

Silver Dollar City & GUIDEPOSTS "Inspirational Everyday Americans" CONTEST OFFICIAL RULES

1. DESCRIPTION OF THE CONTEST: The "*Guideposts Inspirational Everyday Americans*" (the "**Contest**") is sponsored by Silver Dollar City and Guideposts (the "**Sponsors**"). The Contest provides individuals who wish to enter the Contest (the "**Entrant**") with the opportunity to nominate an individual that Entrant believes is an Inspirational Everyday American (the "**Nominee**").
2. SUBMISSION PERIOD: Submissions will be accepted electronically beginning at 12:00 a.m. EST on Tuesday, April 27, 2010 and ending at 12:00 p.m. EST on Thursday, August 26, 2010 (the "**Submission Period**"). Sponsors are not responsible for lost, late or misdirected Submissions.
3. ELIGIBILITY: The Contest is open only to those legal residents and citizens of the United States (the "**Territory**") who are at least 18 years of age or older at the time of entry. Directors, trustees, officers and employees of Sponsors and persons who are immediate family members of any such directors, trustees, officers and employees (collectively "**Promotion Entities**") are not eligible to enter or win. The Contest is void where restricted or prohibited by law. Sponsors reserve the right to verify eligibility at any time.
4. HOW TO ENTER: To participate in the Contest, each Entrant must visit the Guideposts website (www.guideposts.com/inspired-offers) (the "**Website**") and complete and send a submission form pursuant to the on-screen instructions (the "**Submission**"). All entries become the exclusive property of the Sponsors and will not be returned. There is no cost associated with registration and no purchase necessary to enter. Sponsors are not responsible for damaged or incomplete Submissions.
5. SUBMISSION REQUIREMENTS:
ONLY ONE ENTRY PER PERSON AND/OR EMAIL ADDRESS DURING THE SUBMISSION PERIOD. By participating in the Contest, each Entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Sponsors, which shall be final and binding in all respects. In the event there is any discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of these Official Rules, these Official Rules shall prevail and govern.
6. WINNER SELECTION: The final selection of the winning Nominees will be made by the Guideposts staff. Guideposts will select one grand-prize winner (the "**Grand-Prize Winner**") and two second-place winners (the "**Second-Place Winners**"). Prizes will be sent to the addresses of all Prize Winners provided by the Entrants in the Submissions. Each Entrant is responsible for updating Nominee's contact information in the event it changes. There will be no appeal of the judges' decision. Any disputes as to the Entrant's or Nominee's identity will be determined by Guideposts in its sole discretion. Odds of winning will depend on the number of eligible Submissions received. Winners will be notified on or around Friday, September 3, 2010 by e-mail. The Promotion Entities shall have no liability for any Winner notification that is lost, intercepted or not received by the potential winner for any reason. If a selected Winner cannot be contacted, is ineligible, declines or fails to claim a prize, and/or fails to return any required Affidavit of Eligibility and/or Publicity Release which within the applicable time period, Sponsors may elect to disqualify the selected Winner, who will then forfeit his or her right to receive the appropriate Prize package, but may in the sole discretion of Sponsors receive Guideposts branded products and travel awards to Silver City.
7. THE PRIZE PACKAGE: The Grand-Prize Prize provided by Sponsors is an Inspirational Holiday Trip to Branson and Silver Dollar City, Missouri, November 12-14, 2010 including a 3-night stay in a local hotel, 3 family meal tickets for Silver Dollar City, tickets to Silver Dollar City and the Showboat Branson Belle, a \$500 shopping spree and a \$1,000 travel allowance for the Grand-Prize Winner and his/her family (4-6 people including the Winner). The 2 Second-Place Winners will each receive a trip to Branson and Silver Dollar City November 12-14, 2010 including a 3-night stay, 2 family meal tickets for Silver Dollar City, tickets to Silver Dollar City and Showboat Branson Belle, and a \$500 travel allowance for the Winner and his/her family (4-6 people including the Winner). If any of the Winners cannot take the trip between November 12-14 2010, which is An Old Time Christmas with Guideposts special event, the Winners will receive cash value for the travel allowance only and selected Guideposts products. Prizes will be delivered only to an address in the USA. No substitutions or transfer of Prizes permitted. Sponsors reserve the right to substitute cash or a prize of equal or greater value should any of the advertised Prizes become unavailable.

8. **PUBLICITY RELEASE/LICENSE TO USE:** By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between Sponsors and any Entrant or Winner, each Entrant irrevocably grants the Promotion Entities and their respective successors, assignees and licensees, the right to use such Entrant's name, user name, likeness and biographical information in an and all media for any purpose, including without limitation advertising and promotional purposes, as well as in, on or in connection with the Website or the Contest or other promotions conducted by the Promotion Entities, and each Entrant hereby releases the Promotion Entities from any liability with respect thereto. Winners will be required to execute Affidavits of Eligibility and/or Publicity Releases as a condition of Prize award.
9. **LIMITATIONS OF LIABILITY:** Sponsors assume no responsibility or liability for the following: (a) lost, late, misdirected, illegible, or mutilated entries or for any computer, online, telephone or technical malfunctions that may occur; (b) any incorrect or inaccurate information, whether caused by website users, any of the equipment or programming associated with or utilized in the Contest, or any technical or human error which may occur in the processing of Submissions in the Contest; (c) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, Submissions; (d) any problems, failures or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing; (e) any injury or damage to Entrants or to any computer related to or resulting from participating or downloading materials in this Contest; or (f) any use, misuse or inability to use the Prize awarded, which use shall be subject solely to the terms of any warranty offered by the manufacturer of such Prize. If, for any reason, the Contest is not capable of running as planned, including because of infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, force majeure, or any other cause beyond the control of Sponsors which may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsors reserve the right at their sole discretion to cancel, terminate, modify or suspend the Contest and select Winners from among all eligible, non-suspect Submissions received prior to the cancellation (if any).
10. **PRIVACY:** By entering the Contest, you agree to Sponsors use of your personal information in accordance with online privacy restrictions. Entering the contest automatically opts the Entrant and nominee in to receive emails from Guideposts or Silver Dollar City on other contest opportunities.
11. **GOVERNING LAW.** ALL ISSUES AND QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY, INTERPRETATION AND ENFORCEABILITY OF THESE OFFICIAL RULES OR THE RIGHTS AND OBLIGATIONS OF THE ENTRANTS OR SPONSORS IN CONNECTION WITH THE CONTEST SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF NEW YORK WITHOUT GIVING EFFECT TO ANY CHOICE OF LAW OR CONFLICT OF LAW RULES OR PROVISIONS THAT WOULD CAUSE THE APPLICATION OF ANY OTHER STATE'S LAWS.
12. **INVALIDITY/HEADINGS:** The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Official Rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein. Headings and captions are used in these Official Rules solely for convenience of reference, and shall not be deemed to affect in any manner the meaning or intent of these Official Rules or any provision hereof.
13. **WINNERS LIST:** After the end of the Contest, the name of the Winners and related Entrants will be available. Send a self-addressed, stamped envelope to: Marketing Director, Guideposts Inspirational Everyday Americans Contest Winners List Requests, c/o Advertising Marketing, Guideposts, 16 East 34th Street, 21st floor, New York, NY 10016. Vermont residents may omit return postage on Winners list requests. Requests received 5 business days after the close of the Contest will not be honored.
14. **OFFICIAL RULES:** For a copy of the Official Rules, print this web page or send a self-addressed, stamped envelope to: Marketing Director, Guideposts Inspirational Everyday Americans Contest Official Rules

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15. SPONSORS: Guideposts, 39 Seminary Hill Road, Carmel, NY 10512; Silver Dollar City, 399 Silver Dollar City Parkway, Branson, MO 65616.
16. DISCLAIMER: The trademarks associated with the Prizes awarded under this Contest are registered or unregistered trademarks of their owners, who are not affiliated with and have not endorsed this Contest. Certain prizes awarded under this Contest may be subject to restrictions and licenses from their manufacturers and may require additional hardware, software, service, or maintenance to use. The Winner shall bear all responsibility for use of such Prize in compliance with the terms and conditions imposed by the manufacturer, and any additional costs associated with its use, service, or maintenance.