

ShowUp.com / Alliance for Audience (AFA) Official Contest Rules

Contest: Opening Night Tickets to see either The Color Purple or Sweeny Todd at ASU Gammage plus \$100 American Express Gift Card

1. **Entry.** NO PURCHASE NECESSARY TO ENTER OR TO WIN. Limit one entry/winner per household. Entry in the contest is made by creating a new subscription to the "You've Got Shows" email distribution and completing the official online form. Only entries using the official online form will be accepted. All entries become ShowUp.com/AFA property and none will be returned.
2. **Time.** Entries will be accepted from February 29, 2008 through March 7, 2008. All entries must be received prior to 12:00 noon (MST) on March 7, 2008.
3. **Selection of Winner.** A total of four (4) winners will be selected. Two (2) winners will win one (1) pair of tickets each to see The Color Purple on March 11, 2008 at ASU Gammage. Two winners will win one (1) pair of tickets to see Sweeney Todd on April 15, 2008 at ASU Gammage. Each winner will also receive one (1) \$100 American Express Gift Card. Winners will be chosen at random on March 7, 2008 by ShowUp.com/AFA's Membership Promotions Department from among all eligible entries received during contest period. Winning tickets will be based on the show chosen by entrant on the registration form. An attempt will be made to notify the provisional winner by telephone and e-mail on March 7, 2008 prior to 5:00pm. If the provisional winner is contacted within such period and complies with these rules, he/she will be declared the official winner ("Winner"). If the provisional winner is not reached by telephone within a twenty-four (24) hour period (no messages will be left) or does not comply with these rules, ShowUp.com/AFA may select an alternate provisional winner at random from among all remaining eligible entries received during the contest period. In the event that any dispute arises, ShowUp.com/AFA's decision as to the ultimate winner shall be final.
4. **Prize.** Winner will receive two (2) tickets to selected show at ASU Gammage Auditorium (mentioned above) and a \$100 American Express Gift Card. No substitutions or cash equivalents allowed, except that all prizes are subject to availability and ShowUp.com/AFA may substitute a prize of equal or greater value. Award of Prize is subject to Winner's proof of eligibility under local, state and/or Federal laws. All prizes are nontransferable and non-assignable.
5. **Eligibility Requirements.** Subject to conditions below, the Contest is open to persons 18 years of age or older at the time of entry who are legally able to receive and possess the prizes set forth above, and who meet the other conditions set forth in these Rules. Except where prohibited, entry into Contest and acceptance of Prize constitutes Winner's consent to use his/her name and likeness in any media whatsoever for advertising and publicity purposes without additional compensation or limitation. In order to be eligible for contest, entrant must sign up for at least one "You've Got Shows" e-mail and stay subscribed throughout the contest period, after which the entrant may unsubscribe at any

time, if desired. The contest is offered to new subscribers only, and open to those that enter in the time period mentioned above. Entry into the Contest constitutes Winner's consent to comply with these Official Rules and with the decisions of ShowUp.com/AFA which shall be final and binding in all respects relating to the Contest, including (without limitation) all decisions regarding eligibility, the selection of finalists and Winners, the award of Prizes and the administration of all Contest related drawings and events. If he/she fails for any reason to timely return the required Release and/or proof of residency, he/she may be disqualified from the Contest. The following persons are not eligible to win Prizes or otherwise participate in this Contest: (a) employees of ShowUp.com/AFA, their respective affiliates, advertising and promotional agencies, the immediate family members of all such employees and all others with whom they are domiciled. This Contest is subject to all applicable federal, state and local laws and regulations. Void where prohibited.

6. Odds. The odds of winning depend on the total number of eligible entries received.

7. Winner's Responsibility. Winner is solely responsible for payment of all expenses not specifically mentioned and for payment and reporting of applicable federal, state and local taxes relating to Prize. Winner must accept Prize within 7 days of notification that he/she has been declared the Winner. Failure to accept and take delivery of the Prize within this time period will result in forfeiture of all rights and interest in the Prize. Acceptance of any prize is contingent upon the recipient agreeing to use the prize only for legal purposes, and to hold ShowUp.com, Alliance for Audience and KAET/Channel 8 harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the Contest.

8. Additional Information. For name of Official Winner (available after March 7, 2008) and/or a copy of these Official Rules, send a self-addressed, stamped envelope to ShowUp.com / Alliance for Audience, 13416 N. 32nd Street Phoenix, AZ, 85032. Subject to applicable law, these rules may change at any time without notice at the sole discretion of ShowUp.com/Alliance for Audience.