

BEST WESTERN® HOTELS OF LOUISIANA
MARDI GRAS SWEEPSTAKES
Official Rules
No Purchase Necessary to Enter or Win
Void where prohibited by law

1. **ELIGIBILITY:** This Sweepstakes is open only to legal residents of the Continental United States (excluding Hawaii, Alaska, Puerto Rico and the U.S. Virgin Islands) who are 18 years of age or older as of November 1, 2009. Employees of Best Western International, Inc. and its member companies, affiliates and subsidiaries, advertising agencies, and/or printers are not eligible to enter. This offer is void wherever prohibited or otherwise restricted by law. This offer is further subject to all federal, state, local, provincial and municipal laws and regulations. Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules, and to be bound by the decisions of Sponsor, which shall be final.

2. **HOW TO ENTER:** Sweepstakes begins November 1, 2009 and runs through 11:59:59 pm MST (Mountain Standard Time) December 31, 2009. There are three ways to enter: (1) Online: As a Best Western Rewards® member, you may visit www.bestwesternLouisiana.com/mardigras and complete the online entry. If you are not a member, enroll into the Best Western Rewards Program online at www.bestwesternLouisiana.com/mardigras. All entries must be received by 11:59:59 p.m. MST on December 31, 2009. Sponsor's computer is the official time keeping device. Normal Internet access and usage charges imposed by your on-line service will apply, and are not the responsibility of Sponsor. (2) Qualified Stay: If you have already pre-registered at www.bestwesternLouisiana.com/mardigras and become a member of Best Western Rewards, you will automatically be entered into the sweepstakes for each completed "Qualified Stay" at a Best Western brand property located in Louisiana during the Sweepstakes Period. "Qualified Stay" is defined as one or more consecutive nights at the Best Western hotel regardless of the frequency of check-ins/check-outs, and which qualify for points or miles. (3) Mail: On a plain 3" x 5" piece of paper, hand print your name, complete address, phone number, date of birth, email (if any) and Best Western Rewards member number and mail it in a hand-addressed, stamped envelope to: Best Western Hotels of Louisiana Mardi Gras Sweepstakes, 6201 N. 24th Parkway, Phoenix, AZ 85016-2023. Enrollment in BWR is free and is required to enter. All mailed entries must be postmarked by 11:59 pm MST on December 31, 2009 and received by Sponsor by January 5, 2010, to be eligible. Limit one (1) mailed entry per envelope. No mechanically reproduced or photocopied mailed entries accepted. All entries must be legible to be eligible. Sponsor is not responsible for late, garbled, incomplete or misdirected entries or for errors, omissions, interruptions, deletions, defects or delays in operations or transmission of information, in each case whether arising by way of technical or other failures or malfunctions of computer hardware, software, communications devices, or transmissions lines or data corruption, theft, destruction, unauthorized access to or alteration of entry materials, loss or otherwise. Sponsor disclaims any liability for damage to any computer system resulting in participation in, or accessing or downloading information in connection with this Sweepstakes, and reserves the right, at its sole discretion, to cancel, terminate or suspend this Sweepstakes should any virus bug, unauthorized human intervention or other causes beyond Sponsor's control corrupt or affect the administration, security, fairness or proper conduct of the Sweepstakes.

2. **PRIZE AND APPROXIMATE RETAIL VALUE (ARV):** One (1) Grand Prize. One winner will receive a trip for two (2) people to New Orleans Louisiana from February 14 – 17, 2010. Trip includes coach-class airfare to New Orleans; three (3) nights at a Best Western Hotel in the New Orleans area; a rental car for four (4) days; one (1) guest rider pass for a float in the Krewe of Orpheus Parade on February 15, 2010; parade costume; admission to the Krewe of Orpheus

General Membership Meeting; the Orpheus Open House; Krewe Luncheon; and two (2) tickets to the Orpheuscade. Maximum ARV \$3,500.

3. **RANDOM DRAWING:** One (1) winner will be selected in a random drawing on or about January 5, 2010 from among all eligible entries received. Drawing will be conducted by Sponsor, whose decisions are final on all matters relating to this sweepstakes. Odds of winning will depend upon the number of eligible entries received. Winner will be notified by email, mail and/or telephone. If potential winners do not respond to notification within forty-eight (48) hours of the time set by Sponsor or if any prize or notification is returned as undeliverable, the prize will be forfeited and an alternate winner will be selected. Potential winners will be required to execute and return an Affidavit of Eligibility, Liability, and where legal, a Publicity Release within five (5) days of attempted notification, or the prize will be forfeited and an alternate winner will be selected. Winner's guest must also all timely sign and return Liability and Publicity Releases. Neither Sponsor nor its affiliates, subsidiaries or members are responsible for and they shall not be liable for any late, lost, or misdirected notification, or for winner's unsuccessful efforts to claim any prize.
4. **GENERAL RULES:** Sponsor and its affiliates, subsidiaries and members are not responsible for technical, hardware or software malfunctions, telephone or human failures of any kind, lost or unavailable network connections, or failed, incorrect, inaccurate, incomplete, garbled or delayed electronic communications whether caused by the sender or by any of the equipment or programming associated with or utilized in this Sweepstakes or by any human which may occur in the processing of entries in this sweepstakes, and/or for any lost, late, misdirected, mutilated or illegible mailed entries or for entries not received in time for the random drawing. Sponsor and its affiliates, subsidiaries and members assume no responsibility or liability for damages, losses, or injury resulting from acceptance or use of any prize. Sponsor reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or violates these Official Rules. If, in Sponsor's opinion, there is any suspected or actual evidence of tampering with any portion of the promotion, or if technical difficulties comprise the integrity of the promotion, Sponsor reserves the right to terminate this Sweepstakes and conduct a random drawing to award the prize using all non-suspect entries received as of the date of termination. CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES OR THIS WEBSITE IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONOSR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW. In the event a dispute arises as to the identity of a potentially winning online entrant, entries made by internet will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. "Authorized account holder" means the natural person who is assigned 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. Return of any prize notification as undeliverable will result in disqualification and alternate selection.
5. **RELEASE:** By entering, entrants agree to release and hold harmless Sponsor and its subsidiaries, affiliates, members, divisions, advertising and promotional agencies, wholesalers and retailers, and each of its employees, officers, directors, shareholders and agents (collectively the "Released Parties"), from and against any and all claims, actions and/or liability for any injuries or death, loss or damage of any kind arising from or in connection with participation in and/or entry into the sweepstakes or acceptance or use of any prize, or participation in any sweepstakes-related activity and for any claims based on publicity rights, defamation, invasion of privacy and merchandise delivery.

6. **PUBLICITY:** Except where prohibited by law, participation in the Sweepstakes constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions and/or hometown and state for promotional purposes in any media, worldwide, without further payment or consideration.
7. **DISPUTES:** Except where prohibited, entrant agrees that: (1) any and all disputes, claims and 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 exclusively by the United States District Court for the District of Arizona, or the appropriate Arizona State Court located in Maricopa County, Arizona; (2) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Sweepstakes, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim, indirect, punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Arizona without giving effect to any choice of law or conflict of law rules (whether of the State of Arizona or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Arizona.
8. **WINNER'S LIST:** For name of winner, available after November 9, 2009, send a self-addressed stamped envelope to: BEST WESTERN HOTELS OF LOUISIANA MARDI GRAS SWEEPSTAKES, Best Western International, Inc., 6201 North 24th Parkway, Phoenix, AZ 85016-2023.
9. **SPONSOR:** The Sponsor of this promotion is Best Western International, Inc., 6201 North 24th Parkway, Phoenix, AZ 85016-2023.

Sponsor reserves the right to change Best Western Rewards program rules, regulations, travel awards and special offers at any time without notice, and to end the Best Western Rewards program with six (6) months notice. Any such changes may affect your ability to use the awards or mileage credits that you have accumulated. Sponsor is not responsible for products or services offered by other participating companies. For complete details about the Best Western Rewards program, visit www.bestwesternrewards.com.

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