

Rules for the Plato's Closet \$100 Shopping Spree

Contest Name: **Plato's Closet \$100 Shopping Spree** (the "Contest")

Contest Dates: **February 2, 2009 - December 31, 2009**

Plato's Closet Tucson, ("Company"), will conduct the Contest substantially as described in these rules, and by participating, each participant agrees as follows:

1. Description of Contest/Participation.

A. Dates of Contest: At least one winner will be chosen by random drawing. The Contest will consist of several drawings beginning April 1, 2009. The final drawing to be held no later than December 31, 2009. Entrants will be eligible for each drawing.

B. How to Enter:

NO PURCHASE IS NECESSARY. PURCHASE DOES NOT INCREASE ODDS OF WINNING. Winner must be 13 years of age or older. Odds of winning vary greatly depending on number of entrants. Void where prohibited. Register by texting the word "Closet" to 29222. Standard texting rates apply. Deadline for registration is 12:00 p.m. MST on **June 1, 2009**. One entry per cell phone per contest. Valid contest entries must contain the word "Closet" to be accepted. Incomplete and/or multiple entries will be disqualified. Contest open to legal U.S. residents.

C. How To Play: Winners will be randomly selected from all entries received. Winner may be notified by telephone and/or text. If a winner cannot be contacted from the information provided, the Company reserves the right to select another winner in its sole discretion.

2. Prize(s).

The prize(s) that may be awarded to the eligible winner(s) is a \$100 in Plato's Closet Cash. The Plato's Closet Cash for this contest can only be redeemed at the Tucson location, 4140 N. Oracle Road.

3. Eligibility and Limitations.

Participants, winner(s) and guests, if applicable, must be legal U.S. residents at least 13-years old as determined by the Company. Winner assumes all liability for use of the prize. Only one (1) entry per cell phone. Only one (1) prize per household for the Contest. Employees of the Company, the Contest's participating sponsors and their advertising agencies, employees of other radio or television stations, and members of the immediate family of any such persons are not eligible to participate and win. The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in-laws," or by current or past marriage(s), remarriage(s), adoption, co-habitation or other family extension, and any other persons residing at the same household whether or not related.

4. Publicity.

By participating, where allowed by law, all participants and winner(s) grant the Company exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use. By participating, where allowed by law, participants agree that the Company may disclose personal information obtained from participants in the Contest to third parties and use such information for marketing and other purposes.

5. Release.

By participating, each participant and winner waives any and all claims of liability against the Company, its employees and agents, the Contest's sponsors and their respective employees and agents and the Prize Provider and its respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Contest, or from the use of any prize.

6. Taxes.

Any valuation of the prize(s) stated above is based on available information provided to the Company, and the value of any prize awarded to a winner may be reported for tax purposes as required by law. Each winner is solely responsible for reporting and paying any and all applicable taxes and paying any expenses associated with any prize(s) which are not specifically provided for in the official rules. Each winner must provide the Company with valid identification. Prizes are not transferable, redeemable for cash or exchangeable for any other prize.

7. Conduct and Decisions.

By participating in the Contest, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Contest, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. The Company will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Contest and the Company's decisions concerning such disputes shall be final. If the conduct or outcome of the Contest is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of the Company, the Company reserves the right to terminate this Contest, or make such other decisions regarding the outcome as the Company deems appropriate. All decisions will be made by the Company and are final. The Company may waive any of these rules in its sole discretion. ANY ATTEMPT BY A CONTESTANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY CIRCUMVENT, DISRUPT OR DAMAGE ORDINARY AND NORMAL OPERATION OF THIS CONTEST, TELEPHONE SYSTEMS OR WEBSITE, OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, COMPANY RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPATE TO THE FULLEST EXTENT PERMITTED BY LAW.

8. Miscellaneous.

Each winner must submit proof of eligibility and sign the Company's release form to claim the prize. Odds of winning depend upon the number of participants. The Company may substitute prizes, amend the rules or discontinue the Contest at any time as posted on the website. The Company disclaims any responsibility to notify participants of any aspect related to the conduct of the Contest. All entries become the property of the Company and will not be returned.

9. Compliance with Law.

The conduct of the Contest is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. Company shall follow the applicable laws for conducting contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, providing specific written information about the Contest, etc. as required by local and state law.