

# CENTURY 21<sup>®</sup> PATH TO YOUR DREAMS SWEEPSTAKES

## OFFICIAL RULES

**1. NO LISTING OR PURCHASE OF A HOME REQUIRED TO ENTER. NO PURCHASE, PAYMENT OR MEMBERSHIP OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.** Open and offered only to legal residents of the 50 United States and District of Columbia ("DC"), except KS, MO, NJ, OK and RI, who are 18 years of age or older at the time of entry. Employees and directors of Century 21 Real Estate LLC ("Sponsor"), Skybridge Marketing Group ("Administrator") and its subsidiaries and affiliated companies, advertising, promotion, or production agencies (and their respective IRS dependents, immediate family members [children, spouse, parents, siblings] and individuals residing in their same household) are not eligible to participate. Void in KS, KY, MO, NJ, OK and RI, Puerto Rico, the U.S. Virgin Islands and U.S. Military Installations in foreign countries and where prohibited, taxed or restricted by law. By participating, entrants agree to these Official Rules and the decisions of the Sponsor and/or Administrator, as applicable, which are final and binding in all matters relating to this Promotion.

**2. HOW TO ENTER THE SWEEPSTAKES PORTION:** The Sweepstakes portion of the Promotion begins at 12:00:01 a.m. Eastern Time ("ET") on 4/1/2009 and ends at 11:59:59 p.m. ET on 5/16/2009 ("Promotion Period"). There are two (2) ways to enter the Sweepstakes Portion of this Promotion (hereinafter "Sweepstakes Entry"): (1) during the Promotion Period, visit [www.century21.com/sweepstakes](http://www.century21.com/sweepstakes) and complete the online official entry form by providing your complete name, street address, city, state, zip code, date of birth (mm/dd/yyyy), daytime telephone number and email address and click "Submit." On-line entries must be received by 11:59:59 p.m. ET on 5/16/2009. **Limit one (1) entry per person/email address per day**, OR (2) on an official entry form, available while supplies last from your CENTURY 21 real estate agent, or on a plain piece of 3" x 5" paper, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy) plus daytime and evening telephone numbers. (If you do not have a telephone, indicate "No Phone." Failure to comply with this or any other Official Rule will result in disqualification.) Mail your entry in a hand addressed, business-size (#10) envelope with first-class postage affixed, to:

CENTURY 21 Path To Your Dreams Entries,  
P.O. Box 72517  
Rockford, MN 55572

Mailed entries must be post-marked by May 16, 2009 and must be received by May 22, 2008. Limit one entry per stamped envelope per day. No mechanically reproduced entries permitted. Illegible and/or incomplete entries are void. Each Sweepstakes Entry will then be divided into one of eight (8) regions based on the entrant's zip code as follows: (1) Desert West Region comprised of: Nevada, Utah, Arizona, Colorado, New Mexico and Arkansas; (2) Pacific West comprised of: California and Hawaii; (3) Northwest Region comprised of: Alaska, Washington, Oregon, Idaho, Montana, Wyoming, North Dakota, South Dakota, Nebraska, Minnesota, and Iowa; (4) Midwest Region comprised of: Illinois, Wisconsin, Michigan, and Ohio; (5) Northeast comprised of: New York, Maine, Massachusetts, Vermont, New Hampshire and Connecticut; (6) Mid-Atlantic Region comprised of: Pennsylvania, Virginia, Maryland, West Virginia and

Delaware; (7) Southeast Region comprised of: North Carolina, South Carolina, Georgia, Alabama and Florida; and (8) South Central comprised of Texas, Louisiana, Mississippi, Tennessee, Kentucky and Indiana.

**3. HOW TO ENTER THE INSTANT WIN PORTION:** There are two (2) ways to play the Instant Win Portion of the Promotion: (1) for entrants who entered the Sweepstakes Portion online, upon clicking the "Submit" button to enter the Sweepstakes Portion of the Promotion, you will also automatically receive an instant message. If your instant message says "Congratulations! You Are a Winner!" you are an instant winner of the prize as stated, subject to verification. If your instant message reads: "Sorry, try again," or any other message other than as stated above or is blank, you are not an instant winner; OR (2) for entrants who entered the Sweepstakes Portion via mail-in, Administrator will play for that entrant.

**4. REDEEMING YOUR INSTANT WIN PRIZE:** If you receive an instant winner message online, a verification email will be sent to the email address provided on the online entry form. Upon receipt of the verification email, follow the instructions on the email to redeem your prize. If you are a mail-in instant winner, you will be notified by Sponsor via phone/mail. ONLY WINNERS WILL BE NOTIFIED WHO ENTER VIA MAIL-IN. Upon receipt of winner verification, Administrator will email your Instant Win Prize to the email address provided on the entry form within eight (8) to ten (10) weeks from winner verification.

**5. SWEEPSTAKES RANDOM DRAWINGS:** One (1) Grand Prize winner will be selected in a random drawing on or about 5/25/2009 from among all eligible entries received throughout the Promotion Period. One (1) First Prize winner from each of the eight (8) Regions will be selected in eight (8) separate random drawings on or about 5/25/2009 from among eligible entries received from each Region throughout the Promotion Period. The Random Drawings will be conducted by an independent judging agency, Skybridge Marketing Group, whose decisions are final and binding in all matters relating to the administration of the Random Drawings. Limit one prize per person/household. Winners will be notified by telephone, postal mail, express mail and/or e-mail on or about 5/26/2009.

**6. PRIZES/ODDS/APPROXIMATE RETAIL VALUES ("ARV") (UNCLAIMED INSTANT PRIZES WILL NOT BE AWARDED):** **One (1) Grand Prize:** \$221,000 toward the purchase of a home. The Grand Prize winner must select and close on, a residential home of his/her choice (based on availability) through a CENTURY 21 office (except where this condition is prohibited by law) between 5/29/2009 and 11/29/2009 or the prize will be forfeited and may be awarded to an alternate winner. CENTURY 21 Real Estate LLC will pay up to \$221,000 toward a home selected by the winner. Customary and reasonable closing costs, as determined by Sponsor, can be paid out of the Grand Prize value. All expenses not specifically stated are the sole responsibility of the winner. Prize does not include any costs or expenses, which may be associated with a mortgage. If cost of home plus reasonable closing costs, as determined by Sponsor, is less than \$221,000, the difference will not be awarded. Prize award will be applied to one (1) transaction only and must be in connection with the purchase of a residential home. If winner selects a home that is more than \$221,000 and winner cannot finance the difference in cost for any reason (i.e., winner is not eligible for a mortgage), Sponsor will not be responsible and will not make up the difference. No cash substitutions except at Sponsor's sole discretion. Notwithstanding the foregoing, in the event the potential

eligible Grand Prize winner had purchased and closed on a residential home within six (6) months prior to the award date through a CENTURY 21 office, potential grand prize winner will receive \$221,000.00 cash in lieu of prize as stated. Odds of winning the Grand Prize depend upon the number of eligible entries received. **Eight (8) First Prizes** (One (1) First Prize will be awarded to one (1) winner per Region): \$5,000.00, to be awarded in the form of a check. ARV: \$5,000.00 each. Odds of winning a First Prize depend upon the number of eligible entries are received for each Region. **10,500 Instant Win Prizes:** A Sponsor-specified \$10.00 Gift Card. ARV: \$10.00 each. Odds of winning an Instant Win Prize depend on the time of day the entry is submitted divided by the number of prizes available. Prizes consist of only the items specifically listed as part of the prize. All federal, state and local taxes are the sole responsibility of winner. Prizes consist of only those items as specifically listed as part of the prize. Winners may not substitute, assign or transfer prizes.

**5. GENERAL RULES:** Sponsor and its agencies are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed telephone or computer hardware or software or other technical failures, unauthorized human intervention, garbled or jumbled transmissions or other errors of any kind, whether human, mechanical or electronic, including without limitation, the incorrect or inaccurate capture of entry information regardless of cause. Once submitted, entries become the exclusive property of Sponsor and will not be acknowledged or returned. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Entry material/data that has been tampered with or altered is void. Sponsor reserves the right, at its sole discretion, to cancel/suspend/modify the Sweepstakes portion of the Promotion if it becomes corrupted in any manner such that it cannot be conducted as originally planned and in such event, to select winners by random drawing from all eligible on-line entries received prior to and/or after (if appropriate) the action taken by Sponsor. If by a reason of a printing, computer or other error, more prizes are awarded in a prize category (including instant prizes) than the number set forth in these Official Rules, all persons purportedly making valid claims will be included in a random drawing to award the advertised number of prizes available. No more than the advertised number of prizes will be awarded. **ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE THE WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION IS IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND IF SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.**

Potential Sweepstakes Grand Prize winner and First Prize winners are required to complete, sign and return an Affidavit of Eligibility, a Liability Release and Publicity Release (where legal) within 14 days of notification. Non-compliance with this requirement, or if prize/prize notification is returned as non-deliverable, or if winner is found to be ineligible or not in compliance with these Official Rules, such prize will be forfeited and may be awarded to an alternate winner. The Promotion is subject to all applicable federal, state and local laws and regulations. Sponsor reserves the right to substitute prize of equal or greater value. Entrants, by participating in this Promotion, hereby waive and release, and agree to hold harmless the Sponsor, its respective parents, subsidiaries, affiliates, distributors, licensors, advertising and promotion agencies and all of their respective officers, directors, employees and representatives and agents, from and against, any and all rights, claims and causes of action

whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death, and /or property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use or misuse of any prize, or their participation in this Promotion, or any prize-related activity. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the sponsor and administrator. Except where prohibited by law, by accepting a prize, winners agree that Sponsor and its related and affiliated companies may use the winner's name, address (city, state), photograph, videotape, likeness, and/or prize information for advertising, publicity and promotional purposes and to the use of statements made by or attributed to winner relating to Sponsor, its related and affiliated companies or to this Promotion and grants to Sponsor and its related and affiliated companies any and all rights to said use without further notice and/or compensation except where prohibited by law.

**6. USE OF DATA:** Sponsor will be collecting personal data about entrants online, in accordance with its privacy policy. Please review the Sponsor's privacy policy at <http://www.century21.com/legal/privacy.jsp>. By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

**7. WINNERS LIST:** For names of Grand and First Prize winners, visit [www.century21.com/sweepstakes](http://www.century21.com/sweepstakes) by June 26, 2009.

**8. SPONSOR:** Sponsor of this sweepstakes is Century 21 Real Estate LLC, 1 Campus Drive, Parsippany, NJ 07054.

Online and Print Abbreviated Rules:

**NO LISTING OR PURCHASE OF A HOME REQUIRED TO ENTER OR WIN.** Odds of winning depend on number of entries. Promotion begins at 12:00:01 a.m. ET on 4/1/09 and ends at 11:59:59 p.m. ET on 5/16/09. Open to legal residents of the 50 U.S. States and DC (except residents of KS, MO, NJ, OK, and RI) who are 18 years of age or older at time of entry. Void in KS, MO, NJ, OK, RI, Puerto Rico, the U.S. Virgin Islands and U.S. Military Installations in foreign countries and where prohibited, taxed or restricted by law. Subject to full Official Rules, available at [www.century21.com/sweepstakes](http://www.century21.com/sweepstakes). Sponsored by: Century 21 Real Estate LLC, 1 Campus Drive, Parsippany, NJ 07054.

Radio/TV Abbreviated Rules:

**NO PURCHASE NECESSARY.** Must be 18 or older and a legal U.S. resident to enter. Void in KS, MO, NJ, OK, and RI. Details at [www.century21.com/sweepstakes](http://www.century21.com/sweepstakes). Odds of winning depend on number of entries. Ends May 16<sup>th</sup>. Each CENTURY21 office is independently owned and operated.