

**AWARDS AND RECOGNITION ASSOCIATION  
2008 INTERNATIONAL AWARDS MARKET GIVEAWAY RULES**

**No purchase is necessary; making a purchase will not improve your chance of winning.** This Giveaway is void where prohibited by law.

The Awards and Recognition Association is sponsoring a Giveaway in which one Grand Prize, a 2008 Ford Mustang (or a substitute cash prize in the amount of \$20,000), and up to 14 additional prizes (gasoline cards with a retail value of \$100 each) will be given away to winners chosen from 2008 International Awards Market registered attendees. Except as specified herein, all persons registered as 2008 International Awards Market attendees as of 2:00pm on Wednesday, February 27, 2008, except representatives of exhibitors or those eligible to exhibit, are eligible to participate. Fifteen (15) Finalists will be selected by a random drawing to be held at the ARA President's Reception on the International Awards Market show floor on Wednesday, February 27, 2008 at 5:00 pm. You must be present at the President's Reception to be eligible to be chosen as a Finalist. Each Finalist must sign an Affidavit of Eligibility certifying that he or she meets the eligibility requirements set forth below. The decisions of ARA are final. Prize Winners will be chosen from among the eligible Finalists at the ARA Gala to be held at 7:00 pm on Thursday, February 28, 2008 at the Hilton Hotel. Finalists must be present at the Gala in order to be eligible to win a prize; each Finalist will be provided a complimentary ticket to attend the Gala. The odds of becoming a Finalist will depend upon the number of eligible persons registering to attend the 2008 International Awards Market.

Only one Grand Prize and up to fourteen (14) additional prizes will be awarded. The estimated retail value of the Ford Mustang (V6 Premium) is \$20,480. The retail value of each additional prize is \$100. Prizes are not transferable. In lieu of a 2008 Ford Mustang, the Grand Prize winner may elect to receive \$20,000 as a substitute cash prize; if the Grand Prize winner is not a resident of the United States, he or she must accept the \$20,000 substitute cash prize in lieu of the 2008 Ford Mustang. There is no substitute or cash equivalent prize for the additional prizes. The winner of the Ford Mustang Grand Prize must show proof of legally required vehicle insurance, is responsible for the cost of title and tags, and must take delivery of the prize vehicle at a dealership of ARA's choosing in the vicinity of the winner's residence in the United States. Each prize winner is solely responsible for the payment of any income tax which may be due in connection with his or her prize. Except where prohibited by law, acceptance of a prize constitutes permission for ARA to use the winner's name and likeness for purposes of advertising, promotion and publicity relating to this Giveaway without additional compensation.

To be eligible to participate, you must be a licensed driver at least 18 years of age and a registered attendee at the ARA 2008 International Awards Market. ARA directors, ARA staff, Giveaway sponsors (and their employees), 2008 International Awards Market exhibitors and those eligible to exhibit but choosing not to do so (and their employees), and the immediate family members of each are not eligible to participate. Persons participating in this Giveaway are deemed to agree to these Rules. To obtain the name of the winners, please submit a written request for same, together with a self-addressed, stamped envelope, by March 15, 2008 to Awards and Recognition Association, Attn: 2008 Giveaway, 4700 W. Lake Avenue, Glenview, IL 60025.