

RHEA + KAISER MARKETING COMMUNICATIONS ("R+K") OFFICIAL RULES FOR "R+K Q+A" SWEEPSTAKES.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES AND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

Each text message, sent or received, may incur a charge as provided in your rate plan. If you enter via text messaging, you will receive a text-message verification of your entry from R+K. Text messaging may not be available through all wireless carriers.

Rhea + Kaiser Marketing Communications (Sponsor) is offering this Sweepstakes.

1. In order to be eligible to participate, each entrant must be 21 years of age or older as of April 21, 2010, and a legal resident of the 50 United States including the District of Columbia. Proof of eligibility will be required. Void where prohibited. Employees of R+K, its affiliated companies and promotional agents, and members of the immediate families (defined for these purposes as parents, spouses, children, siblings and grandparents, and the respective spouses of any of the foregoing) or households (whether related or not) of any of the above are NOT eligible to participate. This Sweepstakes is subject to all applicable federal, state and local laws and regulations.
2. The Sweepstakes begins at 4:00:00 p.m. Central Daylight Time (CDT) on 4/21/10 and ends at 4:00:00 p.m. on 4/22/10 (the "Sweepstakes Period"). There is no limit to the number of entries per participant during the Sweepstakes Period.
3. To enter the Sweepstakes via text messaging, participants must submit a digital text message of ABEF plus your answer to 46786 during the Sweepstakes Period. Whether you answer correctly will not affect your chances of winning. Each text message constitutes one (1) entry into the Sweepstakes. You will receive a text-message verification in response to your entry. Text messaging may not be available through all wireless carriers. Text STOP to 46786 to opt-out of receiving future text messages regarding this Sweepstakes. Text ABEF HELP to 46786 for information. **Entrants who enter the Sweepstakes by text messaging will be charged according to their carrier's standard text-messaging rates and entrants should contact their carrier for pricing plans and details. Check your owner's manual for specific text-messaging instructions. Text messaging may not be available through all wireless carriers.**
4. Alternate Entry Method: To enter the Sweepstakes without text messaging, complete an "R+K Q+A Entry Form," available during the Sweepstakes Period at the Official NAMA Conference Registration Counter at the Hyatt Regency Crown Center Hotel in Kansas City, Missouri. Form must be filled out in its entirety and submitted as directed on the form. Each completed form constitutes one (1) entry into the Sweepstakes and must be received by 4:00:00 p.m. on 4/22/10.
5. All entries become the property of the Sponsor and none will be returned. Proof of entry submission will not be deemed proof of receipt by Sponsor or Administrator. Sponsor and Administrator are not responsible for: (i) lost, late, stolen, incomplete, illegible, damaged, garbled, destroyed, misdirected entries, or entries not received by Sponsor or Administrator for any reason; (ii) any problems or technical malfunctions, errors, omissions, interruptions, deletions, defects, delays in operation or transmission, communication failures or human error that may occur in the transmission, receipt or processing of entries, or for destruction of or unauthorized access to, or alteration of, entries; (iii) any entries submitted in a manner that is not expressly allowed under these rules (all such entries will be disqualified); (iv) incorrect or inaccurate entry information whether caused by entrants or by any of the equipment or programming associated with or utilized in the Sweepstakes; or (v) any typographical or other error in the printing or advertising of the offer, administration or execution of the Sweepstakes, or in the announcement of prizes/prize winners. All incomplete or otherwise non-conforming entries will be disqualified. Sponsor reserves the right, at its sole direction, to disqualify and prosecute any individual who tampers with or attempts to tamper with the entry process.
6. One (1) Prize will be awarded, consisting of an iPod Touch (version and color to be determined by the Sponsor) with a maximum approximate retail value ("ARV") of \$199. ARV is as of printing of these official rules, and any difference between the ARV as stated herein and actual ARV when Prize is awarded will not be awarded. Prizes are nontransferable. No cash redemptions or other prize substitutions allowed except at Sponsor's sole discretion. Sponsor reserves the right to award a prize of equal or greater value if an advertised Prize becomes unavailable. All fees and costs related to Prize acceptance and/or use are the Winner's exclusive responsibility. Odds of winning a Prize depend upon the total number of eligible entries received. Sponsor does not make, nor in any manner is responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize including but not limited to its quality, fitness for purpose or mechanical condition.
7. One (1) Prize winner will be selected in a random drawing conducted on 4/22/10 by a representative of the Administrator from among all eligible entries received in accordance with these rules. The Administrator's decisions shall be final and binding in all matters relating to this Sweepstakes. Winner will be announced at the Connection Point Closing Reception/ABEF Silent Auction, Hyatt Regency Crown Center Hotel in Kansas City, Missouri, on 4/22/10 (between 5:00 p.m. and 7:00 p.m. CDT). Participant must be present to win, and must acknowledge the Administrator's Call for Winner within a reasonable time. If the participant does not step forward to claim the Prize, his/her entry will be forfeited and a new Winner will be announced. Sponsor is not responsible for late arrival of a participant or any other inability by a participant to acknowledge the Administrator's Call. All prizes claimed will be awarded.
8. Potential Prize winner will be required to sign and return an Affidavit of Eligibility, Liability Release, and, where permissible, a Publicity Release. If potential winner fails to comply with this requirement, or if potential winner is disqualified, the corresponding Prize will be forfeited and an alternative winner may be selected. Potential winners must comply fully with these Official Rules in order to receive Prize.
9. Other Terms and Conditions: By participating in this promotion, all entrants agree that: (a) Rhea + Kaiser Marketing Communications, and its respective affiliates, and the officers, directors, agents, employees and retailers of each of the foregoing (collectively, "Released Parties") shall have no liability for damages to person or property or injuries of any kind arising from or in connection with any entrant's participation in the Sweepstakes, acceptance, possession, use or misuse of the prize if awarded to them, or participation in prize-related activities; (b) all causes of action arising out of or connected with this sweepstakes, or any prize awarded, shall be resolved individually, without resort to any form of class action; and (c) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. By accepting this prize, the winner will further acknowledge that the Released Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied, in fact or in law, relative to such prize including, but not limited to, its quality, condition or fitness for a particular purpose.
10. By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for DuPage County, Illinois.
11. For the name of the Grand Prize winner send a self-addressed, stamped envelope by 5/31/10 to: R+K Q+A Sweepstakes, Rhea + Kaiser Marketing Communications, 400 East Diehl Road, Naperville, IL 60563.

Sponsor and Administrator: Rhea + Kaiser Marketing Communications, 400 East Diehl Road, Suite 500, Naperville, IL 60563.