

**2015 CUSTOMER SATISFACTION SURVEY SWEEPSTAKES**  
**OFFICIAL RULES**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. ALL FEDERAL, STATE, LOCAL AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED BY LAW.**

**PUBLICATIONS**

The following publications (the “Publication” or “Publications”) are participating in this Customer Satisfaction Survey (the “Survey”):

The Gainesville Sun  
www.gainesville.com

[www.surveymonkey.com/s/SF-GS](http://www.surveymonkey.com/s/SF-GS),  
[www.surveymonkey.com/s/SF-GS1](http://www.surveymonkey.com/s/SF-GS1),  
[www.surveymonkey.com/s/SF-GS2](http://www.surveymonkey.com/s/SF-GS2), or  
[www.surveymonkey.com/s/SF-GS3](http://www.surveymonkey.com/s/SF-GS3) (the “Website” or “Websites”)

**SPONSOR**

The sponsor of the 2015 Customer Satisfaction Survey Sweepstakes (the “Sweepstakes”) is The Gainesville Sun (the “Sponsor”).

**ADMINISTRATOR OF THE SURVEY**

The administrator of the Survey is SurveyMonkey.com (the “Administrator”), 101 Lytton Avenue, Palo Alto, CA 94301.

**ELIGIBILITY**

Participation in the Survey is open only to legal residents of the United States who are at least eighteen (18) years of age as of February 6, 2015 and who are invited by the Publication to complete the Survey (“Eligible Person” or “Eligible Persons”). Employees, contractors or interns of the Sponsor, The Gainesville Sun, advertising agencies, media companies (including radio stations, TV stations, cable or satellite companies and newspapers), or market research companies, and each of their respective divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies (including, in each case, immediate family members) are not eligible to participate in the Survey. For purposes of this Survey, “immediate family members” is defined as spouses, siblings, parents, children, grandparents and grandchildren, whether as “in-laws”, or by current or past marriage, remarriage, adoption, co-habitation or other familial extension, and any other persons residing at the same household location, whether or not related. In order to participate in the Survey or win the prize, the Eligible Person must comply fully with these Official Rules (the “Rules”), and by entering agrees to be bound by these Rules and the decisions of the Sponsor, whose decisions shall be binding and final in all respects. Failure to comply with these Rules may result in disqualification from the Sweepstakes.

**SURVEY PERIOD**

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Eligible Persons will be invited to participate in the Survey starting February 6, 2015 and must accept such invitation by completing the Survey by February 20, 2015 (the "Survey Period").

**METHOD OF ENTRY**

During the Survey Period, any Eligible Person who completes and submits the Survey (the "Entrant" or "Entrants") by 11:59 p.m. EST Time on February 20, 2015 (the "Survey Deadline"), shall automatically receive one (1) entry (the "Entry" or "Entries") in the prize drawing (the "Drawing"). Each Entrant shall receive a maximum of one (1) Entry per valid e-mail address during the Survey Period.

ENTRANTS MUST COMPLETE THE SURVEY IN ITS ENTIRETY IN ORDER TO BE ELIGIBLE.

Entries for the Drawing will not be accepted through postal mail, e-mail or via facsimile.

**RANDOM DRAWING; ODDS OF WINNING**

The Publication will conduct one (1) random Drawing on or around March 10, 2015, and will select one (1) winner from among all eligible Entries received by the Survey Deadline (the "Winner").

The Sponsor may terminate the Drawing or any portion thereof or decide to modify it in any manner, which it deems fair and equitable to the Entrants, if the Sponsor becomes aware of any occurrence, which would materially affect the security, fairness or proper play of the Drawing. The Sponsor may prohibit the Entrants from participating in the Drawing and disqualify Entries if: (i) the minimum number of Entrants needed to participate in the Survey has not been reached; (ii) the Entrants attempt to enter the Drawing through any means other than as described in these Rules; (iii) the Entrants attempt to disrupt the Drawing or circumvent the terms and conditions of these Rules in any way.

The odds of winning depend upon the number of Surveys received.

**USE OF E-MAIL ADDRESSES**

By participating in the Survey, the Entrant agrees to opt-in to receive e-mail communications from the Sponsor. If the Entrant chooses to opt out of such future communications from the Sponsor, the Entrant will be able to do so by following the instructions on any electronic communications sent by the Sponsor. Upon opting-out, the Sponsor will no longer send e-mail messages to the Entrant. An Entrant's choice to opt out will not affect the Entrant's chances in the Drawing.

**NOTIFICATION OF THE WINNER**

The Publication will make reasonable efforts to notify the Winner by email address or by phone within approximately seventy-two (72) hours of selection. The potential prize winner must meet

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all eligibility requirements and will be required to sign an Affidavit of Eligibility, Liability and Publicity Release (the "Affidavit"). In the event: (i) the potential prize winner does not respond to the Publication's e-mail notification within two (2) weeks of receipt of such e-mail or such e-mail notification is returned as undeliverable; or (ii) the potential winner's e-mail address is no longer active; or (iii) the potential winner is not reachable by telephone, or (iv) the potential winner does not return the Affidavit; or (v) the potential winner does not comply with these Rules, then said potential winner shall forfeit his/her right to the prize and a new random drawing will be conducted to select an alternate prize winner. The process set forth in this subparagraph shall be repeated until the prize has been successfully awarded.

All Entries become the property of the Sponsor and will not be returned or acknowledged. The Sponsor will not be responsible for incomplete, lost, late, misdirected or illegible entries.

**PRIZES; ODDS OF WINNING**

One (1) grand prize will be awarded (the "Prize"). The Winner will be awarded a twenty-five dollar (\$25) Walmart gift card. Approximate Retail Value of the Prize is \$25.

No substitution or transfer of the prize will be allowed, except at the sole discretion of the Sponsor. The Sponsor reserves the right to substitute prizes of equal or greater value. The reporting and payment of all local, state and federal taxes incurred by accepting a prize will be the sole responsibility of the Winner. The prize has no cash value and may not be redeemed for cash at any time. No compensation will be given for lost, stolen, mutilated or expired gift cards. The Sponsor is not responsible for replacing lost, stolen, mutilated or expired gift cards. The gift card must be surrendered upon redemption and no photocopies or reproductions will be honored.

Prize does not include any other item or expense not described in these Rules, and all additional expenses, if any, are the sole responsibility of the Winner.

The Sponsor expressly reserves the right to resolve any discrepancies, disputes, or otherwise unforeseen circumstances and the Sponsor's decision will be final as to all matters. The Sponsor expressly reserves the right to change or alter these Rules at any time.

**INTERNET**

It is the Entrant's responsibility to enter in the appropriate manner. Each Entrant is responsible for all costs or charges involved in accessing the Website and warrants that the cost of accessing the Website, if any, is part of a larger agreement with an Internet Service Provider or some other means, and that the cost of this access is not an incremental cost. If for any reason the internet portion of the program is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Survey, the Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify, or suspend the Survey and the Drawing. Should the Survey be terminated prior to the Survey Deadline, the winner will be drawn at days-end from eligible entries received up to the time of cancellation. The Sponsor assumes no responsibility for any error, omission, interruption,

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deletion, defect, delay in operation or transmission, communication line failure, theft, or destruction or unauthorized access to, or alteration of entries. The Sponsor is not responsible for lost, misdirected, illegible, damaged or undelivered entries. The Sponsor is not responsible for any problems or technical malfunctions of any telephone network or lines, computer online systems, services or providers, computer equipment, software, failure of any email or entry to be received due to technical problems or traffic congestion on the internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading of any material in this Survey. CAUTION: Any attempt by an Entrant to deliberately damage any website or undermine the legitimate operation of the Survey is a violation of criminal and civil laws and should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. In the event of a dispute, entries made by Internet will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization (e.g. business, educational institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Automated entries are prohibited, and any use of such devices will cause disqualification. Collection and use of personally identifiable information will be in accordance with the Publication's Privacy Policy as posted on the Publication's website

**CONDITIONS**

By entering, Entrants agree to comply with these Official Rules and the decisions of the Sponsor, which are binding and final, and release the Sponsor, and each of its divisions, affiliates, parent companies, subsidiaries, advertising and promotion agencies and anyone associated with the production of this Survey, and their respective directors, officers, employees and agents from any and all liability for any claims, injuries, losses or damages (including attorneys fees) of any kind arising out of their participation in this Survey or resulting from acceptance, possession, use or misuse of any prize. The potential prize winner waives the right to assert as a cost of winning the prize any and all costs of verification and redemption or travel to redeem said prize and waive any liability or claims (including attorneys fees) which might arise from redeeming or seeking to redeem said prize. In the event of non-compliance with these Rules, or if prize notification is returned to the Sponsor as undeliverable, if prize is refused or cannot be accepted for any reason, the prize will be forfeited and an alternate winner will be selected in a random drawing. Upon forfeiture or refusal, no compensation will be given. Acceptance of prize constitutes permission to use the winner's name, photograph, likeness and/or statements attributed to winner regarding the Survey and the Drawing, for advertising and publicity purposes without further compensation or consent. All entries become the property of the Sponsor. This Survey shall only be construed and evaluated according to the laws of the State of Florida, without regard to the principles of conflicts of laws and submission of any entry constitutes acceptance of such laws. This Survey is void where prohibited. All federal, state and local laws and regulations apply.

**NAME OF WINNER**

To obtain the name of the Winner, contact the Publication at (352) 378-1411 by May 1, 2015.

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**ADDITIONAL INFORMATION**

For additional information regarding this Survey or the Drawing, contact the Publication at (352) 378-1411.