

Atlanta Boat Show & Progressive Insurance – Unlock the Keys to a New Boat *Crack the Code Bank Vault Challenge* OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCES OF WINNING. THE FOLLOWING CONTEST IS VALID ONLY IN GEORGIA, AND IS OPEN ONLY TO QUALIFIED PERSONS (AS DEFINED IN THE OFFICIAL RULES (“OFFICIAL RULES”) BELOW). VOID ELSEWHERE AND WHEREVER PROHIBITED. DO NOT PARTICIPATE IN THE CONTEST IF YOU DO NOT FALL WITHIN THE ELIGIBILITY REQUIREMENTS AS SET FORTH BELOW.

Promotion Period: The Atlanta Boat Show & Progressive Insurance – Unlock the Keys to a New Boat - Crack the Code Bank Vault Challenge (“Contest”) is scheduled to occur on 1/10/2019 at the Atlanta Boat Show at the Georgia World Congress Center, beginning at approximately 11:00 a.m. Eastern Standard Time (“EST”) and *ending the earlier of:* (i) entry of the correct code; (ii) following the first 1,000 eligible Contest attempts; or (iii) at approximately 9:00 p.m. EST (the “Promotion Period”). Contest is subject to all applicable federal, state and local laws and regulations, and is void outside Georgia, and wherever prohibited or restricted by law.

Who May Enter: Contest is open only to legal residents of the state of Georgia who reside within 250 miles of Atlanta, GA, and who are age 18 or older as of date of entry with a valid driver’s license or government issued photo I.D., except the following classes of persons who are not eligible to enter:

- a. Employees, officers, and directors of **Atlanta Boat Show, Progressive Insurance** (collectively “Sponsors”), **Cox Radio, Inc. d/b/a Cox Media Group Atlanta** (the “Contest Administrator”), **Cox Enterprises, Inc., Million Dollar Media, LLC**, each of their respective franchisees, affiliated companies, subsidiaries, distributors, retailers, printers, advertising and promotion agencies, and any and all other companies associated with the design or execution of this promotion (collectively “Released Parties”) and the members of the immediate families or households of any of the above, whether or not related. “Immediate family members” includes, for purposes of this promotion, parents (including in-laws), grandparents, siblings (including step-siblings), children (including step-children), grandchildren (including step grandchildren) and each of their respective spouses.
- b. Individuals who are unable or unwilling to visit the Atlanta Boat Show to participate in the Contest during the Promotion Period.

How to Enter: The first (1,000) eligible contestants to visit the Contest area at the Atlanta Boat Show at Georgia World Congress Center during the Promotion Period on 1/10/2019, will be allowed to participate in the Contest. Maximum of one (1) attempt per person. No one may participate on behalf of another individual. Any individual who does not meet the eligibility requirements, or does not wish to participate in the grand prize Contest will be disqualified. Decisions of Contest Administrator in the selection and designation of eligible contestants and participation in the Contest are final. Difficulties with getting to locations to enter or participate in the Contest are not the responsibility of Sponsors.

NOTE: NO PURCHASE NECESSARY. Purchase of admission or entry ticket is not required to participate. Eligible contestants without an admission ticket may visit main entrance, and request to visit the Contest area to submit their guess per the requirements below.

How to Play: The predetermined winning **(5)** digit number for this Contest will be randomly pre-selected by an independent promotions company (Million Dollar Media, LLC) and placed in a sealed security envelope. The winning number will be programmed into the key pad and locking mechanism of the “bank vault” that will be used for all Contest attempts. Each eligible contestant will each be given one opportunity to attempt the Contest.

In order to be a valid attempt, each eligible contestant must complete the following in the presence of the Contest Administrator:

1. Print and sign their full name, along with their **(5)** digit number guess on the first unoccupied line of the provided registration sign-in binder.
2. After completing the registration binder, the contestant must enter their (5) digit number guess exactly as recorded on the registration form into the digital key pad on the bank vault, **followed by the * key on the key pad.** (*Example – if the*

contestant's number guess is recorded as 1-2-3-4-5 on the registration form, then they must enter 1-2-3-4-5-* on the bank vault key pad. The *-key acts as an 'enter' button.)

Contestants are solely responsible for correctly entering their (5) digit number guess into the key pad exactly as recorded in the registration binder. No prize will be awarded for any attempt that is incorrectly entered into the key pad. Any attempt initiated without the presence of the Contest Administrator will be void.

Claiming the Bank Vault Contest Grand Prize: In order to claim the Bank Vault Contest grand prize, an eligible contestant must record the winning (5) digit number (*as contained in the sealed security envelope*) in the registration binder, then unlock and open the bank vault only by means of entering that winning number into the keypad.

1. The act of opening the bank vault door **does not** constitute a winning attempt. The prize will not be awarded as a result of opening the bank vault door or lock due to tampering, malfunction, damage, physical force or any means other than by entering the winning number into the key pad.
2. The (5) digit number recorded by the contestant in the official registration binder and entered by that contestant into the key pad on the bank vault must exactly match the predetermined winning (5) digit number that was randomly pre-selected for this Contest, and that is contained in the sealed security envelope. The grand prize **will not** be awarded as a result of any of the following reasons including, but not limited to:
 - a. Any number recorded by the contestant on the registration form and entered into the digital key pad that does not match the predetermined winning number contained in the sealed security envelope;
 - b. Any tampering, malfunction, damage, or use of physical force that causes the bank vault to unlock or open;
 - c. A contestant who records the winning number on the registration form, but fails to correctly enter that number into the key pad.

Prize Awards & Delivery: In the event of a winning Contest attempt, the corresponding eligible contestant will be eligible to claim the grand prize, subject to approval and verification of compliance with these official rules. The grand prize is:

a \$25,000 credit with a Boat Dealer participating in the 2019 Atlanta Boat Show, towards the purchase of a boat of the winner's choice, limited to the boat inventory available at the 2019 Atlanta Boat Show. Maximum MSRP of grand prize not to exceed \$25,000. Winner is solely responsible for any additional costs that exceed \$25,000 at the time of delivery, including but not limited to dealer delivery fees, taxes or additional sales price of selected boat.

Winner must accept delivery of boat from the designated dealer, or as otherwise specified by Sponsors. Designated boat must currently be in designated dealer's stock of inventory. If the designated prize boat MSRP is under \$25,000, the winner will not be awarded the difference between the boat's actual MSRP and \$25,000. Grand Prize winner is responsible for paying any and all sales tax on prize award at time of delivery, estimated at approximately \$1,500 (based on a 6.0% tax value), but such sales tax may vary depending on the state and county in which the boat is awarded.

All other costs and expenses related to prize acceptance and use not specified herein as being provided are the sole responsibility of Grand Prize winner, including but not limited to tax, title, insurance, license and registration fees. All income, federal, state and local taxes are Grand Prize winner's sole responsibility. All grand prize awards are non-transferable and no cash redemption or prize substitution allowed, except at Contest Administrator's sole discretion or as provided herein. Contest Administrator reserves the right to substitute a prize of comparable or greater value, at its sole discretion.

A maximum of one (1) grand prize will be awarded to the first contestant who successfully completes the Contest requirements. The contest is immediately concluded following the first successful attempt, regardless of the number of completed attempts – and no additional contestants will be allowed to participate. In the event there is no grand prize winning attempt, then the grand prize will not be awarded.

Grand prize winner(s) must accept delivery of prize from Sponsors, or as otherwise instructed by Sponsors. All other costs related to prize delivery and acceptance are the responsibility of winner including but not limited to taxes, title, insurance, license, and registration fees. 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.

Prize winner(s) will be required to complete and return a W-9 form (*if prize value exceeds \$600.00*), affidavit of eligibility, and liability/publicity release and present a valid U.S. 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 income taxes on prize(s). 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. **Total maximum retail value of all available prizes: \$25,000.**

Additional Rules & Restrictions: By participating in this Contest, entrants agree to abide by and be bound by the Official Rules and the decisions of the Contest Administrator, which shall be final in all matters relating to this Contest. The decisions of Contest Administrator and Sponsors and any judges selected by Contest Administrator or Sponsors are final and binding in all respects. Contest Administrator and Sponsors reserve the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Contest Administrator or Sponsors. 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 Contest constitutes permission for the Contest Administrator, Sponsors, and its agencies to use winners' names and/or likenesses for purposes of advertising and trade in any media worldwide without limitation or further compensation unless prohibited by law. False, fraudulent or deceptive entries or acts shall render entrants ineligible for any prize.

Sponsors and Contest Administrator are not responsible for any typographical or other error in the printing or advertising of the offer, administration or execution of the contest or in the announcement of the prizes/prize winners.

RELEASE. BY PARTICIPATING IN THE CONTEST, EACH PARTICIPANT AGREES TO FULLY RELEASE, FOREVER DISCHARGE AND HOLD HARMLESS CONTEST ADMINISTRATOR, SPONSORS, COX ENTERPRISES, INC., MILLION DOLLAR MEDIA, LLC, AND THEIR RESPECTIVE SUBSIDIARIES, AFFILIATES, SUPPLIERS, DISTRIBUTORS, ADVERTISING/PROMOTION AGENCIES, AND PRIZE SUPPLIERS AND EACH SUCH COMPANY'S OFFICERS, DIRECTORS, EMPLOYEES, AGENTS, REPRESENTATIVES, AND SUCCESSORS AND ASSIGNS (COLLECTIVELY, THE "RELEASED PARTIES") FROM AND AGAINST ANY CLAIMS, COSTS, LIABILITIES, LOSSES, INJURIES, AND DAMAGES ARISING OUT OF THE SWEEPSTAKES, INCLUDING, BUT NOT LIMITED TO, ANY CLAIMS FOR PERSONAL INJURY, DEATH, OR DAMAGE TO OR LOSS OF PROPERTY, LOSS OF ENJOYMENT, OR ANY OTHER HARM WHATSOEVER ARISING OUT OF: (1) PARTICIPATION IN THE CONTEST; (2) THE QUALITY, RECEIPT, POSSESSION, USE, OR MISUSE OF ANY PRIZE; OR (3) ANY TRAVEL OR ACTIVITY THAT IS RELATED TO THE CONTEST OR ANY PRIZE.

THE RELEASED PARTIES SHALL NOT BE LIABLE TO ANY WINNER, ENTRANT 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 THE RELEASED PARTIES' SOLE CONTROL.

LIMITATIONS OF LIABILITY. BY PARTICIPATING IN THE CONTEST, PARTICIPANTS ACKNOWLEDGE AND AGREE THAT EVERYTHING REGARDING THIS CONTEST, INCLUDING ANY WEBSITES AND THE PRIZE(S), ARE PROVIDED "AS IS" AND THAT CONTEST ADMINISTRATOR AND SPONSORS MAKE NO REPRESENTATIONS OR WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, ABOUT THE PRIZE(S) AND CONTEST ADMINISTRATOR AND SPONSORS HEREBY DISCLAIM ALL SUCH WARRANTIES, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. (BECAUSE SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF CERTAIN IMPLIED WARRANTIES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU. IN SUCH STATES, THE LIABILITY OF THE RELEASED PARTIES IS LIMITED TO THE FULLEST EXTENT PERMITTED BY SUCH STATE LAW.)

THE RELEASED PARTIES ARE NOT RESPONSIBLE FOR: (1) ANY INCORRECT OR INACCURATE INFORMATION, WHETHER CAUSED BY PARTICIPANTS, PRINTING OR PRODUCTION ERRORS, OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR EMPLOYED IN THE CONTEST; (2) TECHNICAL FAILURES OF ANY KIND, INCLUDING, BUT NOT LIMITED TO MALFUNCTIONS, INTERRUPTIONS, OR DISCONNECTIONS IN PHONE LINES OR NETWORK HARDWARE OR SOFTWARE; (3) UNAUTHORIZED HUMAN INTERVENTION IN ANY PART OF THE ENTRY

PROCESS OR THE CONTEST; (4) TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE ADMINISTRATION OF THE CONTEST, THE PROCESSING OF ENTRIES, OR THE NOTIFICATION OF ANY WINNER; OR (5) ANY INJURY OR DAMAGE TO PERSONS OR PROPERTY WHICH MAY BE CAUSED, DIRECTLY OR INDIRECTLY, IN WHOLE OR IN PART, FROM A PARTICIPANT'S PARTICIPATION IN THE CONTEST OR RECEIPT OR USE OR MISUSE OF ANY PRIZE.

PARTICIPANTS FURTHER AGREE THAT THE RELEASED PARTIES' TOTAL LIABILITY TO ANY PARTICIPANT FOR CLAIMS ARISING FROM OR RELATED TO THIS SWEEPSTAKES IS LIMITED TO \$500 (U.S. DOLLARS).

PARTICIPANTS AGREE THAT ANY CAUSE OF ACTION ARISING OUT OF, RELATING TO, OR IN ANY WAY CONNECTED WITH ANY OF RELEASED PARTIES OR ANY PART OF THE PROMOTION MUST COMMENCE WITHIN ONE (1) YEAR AFTER THE CAUSE OF ACTION ACCRUES; OTHERWISE, SUCH CAUSE OF ACTION SHALL BE PERMANENTLY BARRED.

ONLY THE NUMBER OF PRIZES STATED IN THESE OFFICIAL RULES IS AVAILABLE TO BE WON IN THE CONTEST. IN THE EVENT THAT PRODUCTION, TECHNICAL, SEEDING, PROGRAMMING, OR ANY OTHER REASONS CAUSE MORE THAN THE STATED NUMBER OF PRIZES AS SET FORTH IN THESE OFFICIAL RULES TO BE AVAILABLE AND/OR CLAIMED, CONTEST ADMINISTRATOR AND SPONSORS RESERVE THE RIGHT TO AWARD THE PRIZES BY A RANDOM DRAWING AMONG ALL LEGITIMATE ELIGIBLE PRIZE CLAIMS.

IN CASE OF DISPUTES: By participating, each participant agrees that (1) any and all disputes, claims, and causes of action arising out of or in connection with this Contest, or any rebates awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of New Jersey; (2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; 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 State of New Jersey, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of New Jersey or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of New Jersey.

Odds: The odds of winning the Contest by entering the winning code in the vault are **1:100,000**

Winners List: For a copy of these official rules or the name of the prize winner, if any, send a self-addressed, stamped envelope to: **2019 Atlanta Boat Show Bank Vault Contest, P.O. Box 278, Woodbridge, NJ 07095.** PLEASE SPECIFY which you are requesting. Requests must be received by 3/10/2019.

Contest Sponsors/Administrator: This Contest is sponsored by the Atlanta Boat Show and Progressive Insurance, and administered by **Cox Radio, Inc., d/b/a Cox Media Group Atlanta, 1601 West Peachtree Street NE, Atlanta, GA 30309.**