

Get Out Alive / The Parent-Teen Driving Challenge

OFFICIAL CONTEST RULES

1. **NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**
2. **Eligibility.** The Get Out Alive / The Parent-Teen Driving Challenge (the “Contest”) is open to Maine High School students and their parents representing their High School or Community Group, 15 years or older at the time of entry. Employees of WCSH 6, WLBS 2, Gannett Co., Inc., the Maine Department of Transportation (MaineDOT), AAA of Northern New England and the Maine Bureau of Highway Safety, and each of their respective affiliated companies, subsidiaries, advertising or promotional agencies, and other agents, and the immediate family members of, and any persons domiciled with such employees, are not eligible.
3. **Entry.** The Contest begins at 12:01 a.m. (E.S.T.) on August 27, 2007 and all registered entries must be received by 9:00 a.m. (E.S.T.) on May 17, 2008 (the “Contest Period”).

Enter by visiting the Get Out Alive / The Parent-Teen Driving Challenge official registration page on the Get Out Alive / The Parent-Teen Driving Challenge website www.goachallenge.org and completing all of the required information and following all instructions. Submit your entry by clicking on the “SEND” button. Your computer must accept cookies, or any successor or similar technology, which may be used for the purpose of entry tracking. By entering, you agree to the terms of these Official Rules and to receive e-mails from Sponsor or those directed by Sponsor. You can opt-out of the receipt of such e-mails by following the directions on the Contest website or in any email received from Sponsor.

Enter by calling (207) 780-6988 or at the day of the event, May 17, 2008.

Note: Total scores are determined by accumulating points from driving event, online quizzes, parent/parent contract, student/parent contracts, scheduled programs or Checkpoints/StartSmart registrations. The highest scores determine the four (4) winners of the Grand Prize, one (1) in each class. Points given for online quizzes, parent/parent contract, student/parent contracts, scheduled programs or Checkpoints/StartSmart registration stop at 11:59 p.m. (E.S.T.) on May 9, 2008.

One (1) entry per person.

WCSH 6, WLBS 2, Gannett Co., Inc., the Maine Department of Transportation (MaineDOT), AAA of Northern New England and the Maine Bureau of Highway Safety (“collectively referred to as Sponsor”) will not be responsible for incomplete, lost, late, misdirected or illegible entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any telephone connection, network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the email account from which they were sent. For these purposes, an email account holder shall mean

the natural person assigned to such email account by the Internet access provider, online service provider or other organization responsible for assigning email addresses for the domain associated with such email account. All entries become the property of Sponsor and none will be returned. Any questions regarding the number of entries submitted or the owner of an email account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

4. **Prizes and Odds.** Four High School/Community Groups with the most combined points will win a Grand Prize of \$1,000 (total of 4, one in each class/division A, B, C, D).

A \$100 gas card will be given to the top two (2) scorers for each class/division in the driving competition. (total of 8)

All driving challenge contestants will be entered into a random drawing in their division for an IPOD. (total of 4 with 1 award for each school class/division).

All driving challenge contestants will be entered into a random drawing for a \$100 cash prize (total of 2 will be awarded).

Odds of winning depend on the number of eligible entries received.

5. **Winner Notification and Acceptance.**

Winners will be selected and announced at the conclusion of the Get Out Alive Fair / Driving Challenge on May 17, 2008. Winners do not have to be present when the announcements are made. Winners will be posted on www.goachallenge.org.

Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed, except that prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners will be required to complete an affidavit of eligibility, and a liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of date of postmark. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to an alternate winner. Except where prohibited, participation in the Contest constitutes entrant's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor. For prize winners list (available after May 19, 2008), visit www.goachallenge.org or send a self-addressed, stamped envelope to WCSH 6, One Congress Square, Portland, ME 04101, Attn: Charlene Belanger.

6. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of the judges. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Sponsor. In the event the Contest is compromised by tampering or other causes beyond the reasonable control of Sponsor which corrupts or impairs the administration, security, fairness or proper operation of

the Contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the Contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.

7. **Limitations of Liability.** By entering the Contest, entrant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with the Contest, or any prizes awarded, shall be resolved individually without resort to any form of class action, and entrant waives his or her right to a jury trial for such disputes, claims, and causes of action; (2) any claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering the Contest, but in no event attorneys' fees; and (3) under no circumstances will any entrant be permitted to obtain any award for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages and any and all rights to have damages multiplied or otherwise increased and any other damages, other than damages for actual out-of-pocket expenses.
8. **Construction.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any contestant and Sponsor, shall be governed by, and construed in accordance with the laws of the State of Maine, without giving effect to any choice of law or conflict of law rules or provisions (whether of Maine, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than Maine. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the valid or enforceable provision was not contained therein.
9. **General Release.** By entering the Contest, contestants release WCSH 6, WLBZ 2, Gannett Co., Inc., the Maine Department of Transportation (MaineDOT), AAA of Northern New England and the Maine Bureau of Highway Safety, any other promotional sponsors, and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the Contest or with the acceptance, possession or use of any prize (including, without limitation, claims, costs, injuries, losses or damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light).
10. **Sponsor.** The Get Out Alive / The Parent-Teen Driving Challenge is sponsored by WCSH 6, WLBZ 2, Gannett Co., Inc., the Maine Department of Transportation (MaineDOT), AAA of Northern New England and the Maine Bureau of Highway Safety, whose decisions regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. If you have any questions regarding this Contest, please contact Charlene Belanger, c/o WCSH 6, One Congress Square, Portland, ME 04101.

