

**VISIT FLORIDA ® /FLORIDA DEPARTMENT OF CITRUS INTERSTATE 75  
WELCOME CENTER SWEEPSTAKES OFFICIAL RULES**

**NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT IMPROVE YOUR CHANCE OF WINNING.**

**Sweepstakes may only be entered at the Interstate 75 Florida Welcome Center operated by VISIT FLORIDA (Sponsor) and entries originating from any other source or delivered as an on-line transmission or by mail are not eligible for entry. This Sweepstakes is governed exclusively by the laws of the United States. You are not authorized to participate in the Sweepstakes if you do not reside within the 50 United States or the District of Columbia.**

- 1. Eligibility:** Entrant must be a legal resident of the fifty (50) United States and the District of Columbia, who is 25 years or older at the time of entry. Employees of Sponsor, and Mazda North America Operations, Florida Department of Citrus, Central Florida Convention and Visitors Bureau, Sunsplash Vacation Homes, Florida's Natural Grove House, Lang's Sun Country Groves Restaurant (Sweepstakes Partners), their parents, subsidiaries, affiliates, advertising and promotion agencies and their employee's immediate family or household members are not eligible to enter. All federal, state and/or local rules and regulations apply.
- 2. State/End Dates:** Sweepstakes begins at 9:00 a.m. E.T. February 28, 2011 and ends at 5:00:00 p.m. E.T. on April 30, 2011.
- 3. How to Enter:** Visit the Interstate 75 Florida Welcome Center operated by VISIT FLORIDA (Interstate 75 – 1247 I-75 South, Jennings, Florida) and completely and truthfully fill out required entry form information including a guess of number of stress balls in the Mazda Miata. Limit one entry per person, per household. More than one entry from any person will void all entries from that person. Entries delivered by on-line transmission or mail will not be accepted or eligible. Entrants must have a valid email address. Sponsor is not responsible for lost, illegible, stolen, incomplete, invalid, unintelligible, which will be disqualified, or for problems of any kind whether mechanical, human or electronic. Proof of submission will not be deemed to be proof of receipt by Sponsor.
- 4. Drawing:** Winner will be selected from all eligible entries received on or about June 1, 2011, by Sponsor, whose decisions are final and binding in all matters relating to the Sweepstakes. The entrant who accurately guesses the number of stress balls or whose guess is closest to the actual number without going over will be awarded the prize. In the event of multiple eligible entrants with the correct guess, a random drawing of those eligible entrants will be conducted to identify the winner. Potential winner will be notified by e-mail or mail on or about June 1, 2011. Entrant selected as a potential winner must comply with all

terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.

**5. Grand Prize:** The following prize will be awarded:

One 2011 MX-5 Miata Touring from Mazda North America Operations (Sport equipped with standard options), one (1) three (3) night stay at Sunsplash Vacation Homes, one (1) tour through Florida's Natural Grove House, and one (1) meal at Lang's Sun Country Groves Restaurant.

Prizes are as stated and may not be altered or exchanged for perceived value or cash. Prizes are non-transferable. Winner is solely responsible for any expenses in connection with the Grand Prize not expressly described herein as being awarded including, without limitation, the following: (i) federal, state or local taxes; (ii) title and insurance, registration fees, dealer preparation fees and/or additional options, equipment or upgrades; and (iii) any additional expenses not described herein as being awarded associated with the acceptance and use of the prize. The vehicle options, package, accessories, and other specifics will be at Sponsor's sole discretion. Winner may select from available color combinations (certain color options may delay delivery of car). Winner must have a valid U.S. driver's license issued in his/her state of residence, be at least 25 years of age and have proof of insurance to take delivery. Winners must take delivery of vehicle within thirty (30) days of notice of availability from an Authorized Mazda dealership nearest winner's residence as specified by Sponsor. Winner and travel companion(s) will be required to sign a release of liability form and an Affidavit of Eligibility and Release form prior to receiving the Grand Prize. The vehicle shown in advertisements or on display is for illustration purposes only and not the actual Grand Prize car. THE MANUFACTURER'S LIMITED WARRANTY SHALL APPLY AND NO OTHER WARRANTY, REPRESENTATION OR GUARANTEE IS PROVIDED TO WINNER IN RESPECT TO THE PRIZE.

Approximate Retail Value: \$27,000 (Exact dollar value of prize will depend on travel dates selected by winner).

**PLEASE NOTE:** Winner will be solely responsible for all local, state or federal taxes, including United States federal income taxes based on the suggested selling prices as calculated by the prize sponsor of the trip on the date of the award.

**6. Affidavit of Eligibility/Release:** The winner and travel companion(s) will be required to execute an Affidavit of Eligibility, a Liability Release and where lawful, a Publicity Release within 14 days of prize notification. If the winner cannot be contacted within five (5) calendar days of first notification attempt, if prize or prize notification is returned as undeliverable, if winner rejects his/her prize or in

the event of noncompliance with these Sweepstakes rules and requirements, such prize will be forfeited and an alternate winner will be selected from all remaining eligible entries. Upon prize forfeiture, no compensation will be given. Limit one prize per household.

7. **Conditions:** Entry constitutes permission to use winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. By participating, entrants and winner(s) agree to release and hold harmless Sponsor, Sweepstake Partners, and their parent companies, subsidiaries, affiliates, advertising and promotions agencies, partners, representatives, agents, successors, assigns, employees, officers and directors, from any and all liability, for loss, harm, damage, injury, cost or expense whatsoever including without limitation, property damage, personal injury and/or death which may occur in connection with, preparation for, travel to, or participation in Sweepstakes, or possession, acceptance and/or use or misuse of prize or participation in any Sweepstakes-related activity and for any claims based on publicity rights, defamation or invasion of privacy and merchandise delivery. Sponsor is not responsible if Sweepstakes cannot take place or if *any* prize cannot be awarded due to travel cancellations, delays or interruptions due to acts of God, acts of war, natural disasters, weather or acts of terrorism.
8. **Miscellaneous:** All entries become the sole property of Sponsor and none will be acknowledged or returned. If for any reason the Sweepstakes is not capable of running as planned, including due to tampering, unauthorized intervention, fraud, human error or any other causes beyond the control of Sponsor that corrupt or affect the administration, security, fairness, integrity, or proper conduct of the Sweepstakes, Sponsor reserves the right in its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Sweepstakes. Sponsor assumes no responsibility for any error, omission, theft or destruction or unauthorized access to, or alteration of, entries. Sponsor may prohibit an entrant from participating in the Sweepstakes or winning a prize if, in its sole discretion, it determines that said entrant is attempting to undermine the legitimate operation of the Sweepstakes by cheating, deception, or other unfair playing practices or intending to annoy, abuse, threaten or harass any other entrants or Sponsor representatives.

CAUTION: ANY ATTEMPT BY AN ENTRANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE SWEEPSTAKES MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR(S) RESERVE(S) THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

9. **Use of Data:** Sponsor will be collecting personal data about entrants, in accordance with its privacy policy. Please review the Sponsor's privacy policy at

[www.visitflorida.com](http://www.visitflorida.com). By participating in the Sweepstakes, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's privacy policy.

10. **Winner's Name:** To obtain the winner's name send a self-addressed, stamped envelope after July 1, 2011 to: VISIT FLORIDA/FDOC I-75 Welcome Center Sweepstakes March/April 2011, P.O. Box 1100, Tallahassee, FL 32302.
11. **Sponsor:** The Sponsor of this sweepstakes is VISIT FLORIDA, 2540 W. Executive Center Circle, Suite 200, Tallahassee, FL 32301.