

Iowa Lottery Contest For Twitter and Facebook on Thursday, Nov. 20, 2008

Contest Description:

This contest is in support of the Iowa Lottery's suite of holiday-themed instant-scratch games.

At 2:00 p.m. on Thursday, Nov. 20, the Lottery will post the following question on Twitter and Facebook: Which two characters is the Iowa Lottery asking you to impersonate in it's holiday look-alike contest?

The Lottery's followers on Twitter and fans on Facebook will have to go to our Web site at www.ialottery.com to find the correct answer.

The contest will last for 15 minutes, beginning at 2:00 p.m. on Thursday, Nov. 20 until 2:15 p.m. on Thursday, Nov. 20. All those who give the correct answer within that timeframe will be entered into a contest for a chance to win three (3) prizes of \$25 in Lottery Buck coupons for free lottery tickets.

The Lottery will write the Twitter and Facebook names of all those followers and fans who give the correct answer on slips of paper that have been cut out to look like snowflakes. Lottery staff will then put all of the snowflakes into a container, climb up on a step ladder and dump out the snowflakes, creating a mini-blizzard.

On the floor below will be an Iowa Lottery logo, which will be the target. The three snowflakes landing closest to or on the middle of the logo (which will be marked with a coin) will win the prizes in the promotion. The Lottery will videotape the contest results, then post the video on Thursday, Nov. 20, on YouTube, its Web site and its Facebook fan page, and will provide a link to the video from Twitter.

The Lottery also will announce the contest winners via postings on Facebook and Twitter. The winners will be asked to contact the Lottery and must provide their mailing address to receive their Lottery Buck coupons!

Official Contest Rules:

1. **No purchase necessary to enter or to win.** A purchase will not increase the odds of winning. All federal, state, local and municipal laws and regulations apply. Void where prohibited.
2. **Eligibility.** The Twitter and Facebook Lottery Contest for Nov. 20, 2008, is open to Iowa residents who are 21 years of age or older at the time of entry. Members of the Iowa Lottery Authority Board of Directors and Iowa Lottery Authority employees and their immediate families, as defined by statute, are not eligible to enter in the contest. Further, officers, employees, agents, or subcontractors of any vendor who have access to confidential information, which may compromise the integrity of the Lottery, and their immediate families, as defined by statute, are not eligible.
3. **How to Enter.** The Contest will begin at 2 p.m. (CST) on Thursday, Nov. 20, 2008 when the question from the Lottery is posted on Twitter and Facebook. Enter by providing the correct answer to the contest question in reply to @LottoTina on Twitter or via a posting on the wall of the Iowa Lottery's Fan Page on Facebook. The

promotions manager's watch will be the official clock in tracking the 15 minutes for the contest beginning and ending. By entering, players agree to the terms of these Official Rules. Maximum one (1) entry per person. The Lottery is not responsible for incomplete, lost, late or misdirected entries or for failure to receive entries due to transmission failures or technical failures of any kind, including, without limitation, malfunction of any 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 ISP account from which they were sent. For these purposes, an ISP account holder shall mean the natural person assigned to such ISP account by the Internet access provider, online service provider or other organization responsible for assigning ISP addresses for the domain associated with such ISP account. Any questions regarding the number of entries submitted or the owner of an ISP account shall be determined by Lottery in its sole discretion, and Lottery reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest.

4. **Winner Selection.** Three (3) winners who each will receive \$25 in Lottery Buck coupons will be selected from amongst all eligible entries received by the Lottery in the Contest held at 2 p.m. (CST) on Thursday, Nov. 20, 2008. The three snowflakes landing closest to or on the middle of the logo, marked with the coin, will be the winners. An additional 2 snowflakes, that are the next closest to or on the target, will be identified as alternates. The alternate entries will be used, if necessary, in the order closest to or on the target.
5. **Winner Notification and Acceptance.** Winners will be notified by the Lottery on or about Thursday, Nov. 20, 2008, via postings from @LottoTina on Twitter and the Iowa Lottery on its Facebook fan page. Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability. Winners are solely responsible for reporting and payment of any taxes on prizes. In order to receive his or her prize, a winner must contact the lottery following the Contest and provide his/her name, mailing address and date of birth so that the Lottery can provide the Lottery Buck coupons. Failure 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) substitute winner. In the event an original winner cannot be located or is declared ineligible, or fails to respond within 72 hours of being posted as a winner, the alternate entry next closest to the target shall be declared a winner. Any prize not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Lottery.
6. **Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of the Lottery. Lottery reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by Lottery. In the event the Contest is compromised by a virus, non-authorized human intervention, tampering or other causes beyond the reasonable control of Lottery which corrupts or impairs the administration, security, fairness or proper operation of the Contest, Lottery 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, Lottery reserves the right to award prizes based on the entries received before the termination date.

7. **Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

8. **Sponsor.** The Twitter and Facebook Lottery Contest is sponsored by the Iowa Lottery. The decisions of Lottery regarding the selection of winners and all other aspects of the Contest shall be final and binding in all respects. Lottery will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Contest. For a list of winners (available after Thursday, Nov. 20, 2008), or a copy of these Official Rules, visit www.ialottery.com. If you have any questions regarding this Contest, please contact Wmaster@ialottery.com or the Lottery at 515-725-7900.

Iowa Lottery Authority CEO's Discretion

If the CEO, or the CEO's designee, determines that an otherwise valid entry has been foiled by the intervention of a lottery employee, lottery retailer, or lottery vendor processing error, the CEO may authorize the replacement or reproduction of an eligible entry.

Technical Disclaimer

The Iowa Lottery is not responsible for and shall not be liable for:

- Any damage to an entrant's computer system that is directly or indirectly caused by accessing or downloading content from <http://www.ialottery.com> or otherwise participating in this contest; or
- For any computer system, phone line, hardware, software or program malfunctions; or
- Other errors, failures, dropped or delayed computer transmissions or network connections that are human or technical in nature.

Without limiting the generality of the foregoing, the Iowa Lottery is not responsible for incomplete, illegible, misdirected, late, lost, damaged or stolen entries; or for lost, interrupted, inaccessible or unavailable networks, satellites, Internet Service Providers (ISP), website or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmission; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of any prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information or the failure to capture information.

CAUTION: ANY ATTEMPT BY ANYONE TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION IF THE INDIVIDUAL AS AN ENTRANT. IF SUCH AN ATTEMPT IS MADE, THE IOWA LOTTERY RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. SHOULD SUCH AN ATTEMPT BE MADE, THE IOWA LOTTERY RESERVES THE RIGHT TO CANCEL THE PROMOTION IF IT BECOMES TECHNICALLY CORRUPTED.