

**Be a Jockey for a Day Sweepstakes ("Sweepstakes")  
OFFICIAL RULES**

**NO PURCHASE OR PAYMENT NECESSARY TO ENTER OR WIN. PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING.** THIS SWEEPSTAKES IS INTENDED FOR PLAY IN THE UNITED STATES. DO NOT ENTER IF YOU ARE NOT LOCATED IN THE UNITED STATES AT THE TIME OF ENTRY. VOID WHERE PROHIBITED.

- 1. ELIGIBILITY REQUIREMENTS:** Open to legal residents of the fifty (50) United States and the District of Columbia who are 13 years of age or older at time of entry. Employees, contractors, directors and officers of Mine That Bird – The Movie, LLC ("Sponsor"), JB Chicago, their respective parent, subsidiary and affiliated companies, and the web design, advertising, fulfillment, judging and sweepstakes agencies involved in the administration, development, fulfillment and execution of this Sweepstakes (collectively, "Sweepstakes Parties"), and the immediate family members of each such person (spouse, parent, child, sibling, grandparent, and spouse or "step" of each) and those living in the same household of each such person (those persons whether related or not who live in the same residence for at least three months during the twelve-month period preceding the start date of the Sweepstakes) are not eligible to enter or win.
- 2. SWEEPSTAKES PERIOD:** Sweepstakes begins on November 6, 2011 at 12:00:01 am Mountain Time ("MT") and ends February 13, 2012 at 11:59:59 pm MT (the "Sweepstakes Period").
- 3. TO ENTER:** There are two (2) methods of entry for this Sweepstakes: via Facebook and Twitter.

Entry via Facebook: Go to [www.facebook.com/minethatbirdthemovie](http://www.facebook.com/minethatbirdthemovie) or [www.minethatbird.com](http://www.minethatbird.com) and enter with the Share icon (via FBconnect). You will be asked to allow the Mine That Bird Sweepstakes application permission to access your Facebook profile and content therein.

Twitter Entry: Go online to [www.minethatbird.com](http://www.minethatbird.com) during the Sweepstakes Period and click on the Twitter icon. You will be asked to allow the Mine That Bird Sweepstakes application permission to access your Twitter account. The natural person associated with the Twitter account used to enter will be deemed to be the entrant. Enter using only a Twitter account registered in your name. Creation of a Twitter account is free. Important Notice: If you post updates to or receive updates from Twitter via your wireless device, standard text message or data charges may apply. Please consult your wireless-service provider plan regarding pricing.

Limit one (1) entry per person regardless of entry method. Proof of submission is not proof of receipt by Sponsor. Automated methods of entry are prohibited and any use of automated devices will cause disqualification. In the event of a dispute regarding the identity of an entrant who enters via the Sweepstakes Application on Facebook or email, the natural person associated with the email address provided at the time of entry or from which an email entry is received will be considered the entrant. In the event of a dispute regarding the identity of an entrant who enters by Tweet, the natural person associated with the Twitter account used to enter will be deemed to be the entrant. Participants may not enter with multiple Facebook, Twitter or email accounts nor may entrants use any other device or artifice to register multiple times or as multiple registrants. Any participant who attempts to enter with multiple accounts or uses any device or artifice to enter multiple times will be

disqualified and forfeits any and all prizes won, in Sponsor's sole discretion. By participating, entrants agree to abide by and be bound by these Official Rules. **This Sweepstakes is in no way sponsored, endorsed or administered by, or associated with, Facebook or Twitter. You are providing your information to the Sponsor and not to Facebook or Twitter.** If you are selected as a winner, your information may also be included in a publicly-available winner's list.

4. **SWEEPSTAKES DRAWINGS, ODDS, PRIZES AND VALUES:** First Prize winners will be selected in a series of three random drawings from all eligible entries received per the schedule below by a representative of Sponsor, whose decisions shall be final and binding on all matters relating to the Sweepstakes. Non-winning entries received will be included in subsequent drawings. A Grand prize drawing from among all eligible entries received will be conducted on or about February 14, 2012. Odds of winning depend on the number of eligible entries received for each drawing.

Drawing Period	Entry Deadline Date	Random Drawing will be conducted on or about
1	12/13/11 at 11:59:59 pm MT	12/15/11
2	1/13/12 at 11:59:59 pm MT	1/18/12
3	2/13/12 at 11:59:59 pm MT	2/14/12

**Prizes:**

**One (1) Grand Prize:** a trip for two (2) (winner and one guest) for 2 days/1 night to New Mexico. Trip includes: round trip coach class air travel from a major commercial airport near winner's residence to Roswell, New Mexico, double occupancy hotel accommodations at Sally Port Best Western, cowboy style barbeque dinner at the Double Eagle Ranch and ground transportation to/from airport and hotel in Roswell, New Mexico. Approximate Retail Value ("ARV"): \$3,000.

**Nine (9) First Prizes (three per Drawing Period):** an autographed photo of Kentucky Derby winning horse, Mine That Bird, by the owners, Mark J Allen and Dr. Leonard Blach, ARV: \$10.

5. **PRIZE RESTRICTIONS: Limit one First Prize per person.** Winners are solely responsible for any taxes on the respective prize, and the Grand Prize winner will be issued an IRS Forms 1099 for the value of the prize. No cash equivalent, transfer, or substitution of prize is offered, except at the sole discretion of the Sponsor. If the prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute prize with another prize of equal or greater value. Unclaimed prizes will not be awarded. Winner's guest must be 18 years of age or older. Trip must be completed by June 15, 2012. Winner and guest must travel on the same itinerary. The actual value of the trip may vary depending on point of departure and fluctuations in the cost of air transportation. Any difference between the estimated ARV and the actual value of the prize will not be awarded. If winner resides within a 100-mile radius of destination, ground transportation may be provided in lieu of air transportation, and no compensation will be provided for any difference in prize value. Travel dates are subject to availability; blackout dates and other restrictions may apply. Winner and guest are responsible for having valid travel documents including government identification. Winner is responsible for all travel expenses not included herein, including airline baggage fees, gratuities, meals, and any other incidental costs or expenses related to participation in this prize. Travel must be booked at least 30 days in advance. Guest of winner must sign and

return a travel liability release before travel will be booked. Sponsor's decisions shall be final and binding on all matters relating to the Sweepstakes.

- 6. WINNER NOTIFICATION AND VERIFICATION:** Prize Winners will be contacted via phone, e-mail and/or via Twitter and will be required to respond within forty eight (48) hours with their address. Grand prize winner will be required to complete, sign, and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release (granting the use of the Winner's name, city/state, likeness, or photograph by Sponsor for advertising/publicity purposes, without further compensation) within ten (10) days of attempted mail notification or prize will be forfeited and awarded to an alternate Winner. If potential Grand Prize Winner is found not to be eligible or not in compliance with these Official Rules, if prize notification or prize is unclaimed or returned as undeliverable, or if or if prize is rejected, the potential Grand Prize Winner will be disqualified and the prize will be forfeited and may be awarded to an alternate winner. First Prize winners will be sent their prize within 30 days of receipt of address.
- 7. GENERAL CONDITIONS: INTERNET CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS SWEEPSTAKES IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW INCLUDING CRIMINAL PROSECUTION.** If the Sweepstakes is not capable of running as planned for any reason, including without limitation, due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Sweepstakes, Sponsor reserves the right, at its sole discretion, to disqualify any individual who is responsible or who tampers with the entry process, and to cancel, modify or terminate the Sweepstakes. In the event of cancellation, Sponsor will award the prize in a random manner to be determined by Sponsor. This Sweepstakes is offered only in the United States and is governed by the laws of the state of New Mexico, and entrant consents to jurisdiction and venue in, and agrees that all claims and dispute must be resolved in, the federal or state courts in Chaves County, New Mexico.
- 8. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by Sponsor or Sweepstakes Parties resulting from user's participation in, attempt to participate in the Sweepstakes, or download of any information in connection with participating in the Sweepstakes. No responsibility or liability is assumed by the Sponsor or Sweepstakes Parties for technical problems or technical malfunction arising in connection with any of the following occurrences, without limitation, that may affect the operation of the Sweepstakes: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent to or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Web Site in whole or in part for any reason; traffic congestion on the Internet; unauthorized human or non-human intervention in the operation of the Sweepstakes, including without limitation, unauthorized tampering, hacking, theft, virus, bug, worm; or destruction of any aspect of the Sweepstakes. Sponsor is not responsible for any typographical errors in the announcement of prize or these Official Rules, or any inaccurate or incorrect data contained on the Web Site. Use of Web Site is at user's own risk. Sponsor and the Sweepstakes Parties are not responsible for any personal injury or property damage or losses of any kind that may be sustained to user's or any other person's mobile device resulting from participation in the Sweepstakes, use of the Web Site or the download of any information from the Web Site. As a condition of entering, entrants

agree (and agree to confirm in writing): (a) to release Sponsor and Sweepstakes Parties from any and all liability, loss or damage incurred with respect to entrant's participation in the Sweepstakes and the awarding, receipt, possession, and/or use or misuse of the prize, including any traveling related thereto; (b) under no circumstances will entrant be permitted to obtain awards for, and participant hereby waives all rights to claim, punitive, incidental, consequential, or any other damages, other than for actual out-of-pocket expenses; (c) 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 (d) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, excluding attorneys' fees and court costs. Except if winner is a resident of Tennessee, or where prohibited by law, by accepting the prize, winner grants permission for Sponsor and those acting under its authority to use his/her name, photograph, voice and/or likeness, for advertising and/or publicity purposes, in any and all media now known or hereinafter invented without territorial or time limitations and without additional compensation.

**9. WINNERS LIST:** For the name of the Grand Prize winner, send a self-addressed, stamped envelope, for receipt by January 31, 2012 to: Be a Jockey for a Day Sweepstakes Winner List Request, P.O. Box 1095, Elmhurst, IL 60126.

**10. SPONSOR:** Mine That Bird – The Movie, LLC, 1904 White Mill Rd., Roswell, NM 88203.