

Rules for

2010 POWER UP SWEEPSTAKES 2



United Way of Jefferson &
North Walworth Counties

Underwritten by Fort HealthCare, Jones Dairy Farm & KC Computers



1. This incentive promotion begins August 16, 2010 and ends at 4:30 p.m. Central Time on December 11, 2010. Participants must be legal residents of Wisconsin and at least 18 years of age at the time of entry.
2. Four individual winners will receive one of the following. 1) Toshiba 40" television; 2) HP Laptop; 3) Nintendo Wii Game System or 4) iTouch. The value of the sweepstakes is underwritten by Fort HealthCare, Jones Dairy Farm and KC Computers and donated to the United Way of Jefferson & North Walworth Counties. Odds of winning depend on number of eligible entries received.
3. Any United Way of Jefferson & North Walworth Counties donor that timely increases his/her gift by at least \$25 over his/her 2010 Campaign Gift or is a new donor with a minimum gift of \$25 will be automatically entered for a chance to win. Entry without donation can also be made by sending a letter to United Way of Jefferson & North Walworth Counties, Attn: Drawing, 734 Madison Avenue, Fort Atkinson, WI 53538, containing name, address and phone number. Only one entry, automatic or otherwise, per person.
4. The Pledge Form or Entry Letter must be returned to United Way of Jefferson & North Walworth Counties by 4:30 p.m. Central Time on December 11, 2010. The United Way of Jefferson & North Walworth Counties will not be responsible for companies that fail to submit their employee's pledge forms by this date.
5. The winners of the sweepstakes will be drawn (randomly) on December 20, 2010 and announced on December 21, 2010.
6. Employees of the United Way of Jefferson & North Walworth Counties and members of their immediate families are not eligible to participate.
7. The winner is required to provide proper photo identification and verification of compliance with these rules upon presentation of prize.
8. By entering, all participants hereby agree to comply with these Rules, represent that he/she is eligible, consent to use his/her name and/or photograph for publicity purposes without further compensation, unless prohibited by law. All entrants release United Way of Jefferson & North Walworth Counties, Fort HealthCare, Jones Dairy Farm, KC Computers and their employees, directors, officers and agents, parent, subsidiary and

affiliated companies, advertising, fulfillment, publicity and promotion agencies from any and all claims or liability in connection with their participation in this promotion.

Entrants agree to hold harmless subsidiaries, affiliates, agencies, officers, directors and employees from responsibility for damages, losses or injuries, including death, personal injury or property damage, due in whole or part, directly or indirectly, from participating in this promotion or acceptance, possession, use or misuse of the prize.

9. No substitutions or transfer of prize or redemption for cash equivalent, except by United Way of Jefferson & North Walworth Counties due to unavailability, in which case a prize of equal value will be substituted. United Way of Jefferson & North Walworth Counties reserves the right to cancel, terminate or modify this promotion if not capable of completion as planned, and to award the prizes as of that date as provided above.
10. Winners will be required to pay any applicable taxes and costs relating to the transactions, including, but limited to, federal and state income taxes.
11. Participation in this promotion may affect the tax deductibility of your gift. You should consult your tax advisor for more detailed information.
12. The name of the prize winners will be available after December 21, 2010 at <http://www.ourunitedway.com>. Sponsored by United Way of Jefferson & North Walworth Counties, 734 Madison Avenue, Fort Atkinson, WI 53538. No donation necessary. Void where prohibited. Donation will not improve chances of winning.

Ensuring the Integrity of the POWER UP Entries

Those individuals that qualify for the POWER UP 2 sweepstakes are automatically and systematically entered into the drawing as their pledges are processed. Companies, who do not typically provide individual pledge information, may submit a list of those employees who have qualified. Those names will then be added to the data base of automatic qualifiers. Additionally, those people who submitted an entry outside of the automatic qualification process are also entered in to the data base.

Two separate queries of those who qualify will be conducted by Douglas Associates of Battle Creek, MI, donor management software vendor for the United Way of Jefferson & North Walworth Counties, compared and verified by Dan McCrea, Executive Director, so as to ensure eligible participants inclusion prior to the drawing. The final list of names will then be scrambled using computer so the list of eligible participants is not in alphabetical order and each name is assigned a random number. A United Way volunteer will choose a number from the total assigned field of numbers and the winner of the sweepstakes is the person blindly assigned by the computer to that number. This process will repeat four times, randomly selecting four numbers. The first number drawn will be awarded the fourth prize, the second number drawn will be awarded the third prize, the third number drawn will be awarded the second prize and the final number drawn will be awarded the first prize.

Although the United Way of Jefferson & North Walworth Counties can not publish the list of all those who qualify, a Workplace Campaign Coordinator may request a list of qualifiers prior to the drawing, but after all pledges received by December 10, 2010 have been posted.