

OFFICIAL RULES:

NO PURCHASE NECESSARY. Enter online at www.Highway1DiscoverRoute.com. Or by mail, send a postcard with your name, address, daytime phone number and email to: Hwy 1 Discovery Route, PO Box 1875 San Luis Obispo, CA 93406. Entries must be received no later than midnight, March 30, 2017. Prizes are non-refundable, non-transferable, are not redeemable for cash, and may not be substituted.

No purchase or payment of any money is necessary to enter. Purchase will not improve the chances of winning. All federal, state and/or local rules and regulations apply. By submitting an entry to this contest, sponsored by The San Luis Obispo County Business Improvement District, the entrant acknowledges and agrees to all of these Official Rules. Void where prohibited. The contest begins on or about December 1, 2016 at 12 p.m., and ends on or about March 30, 2017. Sponsor reserves the right to extend the contest deadline. By entering the drawing, entrants agree to waive any right to claim any ambiguity or error in these Official Rules, or the drawing itself, and agree to be bound by these Official Rules and by all decisions of the Sponsor, whose decisions are binding and final. Sponsor reserves the right to withdraw the transmission of this sweepstakes and award the prize from among entries received prior to the date of the withdrawal. Failure to comply with these rules may result in disqualification from this contest.

Eligibility:

The contest is open only to those who are 21 years of age or older as of January 1, 2016, and is void wherever prohibited or restricted by applicable federal or state laws and regulations. Employees of the Sponsor, San Luis Obispo County, and their respective parent companies, subsidiaries, affiliates, officers, directors, agents, employees, advertising and promotion agencies and members of their immediate families (spouses, parents, children, and siblings and their spouses) are not eligible.

How to Enter:

You may enter by completing the sign up process and profile page on www.Highway1DiscoveryRoute.com. Include your name, email address, zip code, and click the "Enter Drawing", and you are automatically entered into the contest. Entrants must be the registered subscriber of the email account from which the entry is made. Entrants already registered as a subscriber to Highway 1 Discovery Route newsletters are automatically entered. You may only enter one time during the sweepstakes period. Entries that are incomplete, illegible or corrupted are void and will not be accepted. Neither the Sponsor, or others listed above nor their respective parent companies, subsidiaries, affiliates, officers, directors, agents and employees are responsible for telecommunications, network, electronic, technical or computer failures of any kind, for inaccurate transcription of entry information, errors in any promotional or marketing materials, errors in these rules, for any human or electronic error, or for entries that are stolen, misdirected, garbled, delayed by computer transmissions, lost, late or damaged. All entries become the property of the Sponsor and will not be acknowledged or returned. Entrants may receive monthly travel newsletters from Highway 1 Discovery Route. If at any time, you do not wish to receive these materials in the future, please use the unsubscribe

procedures contained in the email message.

Prizes:

There will be at least one (1) Grand Prize awarded. The Getaway prize includes: Lodging accommodations, dining and activities, with a total value of \$5,000 or less, selected within the STAY, PLAY and EAT profiles listed on <http://Highway1DiscoveryRoute.com>. Prizes will be awarded on or about April 1, 2017 and must be used by winner no later than June 1, 2017.

Selection of Winner:

Winners will be selected through a random drawing of all eligible entries by an administrator or agent of Highway1DiscoveryRoute.com. The winner will be notified by email. The winner will have three (3) days from notification to reply and confirm eligibility. The winner will be required to sign and return to the Sponsor an affidavit of eligibility and liability and publicity release within 5 days of notification. If any prize notification is undeliverable, or in the event of non-compliance with any of these requirements, the prize will be selected at random from the remaining eligible entries. The prizes cannot be exchanged for cash or transferred.

Disclaimer:

Winner assumes all liability for any injury or damages caused or claimed to be caused by his or her participation in the sweepstakes and/or the acceptance and/or use of any prize, and releases the Sponsor, the stations listed above and their respective parent companies, subsidiaries, affiliates, officers, directors, agents, and employees, from any such liability. The Sponsor and their respective parent companies, subsidiaries, affiliates, officers, directors, agents and employees are not responsible for technical, hardware, software, or telephone malfunctions of any kind, lost or unavailable network connections, or failed incorrect, incomplete, inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in this sweepstakes or by any human error which may occur in the processing of the entries in this sweepstakes. Entry constitutes permission (except where prohibited by law) to use winner's name, city, state, likeness and/or voice for purposes of advertising, promotion and publicity without additional compensation. The winners' names and city of residence will be posted online and mailed to those who request it. The winner may be videotaped for sponsor's social media use and distribution.

Taxes:

Any valuation of the prize(s) is based on information provided to the Sponsor and the value of any prize awarded to a winner that is resident in the United States may be reported by the Sponsor to the IRS for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes. Each winner must provide the Sponsor with valid identification and a valid taxpayer identification number or social security number before any prize will be awarded. Prizes are not transferable, redeemable for cash or exchangeable for any other prize. Any person winning over \$600 in prizes from Sponsor will receive an IRS Form 1099 from Sponsor at the end of the

calendar year and a copy of such form will be filed with the IRS by Sponsor.

Internet:

If for any reason, the contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity of the game or sweepstakes, the Sponsor reserves its right in its discretion to disqualify any individual it believes has tampered with the entry process, and/or cancel, terminate, modify or suspend the sweepstakes/game.

The Sponsor and their respective parent companies, subsidiaries, affiliates, officers, directors, agents and employees (i) assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alternation of, entries: (ii) are not responsible for any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, failure of any email to be received by the Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to the participant's or any other person's computer related to or resulting from participation or downloading any materials in this sweepstakes/game.