

Backyard Blitz
How to Win / Official Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.

Sweepstakes is open only to legal U.S. residents, 18 years or older and residing in Florida at the time of entry. THIS SWEEPSTAKES IS VOID WHERE PROHIBITED AND OUTSIDE FLORIDA

1. Sweepstakes Name: Backyard Blitz (the "Sweepstakes")

2. Sweepstakes Dates/Registration Period: The Sweepstakes is scheduled to begin 6/1/09 at 12:00am EST and end 7/12/09 at 11:59pm EST (the "Registration Period"). Sponsors' clock shall be the official time piece of the Sweepstakes.

The Sun Sentinel and Zodiac Pool Services, Inc. ("Sponsor"), their subsidiaries and affiliated companies, will conduct the Sweepstakes substantially as described in these rules, and by participating, each participant agrees as follows:

3. Description of Sweepstakes:

In the event of a successful 2 of 20 envelope pick by an eligible contestant, that contestant will be awarded the Grand Prize as described below, subject to verification, approval and compliance with these Official Rules.

4. How to Enter – Online Registration

To enter, visit www.southflorida.sun-sentinel.com during the Registration Period and click the Sweepstakes link. Each contestant must record a sack (5) times to enter the Sweepstakes for a chance to win the grand prize.

Alternate Entry: To register for the Sweepstakes without playing the puzzle game, simply click the following link which will direct you to the Sweepstakes registration page: <http://www.mdmgames.com/BlitzSouthFlorida/register.aspx>. Any entrant who advances to the Sweepstakes registration page will be required to enter their name, address, birth date, phone number, valid email address and answer the Sponsors' survey question.

Maximum of one entry per person or per valid email address during the Sweepstakes period. Each participant must submit an entry on their own behalf. Any entry submitted by a contestant on behalf of another individual or using another person's email address or name will be disqualified and ineligible to claim any prize. All eligible contestants must register using a valid email address. Any entry submitted with an invalid email address will be disqualified.

Any attempt by any participant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations and logins, or any other methods void that participant's entries and that participant may be disqualified. No mechanically reproduced or automated entries permitted. Use of any automated system to participate is prohibited and will result in disqualification. Sponsors and their subsidiaries and affiliates are not responsible for lost, late, incomplete, invalid, unintelligible or misdirected registrations or for any entry not submitted or received due to any technical error or failure, unauthorized human intervention, inaccurate capture or mis-entry of any required information, or the failure to capture any such information or effects of hackers or failure of any electronic equipment, computer transmissions and/or network connections, which will be disqualified.

All eligible entries must be submitted and received by during the Registration Period. Any entry submitted after the close of the Registration Period, or any entry not received by the close of the Registration Period for any reason will be disqualified. In the event of a dispute as to any registration or play, the authorized account holder of the e-mail address used to register will be deemed to be the registrant or player. The "authorized account holder" is the natural person assigned an e-mail address by an Internet access provider, online service provider or other organization responsible for assigning e-mail addresses for the domain associated with the submitted address. All received entries become the property of the Sponsors and will not be returned.

5. How to Play - Grand Prize Contest

On or about 7/13/09 the Sweepstakes Administrator shall conduct a random drawing from among all eligible entries received to select one Grand Prize Finalist. Only the (1) selected Finalist shall be eligible to participate in the Grand Prize contest to win the Grand Prize. Finalist selection is non-transferable. Sweepstakes Administrator will attempt to notify the potential Grand Prize Finalist by phone at the number provided on their online registration form. If after two attempts over a 48 hour period at the number listed on the registration form, the Sweepstakes Administrator is unable to reach and speak directly with the potential finalist, then that finalist will be disqualified and is not eligible to participate in the Grand Prize contest. The Sweepstakes Administrator shall then randomly select an alternate finalist from among all remaining eligible entries, and notify the selected finalist per the procedures outlined above.

Selected finalist will be asked to be present at the date, time and location as specified by the Sweepstakes Administrator to participate in the Grand Prize contest attempt on or about 7/17/09. If the selected finalist does not meet the eligibility requirements, then that finalist will be disqualified and an alternate finalist will be randomly selected from among all remaining eligible entries, and Sweepstakes Administrator will attempt to notify the selected finalist per the procedures outlined above, time permitting. A disqualified finalist will not receive any alternate prize award or compensation. Difficulties with getting to location to participate in the Grand Prize contest are not the responsibility of Sponsors. Failure to attend Grand Prize contest may result in disqualification. Sponsors reserve the right in its sole discretion to change the date, time or location of the Grand Prize contest. Selected finalist will be notified of any changes at the time of their selection and/or notification. Decisions of judges in the selection of finalist, and all matters related to this Sweepstakes are final.

OR

Selected finalist, once contacted, may request that a Sweepstakes Administrator or representative of the Sponsors act on their behalf to participate in the contest. Selected finalist need not be present at the Grand Prize contest to win. In the event of a winning occurrence, the selected finalist will be the sole winner, and the person acting on their behalf will not be eligible to win. In the event of a non-winning occurrence, designated representative will not be liable in any way to finalist.

The selected finalist will be presented with a total of (20) sealed Grand Prize contest envelopes. Two of the contest envelopes will contain Grand Prize winning certificates printed with winning symbols. The two winning symbols for this contest are: Footballs. Each of the remaining (18) contest envelopes will contain non-winning certificates. The "Non-Winning" prize certificates will be printed with "Sorry – Not a Winner" or other similar text clearly distinguishing it as a "Non-Winning" certificate. In order for the Grand Prize to be awarded, an eligible finalist must select the (2) sealed contest envelopes that each contain a Grand Prize winning prize certificate.

The following will apply to each Grand Prize contest attempt:

All contest attempts must occur in the presence of the Sweepstakes Administrator. Any attempt not made in the presence of the Sweepstakes Administrator for any reason will be disqualified and is not eligible for the Grand Prize. Finalist must select from the (20) sealed envelopes available for the contest attempt. Each sealed contest envelope will be identical in size, shape, and color with the exception of the number labeled on the envelope (encompassing the range from 1 – 20).

Finalist will be required to select and open a maximum total of (2) sealed contest envelopes. Opening more than (2) sealed contest envelopes for any reason will disqualify the finalist, and void any opportunity to claim the Grand Prize.

Finalist must then reveal each of the prize certificates contained in their selected prize envelopes to the contest administrator to determine if the certificate is a "Winning" or "Non-Winning" prize certificate.

In order to claim the Grand Prize, each of the (2) sealed contest envelopes selected and opened by an individual contestant must contain a "Winning" prize certificate. If a finalist selects any contest envelope that contains a "Non-Winning" prize certificate, they will not be eligible to claim the Grand Prize.

IMPORTANT: In the event of an error in the preparation of the contest materials or any tampering that results in the (20) sealed contest envelopes containing more than (2) "Winning Prize Certificates", all contest attempts are void.

The finalists will be solely entitled to re-attempt the contest, using a new set of sealed contest envelopes for their re-attempt.

6. Prize(s).

Grand Prize: In the event of a successful attempt, the eligible contestant will be awarded the Grand Prize subject to verification, approval and compliance with these Official Rules. The Grand Prize is \$10,000 cash.

Grand Prize winner, if any, must accept delivery of prize from Sponsors, or as otherwise instructed by Sponsors. All other costs related to prize delivery and acceptance is the responsibility of winner. Prizes are non-transferable and no cash redemption or prize substitution allowed, except at Sponsors sole discretion or as provided herein. Sponsors reserve the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. Other restrictions may apply. All properly claimed prizes will be awarded. Any unclaimed prizes will not be awarded, except as provided herein. There is a maximum of (1) Grand Prize available for this Sweepstakes. In the event the contest is not successfully completed by any eligible contestant, the Grand Prize will not be awarded.

Bonus Prize: The grand prize finalist will receive the bonus prize, regardless of the outline of the Grand Prize contest. The Bonus Prize is: a Baracuda X7 Quattro, with a MRV of \$499.00.

Total ARV of all available prizes: \$10,499.00. Sponsors reserve the right to substitute a prize of equal or greater value if an advertised prize becomes unavailable. All prize winners will be required to complete and return a W-9 form (if prize value exceeds \$600.00), affidavit of eligibility, and liability/publicity release (Tennessee residents need not sign publicity release), and present a valid driver's license and social security card before prize will be awarded. Winners of prizes greater than \$600.00 will be issued a 1099 form reflecting the value of the prize(s) and are responsible for paying all taxes on prize(s).

Sponsors reserve the right to hold awarding the prizes if it believes these rules were violated until it has resolution. Failure to collect or properly claim any prize in accordance with these rules will result in forfeiture of the prize. If forfeited for any reason, contestant will not receive any other prize substitution or compensation. No more than the advertised maximum number of prizes will be awarded for any reason. If due to printing, production, seeding, typographical, human or other error, the number of valid prize claims received at any prize level exceeds the number of prizes intended to be awarded at such level as stated herein, Sponsors reserve the right to conduct and award the stated number of prizes for such level in a random drawing from among all valid, non-suspect prize claims received for that level. Any claims received after a prize has been exhausted for any particular prize level will be void.

7. Eligibility Restrictions:

Sweepstakes is open to legal residents of Florida who are age 18 or older as of date of entry. Zodiac Pool Services, The Sun Sentinel ("Sponsors") and Million Dollar Media, LLC ("Sweepstakes Administrator"), participating third-party sponsors/advertisers, and each of their respective franchisees, parents, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this Sweepstakes (collectively, "Released Parties"), and the members of the immediate families or households, whether or not related, of any of the above are not eligible. "Immediate family members" includes, for purposes of this Sweepstakes, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grand children (including step grand children) and each of their respective spouses, regardless of where they reside. Individuals without access to an internet connection or a valid email address as of the date the Sweepstakes begins are also not eligible.

8. Additional Rules & Restrictions:

(a) By participating, entrants agree to abide by and be bound by the Official Rules and the decisions of the Sponsors and Sweepstakes Administrator, which decisions shall be final in all matters relating to this Sweepstakes. In the event an entrant wins a prize, and is later found to be in violation of these rules he/she will be required to forfeit the prize or to reimburse Sponsors for the stated value of the prize if such violation is discovered after winner has used the prize. Participation in Sweepstakes constitutes permission for the Sponsors and their designees to use entrants' names, cities and states of residence and/or likenesses for purposes of advertising and trade in any and all media now or hereafter known worldwide on perpetuity without limitation or further compensation, notification

or permission, unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

(b) By participating, entrants agree to hold all Released Parties harmless from any claims, losses, actions, or damages of any kind, whether actual, incidental or consequential, for injury (including but not limited to death), damages, losses or expenses arising out of or relating to entrant's participation in this Sweepstakes, or the acceptance, possession or use/misuse of any prize, or participation in prize-related activities (including but not limited to travel or activity related thereto), and to assume all liability therefor.

(c) Released Parties shall not be liable to winner or any other person for failure to supply the prize or any part thereof by reason of any acts of God, any actions, regulations, orders, or requests by any governmental entity, equipment failure, terrorist acts, war, fire, unusually severe weather, embargo, labor dispute or strike, labor or material shortage, transportation interruption of any kind, or any other cause beyond Released Parties' sole control.

(d) Participants are restricted to use of ordinary and typical computer equipment, mobile phone equipment, Internet access and cellular networks. Sponsors disclaim all liability for the inability of a participant to complete or continue an entry due to equipment malfunction, busy lines, inadvertent disconnections, acts beyond the Sponsors' control, or otherwise. The Sponsors disclaim any liability for entries not received due to technical difficulties or transmission errors. The Sponsors disclaim all liability for any delays, mis-delivery, loss, or failure in the delivery of any item sent by electronic transmission, or other delivery method. Released Parties are not responsible for mechanical, technical, electronic, communications, telephone, computer, hardware or software errors, malfunctions or failures of any kind, including: failed, incomplete, garbled or delayed transmission of online entries, traffic congestion on telephone lines, the Internet or at any website or lost or unavailable network connections which may limit an online entrant's ability to participate in the Sweepstakes, and any injury or damage to entrant's or any other person's computer or mobile phone related to or resulting from participating in or downloading any information necessary to participate in the Sweepstakes. Released Parties are not responsible for any other errors of any kind, whether computer, technical, typographical, printing, human or otherwise, relating to or in connection with the Sweepstakes, including, without limitations, errors which may occur in connection with the printing or advertising of this Sweepstakes, administration or execution of the Sweepstakes, the cancellation of the game, the processing of entries or in the announcement of the prizes or prize winners. Sponsors, in their sole discretion, reserve the right to disqualify any person tampering with the entry process or the operation of the Sweepstakes website.

(e) Sponsors reserve the right to cancel, modify or terminate the Sweepstakes if fraud, misconduct or technical failures destroy or threaten the integrity of the Sweepstakes, in the opinion of the Sponsors/Sweepstakes Administrator, or if a computer virus, bug, or other technical problem corrupts the administration, security, or proper conduct of the Sweepstakes as determined by Sponsors/Sweepstakes Administrator, in their sole discretion. If Sponsors do so, Sponsors shall post notice on the Sweepstakes website. In the event of early termination of the Sweepstakes, Sponsors will determine the Grand Prize Finalist in a random drawing from among all eligible, non-suspect entries received as of the time/date of such termination.

9. IN CASE OF DISPUTES:

By participating, each entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Sweepstakes, or any prizes awarded, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion, and in no event will entrant be entitled to receive attorneys' fees or other legal costs; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and 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 entrant and Sponsors in connection with this Promotion, shall be governed by, and construed in accordance with the laws of the Illinois, without giving effect to any choice of law or conflict of law rules or provisions.

10. Odds: Odds of being selected as a Grand Prize Finalist are dependent upon the total number of eligible participants in the Sweepstakes. The odds of a Grand Prize Finalist winning the Grand Prize are 1:190.

11. Official Rules & Winners List: For a copy of these Official Rules or the names of prize winners, send a self-addressed stamped envelope to be received by 9/17/09 to: Backyard Blitz, c/o The Sun Sentinel, 200 E. Las Olas Blvd, Ft Lauderdale, FL 33301. PLEASE SPECIFY which you are requesting: Official Rules or Winners List.

12. Sponsors: Sweepstakes is sponsored by The Sun Sentinel, 200 E. Las Olas Blvd, Ft Lauderdale, FL 33301 and by Zodiac Pool Services

13. Sweepstakes Administrator: Sweepstakes is administered by Million Dollar Media, 1460 Route 9 North – Suite 201, Woodbridge, NJ 07095.