16, 2014 ("Promotion Period"). Participation in the Sweepstakes constitutes entrant's full and unconditional agreement to these Official Rules, and Sponsor's and Administrator's decisions, which are final and binding in all matters related to the Sweepstakes. The Sponsor is responsible for all aspects of this Sweepstakes.

**Sponsor:** Myriad Marketing, 6033 West Century Boulevard, Suite 900, Los Angeles, California 90045, USA ("Sponsor"). **Administrator:** American Sweepstakes & Promotion Co. Inc. 300 State St. Suite 402, Rochester, NY 14614 ("Administrator").

**Eligibility:** The Sweepstakes is open only and offered only to legal residents of the Canadian province of British Columbia who are 19 years of age or older at the time of entry. Employees, officers and directors of the Sponsor, the Administrator, their respective parents, affiliates, subsidiaries, divisions, advertising, promotional, fulfillment and marketing agencies (collectively, including the Sponsor, "Released Parties"), their immediate families (including parents, children - whether step children or adoptive children or biological children, siblings, spouses and in-laws) and persons living in the same household (whether related or not) are not eligible to participate in the Sweepstakes. **Void where prohibited or restricted by law, rule or regulation.**

**How to Enter:** Enter online by visiting **[www.travelcostamesa.com/freegetaway](http://www.travelcostamesa.com/freegetaway)** (the "Website"). The information that will be requested upon registration is as follows: name, complete mailing address, daytime phone number, and valid email address. All entries must be received by 11:59pm PT on May 16, 2014. **Limit one entry**

**per person/household/per email address.** Sponsor reserves the right to disqualify any person or email address that submits more than one entry regardless of entry method. Incomplete entries, or those containing incorrect information, will be voided. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Use of any automated system to submit entries is prohibited and will result in disqualification of all such entries as well as the entrant. By participating in this Sweepstakes, entrants agree to be bound by these Official Rules and the decisions of the Sponsor which is final and binding in all matters relating to the Sweepstakes. All entries become the exclusive property of Sponsor and will not be acknowledged or returned.

**Internet Limitations Of Liability:** Sponsor reserves the right, in its sole discretion, to cancel, terminate, suspend and/or modify the Sweepstakes, or any part of it, at any time, without notice, and to cancel, terminate, modify or suspend the Sweepstakes in whole or in part, at any time, without notice and award Grand Prize (defined below) using all non-suspect eligible entries received as of the termination/suspension date, if any infection, computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond Sponsor's control, affects the integrity or proper conduct of the Sweepstakes. Sponsor reserves the right, in its sole discretion, to disqualify any individual who tampers with the entry process (if applicable) or the operation of the Sweepstakes or acts in violation of these Official Rules or any other promotion or in a disruptive manner. Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor is not responsible for: lost, late, incomplete, illegible, incorrect, delayed, garbled, undelivered, or misdirected entries; theft, destruction or unauthorized access to, or alteration of, entries; failures or malfunctions of phones, phone lines or telephone or data transmission systems; interrupted or unavailable network, server or other connections; any error, omission, interruption, defect or delay in any transmission or communication; traffic congestion on the Internet or any technical problem, including but not limited to any injury or damage to any person's computer related to or resulting from Sweepstakes participation; typographical, printing or other errors or omissions in these Official Rules, in any Sweepstakes-related advertisements or other materials, or other problems or errors of any kind whether computer, network, mechanical, human, electronic, typographical,

printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or problems which may occur in connection with the administration of the Sweepstakes, in the processing of entries, in the selection or announcement of winners or in the awarding of prizes. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

Sponsor is not responsible for any damage to an entrant's system which occurs as a result of entrant's participation in this Sweepstakes or entrant's downloading of any information necessary to participate in the promotion. Sponsor also is not responsible for incorrect or inaccurate entry information, whether caused by Internet users or by any of the equipment or programming associated with or utilized in the Sweepstakes or by any technical or human error, which may occur in the processing of the entries in the Sweepstakes. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute regarding the identity of an individual who actually submitted an online entry, the entry will be deemed submitted by the authorized account holder of the email account. "Authorized account holder" is defined as the natural person who is assigned to an email account by an Internet access provider, online service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. Potential winner may be required to show proof of being the authorized account holder.

**Grand Prize:** One (1) Grand Prize winner will receive trip for two (2) people to Costa Mesa, California. Prize package includes:

- (i) round trip transportation from Vancouver Airport (YVR) to Orange County's John Wayne Airport (SNA) on WestJet;
- (ii) three (3) nights' accommodation at the Avenue Of The Arts Costa Mesa in a room for two people,

- (iii) daily complimentary breakfast at the Avenue Of The Arts Costa Mesa at the Silver Trumpet restaurant,
- (iv) one (1) \$5,000 shopping spree at South Coast Plaza in the form of a gift card/certificate,
- (v) one (1) hour appointment with a South Coast Plaza Stylist\*;
- (vi) two (2) tickets to Segerstrom Center for the Arts, based on availability at time of booking. There is no substitution for this item if there are no shows playing or availability during time of travel;
- (vii) one (1) \$300 gift card for dinner at Mastro's Steakhouse;
- (viii) one (1) \$100 gift card for either breakfast, lunch or dinner at Old Vine Café;
- (ix) \$80 certificate for lunch with wine pairings OR \$160 for dinner with wine pairings at Taco Maria.

The Grand Prize package has an approximate retail value ("ARV") of \$7,500, which may vary based on seasonal fluctuations of airfare and hotel rates. All travel arrangements are subject to availability, blackout dates & other restrictions. Reservations must be confirmed at least (90) days prior to intend date of departure and are subject to availability at time of request. **All Grand Prize travel must be completed by 5/15/2015.** Winner & guest must travel on same itinerary throughout. Rebooking and changes are not permitted. Tickets are non-refundable and non-transferable. All unspecified expenses related to acceptance/use of prize & all taxes on prize are winner's sole responsibility. For Grand Prize, expenses not covered by Myriad Marketing/ Costa Mesa Conference & Visitor Bureau of obtaining required travel documents (including passport), insurance, immunizations and other medical costs (winner is advised to consult with physician or other medical professional and obtain necessary immunizations at least 4-6 weeks prior to travel). No prize transfer or substitution, except by Sponsor, in its sole discretion, if advertised prize is unavailable and only then for prize of equal or greater value. Myriad Marketing/ Costa Mesa Conference & Visitor Bureau shall not be held responsible for travel delays. The Grand Prize winner will be accommodated where possible. By accepting the Grand Prize, the Grand Prize winner agrees to release the Released Parties from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the Sweepstakes or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded, or while preparing for, participating in, and/or traveling to and from any prize-related activity.

**Drawing and Notification:** The potential Grand Prize winner will be selected from among all eligible entries received, in a random drawing by the Administrator, an independent judging organization, whose decisions are final in all matters relating to this Sweepstakes. The drawing will be completed on or about May 23, 2014. Odds of winning will depend on the total number of eligible entries received. The potential winner will be notified by the Administrator via telephone, email, and/or USPS mail.

**Prize Conditions:** By accepting a Prize, the Grand Prize winner agrees to release and hold harmless the Released Parties, each of their related companies, and each of their respective officers, directors, employees, shareholders, and agents from and against any claim or cause of action arising out of participation in the Sweepstakes or receipt or use of the prize in question. The potential Grand Prize winner will be notified by home-delivered mail, phone, or email, and must sign and return to the Administrator, within ten (10) days of the date of notice or attempted notice is sent, a Declaration of Compliance in order to claim his/her prize. In addition, it is the responsibility of the Grand Prize winner and his/her traveling companions to obtain or maintain a valid Canadian passport at the time of travel should the winner in question be traveling to another country. If a prize or prize notification is returned as unclaimed or undeliverable to the potential winner, if potential Winner cannot be reached via phone within three (3) business days from the first notification attempt, or if potential winner fails to return requisite document(s) within the specified time period, or if potential winner is not in compliance with these Official Rules, then such person shall be disqualified and, at Sponsor's sole discretion, an alternate winner may be selected.

The Grand Prize winner will be required to answer, unaided, a mathematical skill-testing question at the time of notification. The winner's travel companion must also execute and return a Travel Companion Waiver. If the travel companion is a minor, parent or legal guardian must sign and return release and accompany minor on trip. The winner's entry and acceptance of the prize constitutes permission (except where prohibited) for the Sponsor to use said winner's name, photograph, likeness, statements, biographical information, voice and address (city and state), in all forms of media, in perpetuity, without notice or further compensation.

**Other Terms & Conditions:** By participating in the Sweepstakes, entrants and travel companions selected by the Grand Prize winner agree to be bound by these Official Rules and agree that: 1.) Released Parties and their designees and assigns shall have the right and permission to use (unless prohibited by law) the winner's and travel companions' names, photographs, likenesses, statements, biographical information, voices and addresses (city and state), in all forms of media, in perpetuity, without further notice, permission or compensation, and 2.) Released Parties and their designees and assigns and all of their respective officers, directors, employees, representatives and agents shall have no liability and winners and travel companions selected by the Grand Prize winner will indemnify, defend and hold Released Parties harmless from any liability, loss, injury, or damage to winners themselves or travel companions or any other person or entity, including personal injury, death or damage to personal or real property, to entrant or any other person or entity due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of the prize (including any prize activity or travel related thereto) or participation in this Sweepstakes. Winners and travel companions further acknowledge that said parties 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 the prize, including, but not limited to, its quality or fitness for a particular purpose. Sponsor reserves the right, in its sole discretion, to disqualify any entry and to modify, terminate or suspend this Sweepstakes should virus, bugs, non-authorized human intervention, action of entrants, or other causes beyond the reasonable control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Sweepstakes and, if the Sweepstakes is modified, terminated or suspended, at Sponsor's discretion, select winners from those eligible, non-suspect entries. Winners and travel companions further acknowledge that the Released Parties 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 the prize, including, but not limited to, its quality or fitness for a particular purpose.

**Disputes:** Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Sweepstakes or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official

Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

**Winner List:** To request the name of the winner, please send a self-addressed, stamped business size envelope, by June 30, 2014, to: ASC/ "Costa Mesa" Sweepstakes" Sweepstakes Winner List Request, 300 State Street, Suite 402, Rochester, NY 14614.