

2011 Downtown Cincinnati Valentine's Day Sweepstakes

Runs: February 2, 2011 to February 9, 2011

Official Rules

NO PURCHASE NECESSARY to enter or win.

Who may enter: Sweepstakes is open to legal residents of the 50 United States and the District of Columbia who are 18 years or older with Internet access at time of entry. Only entrants logging onto the Internet from within the 50 United States and the District of Columbia are eligible to enter the Sweepstakes. The following persons are not eligible to enter the Sweepstakes: (a) employees of Downtown Cincinnati Inc. (the "Sponsor"), its affiliates or subsidiaries, (b) employees of any organizations directly involved with this Sweepstakes, (c) immediate family members and persons living in the same household as the persons identified in (a) or (b) above.

How to enter: One entry per person. Enter online at <http://www.downtowncincinnati.com>. Deadline for entry is February 9, 2011 at noon, Eastern Standard Time. Sponsor will not be responsible for lost, late, incomplete, stolen, illegible, or misdirected entries due to any reason. Entries submitted using any kind of bot or automated technology will be deleted.

Random Drawing: One winner will win the prizes. Random drawing will take place on February 9, 2011 from all eligible entries received, and the winners will be notified on February 9, 2011 via the email address supplied during entry. Decisions of the judges are final.

Prizes and odds of winning: Approximate retail value of the 2011 Downtown Cincinnati Valentine's Day Sweepstakes is over \$350. There will be a total of one winner. Prizes are non-transferable and cannot be redeemed for cash. Sponsor makes no representation or warranties concerning the appearance, safety or performance of any prizes awarded. The odds of winning depend upon the number of entries received. Prize package includes a one night stay for two (2) at the Westin Hotel Cincinnati, tax included, based upon availability (valid February 14, 2011), a \$40 gift certificate for Nicholson's Tavern & Pub, and two (2) tickets for Jim Brickman concert at the Aronoff Center on February 14, 2011.

Claiming prize. All properly claimed prizes will be awarded. The winners are responsible for all applicable taxes and must sign an affidavit of eligibility and compliance with rules/release, and all other applicable forms required by a taxing authority within two (2) days of receipt of written prize notification or prizes will be forfeited and alternate winners selected. By accepting the prizes, the winners consent to Sponsor's use of their name, photograph and/or likeness, address, voice, and statements made by or attributed to them in perpetuity, in any and all media now known or hereafter developed for all business purposes without additional compensation unless prohibited by law. In the event of a dispute as to the identity of a winner based on an email address, the winning entry will be declared made by the authorized account holder of the email address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an email address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address. The names of the winners of the Sweepstakes will be available by contacting Emilie Johnson, Downtown Cincinnati Inc. 35 E. Seventh Street, Suite 35, Cincinnati, OH 45202.

Limitation of Liability: By entering, participants release and hold harmless Sponsor, its parent, subsidiary and affiliated companies, respective subsidiaries, directors, officers, employees and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with this Sweepstakes or acceptance or use of any prize won.

Miscellaneous conditions: The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any email or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Sweepstakes or downloading any materials in this Sweepstakes. If for any reason this Sweepstakes is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Sweepstakes, the Sponsor reserves the right at its sole discretion to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the Sweepstakes. Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes.

Choice of Law: All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Sponsor in connection with this Sweepstakes, shall be governed by, and construed in accordance with, the substantive laws of the State of Ohio without regard to conflict of law principles.

Opt-In Text Messages: You may receive several text messages in response to your original sweepstakes entry, including a message confirming your entry, legal disclaimers and sign up to receive future promotional messages from Downtown Cincinnati Inc. (Sponsor). Carrier specific charges for text messages may apply, depending upon your individual mobile phone service pricing plan, in accordance with your carrier customer agreement. Short Message Service (SMS) may not be available for all service providers or for all handsets. Mobile phone carrier's instructions for text messaging may be different. Check your phone capabilities for specific instructions. The text message entry portion of this Sweepstakes works with most U.S. mobile phone carriers and requires a two-way text messaging enabled mobile phone. Sponsor makes no guarantee that any particular wireless service provider will participate. Check with your service provider for details. By texting the code, the entrant grants permission to the Sponsor to notify them via a return text message and must agree to accept all applicable charges associated therewith. Wireless service providers may charge entrants for each text message that is sent and received in connection with the Sweepstakes, based on the applicable wireless service pricing plan. You are responsible for all applicable fees and taxes associated with placing an SMS entry. Sponsor in its sole discretion may add or delete a mobile phone carrier at any time, without notice. Proof of text messaging the reply YES is not considered proof of delivery to or receipt by Sponsor of such entry.