



Official Trivia Contest Rules

Please read in full

Uptown Village at Cedar Hill's "12 Days of Trivia" Contest

OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCE OF WINNING.

1. HOW TO ENTER

a. Uptown Village at Cedar Hill, LLC (**the "Sponsor"**) will host the "12 Days of Trivia" contest (**the "Promotion"**) daily beginning December 12, 2009 and continuing through December 23, 2009 (**the "Promotion Period"**). One (1) winner will be notified by email each day and one (1) Grand Prize winner will be notified on December 24, 2009.

b. To participate in the Promotion, you may enter via the following method: Visit www.uptownvillageatcedarhill.com to view a new trivia question daily during the Promotion Period. Then, submit your answer via e-mail to UptownTrivia@herringgroup.com. To win, be the first (1st) person to e-mail the correct answer to the trivia question for that day, upon confirmation of eligibility. Only online entries are eligible. Entries will not be accepted via telephone, fax, courier, personal delivery or by any other means except as noted above.

c. The Sponsor is not responsible for power outages, equipment malfunctions or any other technological difficulties that may prevent a participant from completing and submitting his/her entry.

d. Limit one entry per person, per household, per email address, per day. Previous Promotion winners are not eligible to win the daily prize more than once.

2. ELIGIBILITY RESTRICTIONS

a. Open to legal residents of the 50 United States and the District of Columbia, who are 18 years of age or older. Void where prohibited by law. Employees of Sponsor and its partners and their respective parents, affiliates, and subsidiaries and participating advertising and promotion agencies (including members of their immediate family and/or those living in the same household of each such employee) are not eligible.

b. Limit one entry per person, per household, per email address, per day. Previous Promotion winners are not eligible to win the daily prize more than one (1) time. Only one (1) winner per household is permitted.

3. PRIZES

a. There will be a total of thirteen (13) prize winners by the completion of the Promotion. One daily winner will receive a \$50 gift card valid at participating Uptown Village at Cedar Hill stores and restaurants. In addition, one (1) Grand Prize winner will be selected from the total pool of emails by random drawing received during the Promotion Period that correctly answered a daily trivia question. Therefore, if you email the correct answer to a daily trivia question, you will automatically be entered in the Grand Prize drawing. Answers to the trivia questions must be received on the day the specific trivia question was posted. The Grand Prize winner will receive a \$500 gift card valid at participating Uptown Village at Cedar Hill stores and restaurants.

b. All prizes must be claimed at the Uptown Village at Cedar Hill management office located at: 305 West F.M. 1382, Suite 509
Cedar Hill, TX 75104

Any prize not claimed within twelve (12) days of notification by Sponsor will be deemed as forfeited. To claim a prize, winner must present a valid photo ID matching the name in the submitted winning email. The Sponsor is not responsible in the event that a notified winner is unable to claim his/her prize within the time frame stated above.

c. There is no substitution, transfer, or cash equivalent for prizes, except that the Sponsor may, in its sole discretion, substitute prizes of comparable value or cash. The prizes are expressly limited to the item(s) listed above and do not include taxes, gratuities or any other fees or charges. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

a. All decisions of the Sponsor with respect to the Promotion are final.

b. The first (1st) person to e-mail the correct answer to the each day's trivia question will win the daily prize of a \$50 gift card valid at participating Uptown Village at Cedar Hill stores and restaurants. Only answers to the trivia question of the day received on the same day will be accepted. The Grand Prize winner will be chosen at random from the total pool of emails received that correctly answers a daily trivia question. The Promotion will end at 11:59 p.m. on December 23, 2009.

c. Odds of winning the Grand Prize depend upon the number of entries received.

d. Winners will be contacted via email on or about the day of the Promotion for which they are the winner. Prizes will be awarded subject to verification of eligibility and compliance with the terms of these rules. Failure to respond to the initial verification e-mail within 48 hours of notification, or return of e-mail notification as undeliverable after three (3) attempts, will result in disqualification. Winners must execute and return any required affidavit of eligibility and/or liability/publicity release within two (2) days of notification attempt or prize will be forfeited and an alternate winner may be chosen. The next person in succession who e-mailed a correct answer to the Promotion question on the day involving the forfeited prize would be chosen as the alternate. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, potential winner forfeits prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes and any other fees and charges are the sole responsibility of the winners.
- b. Except where prohibited, participation in the Promotion constitutes winners consent to Sponsor's and its agents' 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, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.
- c. The Sponsor reserves the right to contact participants and all other individuals whose email address is submitted as part of this Promotion.
- d. Prior to awarding any prize or prize certificate, the Sponsor, in its sole discretion, may require Promotion winners to sign a liability release agreeing to hold the Sponsor, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, shareholders, directors, employees, agents and representatives of each of them, harmless against any and all claims or liability arising directly or indirectly from the prize or participation in Promotion.
- e. The Sponsor reserves the right to make changes in the rules of the Promotion, including the substitution of a prize or equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of the Sponsor, any competition or prize-related event is delayed, rescheduled, postponed or cancelled, the Sponsor reserves the right, but not the obligation, to cancel or modify the Promotion and shall not be required to award a substitute prize.
- f. Failure to comply with the Promotion rules may result in a participant's disqualification, solely at the discretion of the Sponsor.
- g. The Sponsor is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion, or in the announcement of a prize.
- h. Copies of the written Promotion rules and a list of winners (when complete) will be available during regular business hours at the Uptown Village at Cedar Hill management office.

Sponsor is: Uptown Village at Cedar Hill, LLC
305 West F.M. 1382, Cedar Hill, TX, 75104