

Chicago Cinco de Mayo SWEEPSTAKES OFFICIAL RULES

ELIGIBILITY: NO PURCHASE, PAYMENT OF ANY KIND, OR INSURANCE QUOTE IS NECESSARY TO ENTER OR WIN. A PURCHASE, PAYMENT, OR QUOTE WILL NOT IMPROVE THE CHANCES OF WINNING. REQUESTING INFORMATION ABOUT INSURANCE PRODUCTS OR SERVICES WILL NOT INCREASE THE CHANCES OF WINNING. The “Family of Cinco de Mayo” (“the Sweepstakes”) is open to legal residents of the United States who are 18 years or older at the time of entry. Employees, agents officers, and directors (including immediate family members of the same household) of Special Events Management (the “Sponsor”) and American Family Mutual Insurance Company including their affiliated companies, subsidiaries, licensees, distributors, dealers, retailers, printers and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes are not eligible to participate.

OPTIONAL COMMERCIAL COMMUNICATIONS: Entrants to the Sweepstakes will be given the option to request commercial communications via telephone from the Sponsor Special Events Management; however, choosing to receive such communications is not necessary to enter or win.

HOW TO ENTER: The Sweepstakes begins on April 17, 2010 at 1:00 A.M. Central Standard Time (“CST”). Entries must be received by no later than May 6th, 2010, at 11:59 P.M.. To enter this Sweepstakes, visit our online website at <http://www.chicagoevents.com/cinco-de-mayo-festival.cfm> where you can complete and submit the official entry form. Limit of one entry per person. No substitutes for the official entry form may be used to enter the Sweepstakes, and the Sponsor will not accept entries by U.S. Mail, email, fax, or any other way other than depositing an official entry form in the entry box at Sponsor’s specified location. All entries are the property of the Sponsor.

RANDOM DRAWING: Winner will be selected by random drawing on or about May 7th from all eligible entries received by the Sponsor whose decisions are final and binding on all matters relating to this Sweepstakes. The winner need not be present to win. All prizes will be awarded. Limit one prize per person, family, or household. Also limit one entry per email

PRIZES: One (1) Prize per will be Awarded. The winner who will be announced on or about May 7th, will receive four Cinco de Mayo super passes that include: 4 tickets for all the rides in the carnival, 4 printed vouchers for meals (one time use at any vendor), and four backstage passes for Sunday, May 9th’s entertainment (estimated verifiable retail value is \$600). All vouchers and passes are valid at the Cinco de Mayo Festival hosted by the Little Village on 26th and Kostner, Chicago. Odds of winning depend on the total number of eligible entries received. The Winner is liable and solely responsible for payment of any applicable federal, state, local, and other taxes. If the winner cannot accept the prize, the winner will forfeit the prize and an alternate winner will be chosen. All

costs and expense not specified herein, related to the Prize, including but not limited to, lodging, transportation costs, meals, taxes (including income taxes) and gratuities and other expenses incurred by accepting the prize are the sole responsibility of the Winner. Winner's companions must also be 18 years of age or older, unless traveling with a parent or guardian.. The Prize is non-transferable and non-assignable, with no cash redemptions or substitutions except at Sponsor's sole discretion. The Sponsor will not be responsible for Acts of God, acts or terrorism, civil disturbances, work stoppage or any other natural disaster outside their control that may cause the cancellation of MLB games. There will be no substitutions for the Prize except due to unavailability, in which case a cash prize of equal value to the face value of the Prize will be awarded at the exclusive discretion of the Sponsor.

NOTIFICATION: The Winner will be notified by telephone, email, and/or mail by Sponsor. If any winner cannot be contacted within five (5) calendar days of first notification attempt, if any prize or prize notification is returned as undeliverable, if any winner rejects his/her prize, or in the event of noncompliance with these rules, such prize will be forfeited and an alternate Winner will be selected from the remaining eligible entries. Upon prize forfeiture, no compensation will be given.

The Winner will receive Sponsor's Affidavit of Eligibility and Release of Liability, which must be completed, notarized and returned within ten (10) days of receipt. A disqualification will result and an alternative winner will be randomly selected from among all remaining eligible entries if the Sponsor's Affidavit of Eligibility and Release of Liability are not properly returned within the specified period of time. Refusal or return of Sponsor's Affidavit of Eligibility and Release of Liability as non-deliverable will also result in disqualification and cause an alternative winner to be chosen from among all remaining eligible entries.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Sweepstakes and submitting an entry, all entrants agree to be bound by these Official Rules and Sponsor's decisions, including all entry requirements. By entering the Sweepstakes, each Winner also agrees to hold harmless, waive and release any and all claims or causes of actions against the Sponsor, American Family Mutual Insurance Company, and their respective agents, employees and representatives for any liability, harm, injury, damage, costs, expense or other loss that may occur from the participation in the Sweepstakes and/or from the receipt or use of any prize awarded. By participating in this Sweepstakes each Winner grants to Sponsor and American Family Mutual Insurance Company the right to use his/her name, address (city and state only), likeness, photograph, picture, portrait, voice, biographical information, and/or any statements made by each Winner regarding the Sweepstakes, Sponsor, or American Family for advertising or promotional purposes without notice or additional compensation or consideration unless prohibited by law.

GENERAL CONDITIONS: The Sweepstakes is subject to all applicable federal, state, local laws and regulations. Void where prohibited or restricted by law. The Sponsor, American Family Mutual Insurance Company, and their respective, employees, agents and representative are not responsible for printing or typographical errors in any Sweepstakes-related materials; and any stolen, late or misdirected entries, lost, damaged, garbled, delayed, misdirected, damaged, incomplete, postage due or illegible entries. The Sponsor, American Family Mutual Insurance Company, and their respective employees, agents and representatives are not responsible for incorrect or inaccurate transcription or loss or delay of entry or prize reply information, or for any technical or human errors associated with the Sweepstakes. If, in the Sponsor's exclusive judgment, this promotion becomes compromised in any way. Sponsor reserves the right to withdraw the promotion offer, cancel any method of entry, to void any entries submitted fraudulently or select winners from all eligible entries received prior to the act that compromised the promotion.

WINNERS LIST: For a list of winners, mail a self-addressed stamped envelope to Sponsor at the address below.

SPONSOR: Special Events Management, 2221 West 43rd Street, Chicago, IL 60609