



## OFFICIAL RULES

**1. NO PURCHASE NECESSARY TO ENTER OR TO WIN. A PURCHASE WILL NOT INCREASE YOUR ODDS OF WINNING. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.**

**2. Eligibility.** Subject to the additional restrictions below, the contest open to New Jersey residents who are 18 years old or older at the time of entry. Employees of the Asbury Park Press, Home News Tribune, Courier News, Gannett Co., Inc., and each of their respective affiliated companies, and advertising and promotional agencies, and the immediate family members of, and any persons domiciled with, any such employees, are not eligible to enter or to win.

**3. How To Enter.** The contest will begin Sunday, May 11, 2008 and end on July 11, 2008. To enter, complete an Official Entry Form available in the Asbury Park Press every Wednesday and Sunday throughout the contest period. To enter, determine the quantity of "Let's Shop" logos that appear in participating advertiser ads on any given day. Enter that number of the entry form and:

Mail it to: *Asbury Park Press C/O Let's Shop Contest, PO Box 927, Neptune, NJ 07753.*

Or drop off the entry in our lobby located at 3601 Route 66, Neptune, NJ 07754 or at any local participating retailer in the "Let's Shop" promotion listed each Wednesday and Sunday in the Asbury Park Press. You may also enter by completing an Official Entry Form available in the Asbury Park Press lobby at 3601 Highway 66, Neptune, during normal business hours. Limit one entry per person per day.

**4. Winner Selection:** One winner will be selected at random from among all eligible entries received each month. All Entries received by June 13, 2008 and July 11, 2008 will be eligible for that month's drawing.

**5. Prizes and Odds.** Winners will receive a Gift Certificate matching their ESP Rebate amount not to exceed \$600 to a participating retailer of their choice. Odds of winning depend on the number of eligible entries received.

**6. Winner Notification and Acceptance.** Winner will be notified on or about June 17, 2008 and July 17, 2008 by the telephone number and email address provided on winner's entry form. Sponsor will call during regular business hours at number provided on entry form and will leave no messages. Failure to reach winner by phone or email may result in disqualification of winner, forfeiture of his or her interest in all prizes, and selection of a substitute winner from among all remaining eligible entries.

Winners will be announced in the Asbury Park Press on June 18, 2008 and July 18, 2008.

To claim prize, each winner must personally visit the Asbury Park Press offices at 3601 Route 66, Neptune, NJ within five (5) business day] after notification (office visits must be between the hours of 9 a.m. (E.S.T.) and 5 p.m. (E.S.T.) weekdays). A valid photo identification will be required, along with proof of ESP Rebate amount. Winners may waive their right to receive prizes. Prizes are nonassignable and nontransferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor reserves the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners may be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned within ten (10) days of date of personal delivery or date of postmark. Failure to sign and return the affidavit or release within ten (10) days, or to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his or her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his or her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation. Prizes not won and claimed by eligible winners in accordance with these Official Rules will not be awarded and will remain the property of Sponsor.

**7. Participation.** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Sweepstakes as solely determined by Sponsor

**8. Construction.** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

**9. Sponsor.** This contest is sponsored by the Asbury Park Press. The decisions of Sponsor regarding the selection of winners and all other aspects of the Sweepstakes shall be final and binding in all respects.

Sponsor will not be responsible for typographical, printing or other inadvertent errors in these Official Rules or in other materials relating to the Sweepstakes. For a list of winners or a copy of these Official Rules, visit APP.com. If you have any questions regarding this contest, please contact acaruso@app.com or mail to: Marketing @ Asbury Park Press, 3601 Route 66, Neptune, NJ 07753.