

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED BY LAW.

1. Eligibility. This contest is open to duly licensed and lawfully operating businesses with a physical office location(s) (i.e., not solely a post office box) in the State of California, Fresno, Madera, Kings and Tulare Counties USA. Entrant must be a small business that has been operating for a minimum of TWO (2) years prior to June 1, 2009. Entrant must be a sole proprietorship, corporation, limited liability company, or partnership, and must be compliant with all federal, state, and local laws applicable to the operation of the business, including, but not limited to, those requiring the securing of licenses, registrations, and/or permits and the payment of fees in connection therewith. Employees and their immediate family members (parent, siblings, children and spouse, and person residing in the same household whether related or not) of SCORE, CBS or KYNO/KJWL ("Sponsors") and their parent and affiliated companies, subsidiaries, and advertising and promotion agencies, and all other companies associated with the Contest, and their respective agents, officers, and directors, and all individuals, including, but not limited to, consultants, independent contractors, so-called "temporary employees," former employees and interns (and their immediate family members) who have, within the past six months, performed services for Sponsors, and all businesses in which any of the foregoing individuals holds a majority ownership interest, are not eligible to enter or win.

2. Contest Period. The contest ("Contest") begins on June 15th, 2009 at 12:00 a.m. PDT and ends on September 21st, 2009 at 11:59 p.m. PDT (the "Contest Period").

3. Entry and Judging Criteria: To enter the Contest, entrants must do the following:

During the Contest Period, go to www.fresnoscore.org and www.cbsfresno.com and complete and submit the online entry form, or in the alternative, download and print the PDF version and send it via facsimile along with a copy of the current business license to the following number: 559-266-1621. Limit; one entry per business. Entry forms will be available at each workshop. Your submission must include a written essay (the "Essay") in English, containing 200 words or less per question, responding to each and all of the following questions: (1) "What inspired you or motivated you to begin your business?" (2) "What strategies have you implemented to beat the current recession?" and; (3) "How can SCORE help you challenge/improve the way you do business?" All submitted entries, including essays, become the sole property of Sponsors and will not be returned. Receipt of entries will not be acknowledged. Incomplete entries are void. Sponsors reserves the right to edit, reject or remove any submitted material from consideration based on the type of business conducted, content, rhetoric, derogative or objectionable material, or any other similar factors, in its sole discretion.

Entrants will be judged based on the "compelling nature" of their Essay by a panel of judges consisting of Sponsor's employees and/or duly authorized representatives. Possible discussion points for the Essay include: The entrant's belief as to why he or she should be selected; the nature of his or her business; community involvement or other non-profit activity; the successes and failures of the business's history and the lessons learned. The foregoing list of discussion items is meant to be suggestive and not exhaustive of possible items to be discussed in the Essay. All facts and circumstances described in the Essay must be truthful; falsification of any information is a basis for immediate disqualification. Sponsor may, in its discretion, require that entrant provide substantiation for any factual statements included in the Essay.

One (1) Grand Prize Winner will be selected by the Sponsors, based on the evaluations of the Essays by the judges and corresponding point totals assigned to each Essay. In the event of a tie regarding the Essay point totals, the judges will confer and determine the order of scoring for the entrants. THE DETERMINATION OF THE WINNERS SHALL BE MADE BY SPONSORS IN ITS SOLE DISCRETION, AND SUCH DETERMINATION SHALL BE FINAL AND BINDING. IF YOU DO NOT AGREE WITH THE ABOVE CRITERIA FOR JUDGING THE ESSAY AND SELECTING THE WINNERS, DO NOT ENTER THIS CONTEST.

4. Prizes. The Winner will receive the Grand Prize consisting of:

- a. An authorized representative of the Winner must attend an Award Ceremony taking place on or mid-October, 2009. Winners will be notified of specific Award Ceremony locations/addresses/dates/times prior to the applicable Award Ceremony. **AN AUTHORIZED REPRESENTATIVE OF THE WINNER MUST BE PRESENT AT THE APPLICABLE AWARD CEREMONY TO WIN, AT WHICH TIME THE PRIZES WILL BE FULFILLED.**
- b. **Grand Prize:** An advertising package in the amount of five-thousand dollars provided by Channel 47 CBS (\$5,000). ARV: \$5,000;
- c. **2nd Place:** An advertising package in the amount of two-thousand five hundred dollars (\$2,500) provided by KYNO. ARV: \$2,500
- d. **3rd Prize:** An advertising package in the amount of two-thousand five hundred dollars (\$2,500) provided by KJWL. ARV: \$2,500

Total ARV of all Prizes: \$10,000.

ALL FEDERAL, STATE, AND LOCAL TAXES AND FEES, INCLUDING INCOME TAX, SALES TAX AND LICENSE FEES, AND ANY OTHER EXPENSES ARISING OUT OF THE RECEIPT AND USE OF THE PRIZES, ARE SOLELY THE RESPONSIBILITY OF THE WINNER. ANY DIFFERENCE BETWEEN THE STATED ESTIMATED VALUE OF A PRIZE AND ITS ACTUAL VALUE WILL NOT BE AWARDED. WINNER AGREES TO ACCEPT PRIZE "AS IS."

5. Restrictions. Prizes are nonrefundable and nontransferable. Sponsors are not required to offer any substitutions, cash redemptions, or alternative to prizes awarded under this Contest. Sponsor reserves the right to substitute a prize of equal or greater value in the event a prize is unavailable. Recipient of prize must have a U.S. mailing address. All prizes awarded are subject to the restrictions and limitations noted in these Official Rules. Odds of winning depend upon number of entries.

6. General Entry. Any individual who attempts or otherwise encourages, directly or indirectly, false contact information under multiple identities, by cellular phone, Internet, or otherwise, or uses any device or artifice to enter or encourage, directly or indirectly, multiple or false entries, as determined by the Sponsor or Contest Administrator, will be disqualified. Any conduct that impedes the integrity of the Contest is prohibited. Mutilated, lost, illegible, corrupted, or incomplete entries will be deemed ineligible and disqualified. In the event of a dispute, entry information will be declared made by the authorized account holder of the telephone number/email address submitted at the time of entry. "Authorized account holder" is defined as the natural person who is assigned to a telephone number/email address by a telephone company, wireless service provider, Internet access provider, Internet service provider or other organization (e.g. business, educational, institution, etc.) that is responsible for assigning email addresses, telephone numbers or wireless phone numbers for the telephone exchange associated with the submitted telephone number/email address or the domain associated with the submitted telephone, as applicable.

Sponsor, together with any Co-Sponsor, and Contest Administrator, and their respective parents, subsidiaries and affiliates, advertising and promotion agencies, suppliers (including all prize providers), printers, and distributors, and the respective officers, directors, employees, representatives and agents of each and any other person or entity related in any way to this Contest (collectively "Contest Entities"), are not responsible for late, lost, incomplete, misdirected, or damaged entries or 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 sender, or by any of the equipment or programming associated with or utilized in this Contest which may limit the ability to play or participate, or by any human error that may occur in the processing of the entries in this Contest, or for any printing errors in these Official Rules. If for any reason (including infection by computer virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the reasonable control of Contest Entities that corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest) the Contest is not capable of being conducted as described in these Official Rules, Sponsor shall have the right, at its sole discretion, to cancel, terminate, modify or suspend this Contest, and select the prize winner(s) from entries received prior to the action taken, or as otherwise deemed fair and appropriate by Sponsor. Sponsor reserves the right to prosecute any fraudulent entries to the fullest extent of the law. At Sponsor's sole discretion, entrants, winners and guests who do not comply with these Official Rules or attempt to interfere with this Contest in any way may be disqualified.

7. Release and Indemnification. By entering, entrants and winner(s) agree to be bound by these Official Rules and the decisions of Sponsor, together with any Co-Sponsor and Contest Administrator, which shall be final for all purposes hereunder, and agree: (1) Contest Entities may use (unless prohibited by law) their names, likenesses, images, photographs, voices, cities/states of residence, and biographical information for advertising, trade and promotion in any media or format now or hereafter known, including on the Internet or via wireless application protocol, without further compensation, permission or notification, except where prohibited by law; and (2) to release, hold harmless and indemnify Contest Entities from and against any and all liability, damages or causes of action (however named or described) with respect to or arising out of either (i) entrants' participation in the Contest or in any Contest-related activity; or (ii) the receipt, possession, or use or misuse of the prizes awarded in the promotion, including but not limited to, any claims for damage to property, personal injury or death, or claims based on defamation, rights of privacy, rights of publicity or merchandise delivery. Winner will be required to complete, sign and return an Affidavit of Eligibility and Publicity/Liability Release or prize may be forfeited and awarded to an alternate, and winner's

parent or legal guardian will be required to execute an affidavit acknowledging, confirming and consenting to the liability release and advertising consent as set forth above.

8. Miscellaneous Conditions. Except to the extent preempted by federal or other applicable state law, the Contest shall be governed by the laws of the State of California, without giving effect to any conflict of law provisions thereof. By participating in the Contest, entrants agree that any and all disputes which cannot be resolved between entrant and Sponsor, and causes of action arising out of or connected with this promotion, shall be resolved individually, without resort to any form of class action, exclusively before a court located in the County of Fresno, State of California, having competent jurisdiction, which court shall apply the laws of the State of California without giving effect to any conflict of law provisions thereof.

9. Sponsors. CBS, KYNO/KJWL and SCORE.