

Official Shedd Aquarium Share a Memory, Make a Memory Sweepstakes Rules:

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

Description of Sweepstakes/Eligibility: The Shedd Aquarium Share a Memory, Make a Memory Sweepstakes ("Sweepstakes") begins on September 1, 2010 and ends September 19, 2010 ("Sweepstakes Period") and is open to all legal residents of the 50 United States and the District of Columbia (except residents of New York and Florida) who are at least 18 years of age and have reached the age of majority in their state or province of residence, and have Internet access as of September 1, 2010. Sweepstakes is sponsored by John G. Shedd Aquarium, 1200 S. Lake Shore Drive, Chicago, IL 60605 ("Sponsor"). Employees of Sponsor and their immediate families are not eligible.

1. How to Enter:

- a. *Sign up.* There are two ways to enter. To enter online, visit www.sheddaquarium.org and register as a Sweepstakes participant during the Sweepstakes Period. Upon registration, one entry to Sweepstakes will automatically be submitted in your name. To enter via Facebook, visit www.facebook.com/sheddaquarium. You must have a Facebook account to enter. Regardless of method of entry, limit one (1) entry per person per day.
- b. *Personal Information.* When you enter the Sweepstakes, you will be required to submit certain personal information. All such information will be subject to the terms and conditions of Sponsor's Privacy Statement posted at www.sheddaquarium.org.
- c. *Accuracy.* All information submitted in connection with your registration as a Sweepstakes participant must be complete and accurate to the best of your knowledge and belief. The information submitted must match that on your government issued proof of identification. If Sponsor determines the information submitted by you in your registration or any other documents in connection with the Sweepstakes is inaccurate or misleading in any respect, you may be disqualified from the Sweepstakes.

2. **Selection of Winners.** Between September 1, 2010 and September 19, 2010, Sponsor will select 5 finalists from all entries received. The stories submitted by the five (5) finalists will be posted on www.facebook.com/sheddaquarium, where one (1) winner will be selected via votes from Facebook users. Facebook users can vote for their favorite finalist from September 20, 2010, to September 30, 2010. The finalist who receives the most votes will be declared the winner. The winner will be notified by email or phone and may be required to complete a declaration of eligibility and liability/publicity release. If (1) Sponsor has not received a response from a winner within three (3) days after the notification is sent; (2) a winner is determined to be ineligible or is disqualified for any reason; (3) a winner is unable to provide adequate proof of his or her identity; or (4) a winner does not claim/redeem the prize within three (3) days after he or she is notified, then that individual may forfeit any claim to the prize, and a substitute winner may be selected by random drawing of all remaining eligible entries.

3. Prizes.

One (1) Grand Prize – Total retail value of \$515.80:

- Four (4) passes for a Penguin Encounter at Shedd Aquarium. The date and time of the penguin encounter is subject to availability. Penguin encounter participants must be at least 4 years old and kids 4 to 11 must be accompanied by a participating guardian.
- Four (4) VIP all-access passes to Shedd Aquarium
- Dinner for four (4) at Trattoria No. 10 restaurant

4. **Prize Terms.** All prizes will be awarded. Odds of winning depend on number of eligible entries received. Winners may be required to complete a W-9 for tax purposes and declaration of eligibility and liability/publicity release. From the date of notification, all forms must be completed, returned and postmarked within three (3) days to Sponsor. If the proper forms are not completed and returned, prizes may be considered forfeited and may not be awarded. Sponsor reserves the right to substitute alternate prizes of equal or greater value in the event of prize unavailability. Sponsor is not responsible for replacing prizes as a result of show cancellation, weather conditions or events beyond Sponsor's control. All meals, taxes, transportation, gratuities and other expenses not specified herein are the sole responsibility of the winner. All exact dates and arrangements are subject to availability and blackout dates. Prizes are offered as is with no written or express warranty and are subject to all applicable terms. All prizes will be mailed, unless otherwise specified.

5. **General Terms.** No purchase necessary. Void where prohibited. All decisions of Sponsor are final. In the event of a dispute, entries will be deemed to have been submitted by the authorized account holder of the e-mail address submitted at the time of the entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address or mobile phone number by an Internet access provider, online service provider or 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 or mobile phone numbers. Sponsor is not responsible for lost, incomplete, incorrect, or misdirected entries or prize claims. Sponsor is not responsible for technical, hardware, software or telephone or other transmission failures of any kind; lost, interrupted, scrambled, or unavailable network or connections; or incomplete, garbled or delayed computer transmissions or technical malfunctions or unavailable networks, servers, or sites, whether caused by Sponsor, entrants, by any equipment or programming utilized in promotions, games or sweepstakes, or by human error which may occur in the processing of submissions, which may limit a participant's ability to participate. Sponsor reserves the right to disqualify anyone who violates these Official Rules, interferes with the operation of this Sweepstakes, or uses fraudulent means to participate in and/or win the Sweepstakes. By entering Sweepstakes, entrants agree to be bound by these Official Rules and to release and hold harmless Sponsor, and its parents,

affiliates, subsidiaries, agents, and officers from any and all losses, damages, rights, claims, actions of any kind in connection with the Sweepstakes or use or misuse of any prize. By accepting prize, winners grant Sponsor the right to use their name, image, and likeness for any lawful purpose without further permission or compensation, except where prohibited by law.

6. **Winners List.** For a list of winners, please send a self-addressed, stamped envelope by September 30, 2010 to: Shedd Aquarium Share a Memory, Make a Memory Sweepstakes, Attn: Marketing, John G. Shedd Aquarium, 1200 S. Lake Shore Drive, Chicago, IL 60605 (VT residents may omit return postage).

ABBREVIATED RULES FOR TELEVISION AND PRINT ADVERTISING:

No purchase necessary. Odds of winning depend on number of eligible entries received. Enter by visiting www.sheddaquarium.org. Limit one (1) entry per person per day. Sweepstakes runs from September 1, 2010 to September 19, 2010. Open to U.S residents (except residents of New York and Florida) who have internet access and have reached the age of majority in their state of residence. Sponsored by John G. Shedd Aquarium, 1200 S. Lake Shore Drive, Chicago, IL 60605. Employees of Shedd Aquarium and their immediate families are not eligible. Restrictions apply. Void where prohibited. Total retail value of prize(s) is approximately \$515.80. For more information, see Official rules available at www.sheddaquarium.org.