

## **Official Rules.**

### **No Purchase Necessary to Enter or Win.**

### **PIN-Based, Debit, & International Transactions Not Eligible For Automatic Entry.**

### **Purchasing Will Not Increase Your Odds of Winning.**

All entries, whether submitted by using a credit MasterCard® card issued by a participating PSCU credit union as described below or by mail, have an equal chance of winning.

**Eligibility:** Sweepstakes only open to legal residents of the 50 United States or the District of Columbia, 18 years of age or older, except employees & their immediate families (spouses, parents, children, & siblings & their respective spouses) & those living in the same household of each of MasterCard International Incorporated (“Sponsor”), PSCU Financial Services, Inc. (“PSCU”), Project Support Team, Inc. (“P/ S/ T”), & each of their respective parent companies, affiliates, distributors, subsidiaries, & advertising/ promotion agencies (collectively “Released Parties”) and/ or those living in the same household of each. This Sweepstakes is subject to all applicable federal, state, & local laws & regulations. Void where prohibited. **Participating PSCU Credit Unions:** For a list of participating PSCU credit unions per below, visit [www.biyj-creditlisting.com](http://www.biyj-creditlisting.com). **How To Enter:** Sweepstakes begins at 12:00:01AM Central Time (“CT”) on 7/ 1/ 09 & ends at 11:59:59PM CT on 8/ 31/ 09 (“Promotion Period”). 1) Automatically receive (1) Sweepstakes entry for each credit MasterCard® card issued by a participating PSCU credit union (“Card”) transaction made during the Promotion Period. Account adjustment transactions/ returns, PIN-based, debit, & international transactions, late payment fees, cash advances, annual fees, balance transfers and/ or other fees assessed on your account are not considered eligible transactions for automatic Sweepstakes entry. Entries from unauthorized Card use or made with lost, stolen, or fraudulent Cards are void. Only purchases made with a Card that is in good standing (both at time of entry & winner selection) & issued by a participating PSCU credit union in the U.S. to an identifiable end user & that are processed & submitted through MasterCard International Incorporated’s U.S. transaction processing system during the Promotion Period are eligible for automatic entry; or 2) **To enter the Sweepstakes without making a purchase** & receive (1) entry, hand print your name, complete mailing address, telephone number, date of birth, & the words “Break In Your Jeans Sweepstakes with Your Credit Union Credit MasterCard” on a plain 3” x 5” piece of paper & mail it in a sealed, stamped & hand printed #10 envelope to: Break In Your Jeans Sweepstakes with Your Credit Union Credit MasterCard, P.O. Box 17072, Bridgeport, CT 06673-7072. Enter as often as you wish by mail, but each entry must be mailed separately to be received by 9/ 8/ 09 as outlined below. No photocopied, computer generated facsimiles, mechanically reproduced, or mass entries permitted. Your use of your Card to make a purchase and/ or your submission of a 3” x 5” mail-in entry constitutes your consent to participate in this Sweepstakes & your consent for Sponsor to obtain, use, & transfer your name, address & other information for the purpose of administering this Sweepstakes. Released Parties are not responsible for lost, incomplete, illegible, late, misdirected, stolen, postage-due, or mutilated entries or mail; any error, omission, interruption, defect or delay in transmission, transaction processing, or communication; technical or mechanical malfunctions; failures or malfunctions of phones, phone lines, or telephone systems; errors in these Official Rules, in any Sweepstakes-related advertisements or other materials; human-processing error; failures of electronic equipment, computer hardware or software; or inaccurate entry information, whether caused by equipment, programming used in this Sweepstakes, human error, or otherwise. Sponsor reserves the right, in its sole discretion, to void any & all entries of an entrant who Sponsor believes has attempted to tamper with or impair the administration, security, fairness, or proper play of this Sweepstakes.

**Prizes:** (1) Grand Prize: A pair of jeans awarded as \$100 MasterCard Gift Card & a 5-day, 4-night trip for winner & (3) guests to single destination of winner’s selection to break them in on with total trip expenses not to exceed \$15,000. Trip can include, but isn’t limited to, round-trip coach air transportation from major airport nearest winner’s U.S. residence, standard double occupancy hotel/ other accommodations, ground transportation, & other trip activity expenses within prize

Approximate Retail Value (“ARV”) including sightseeing excursions, food, entertainment, & spending money (Maximum ARV=\$15,000). (9) Weekly Prizes/ (1) Prize Per Week: A pair of jeans awarded as \$100 MasterCard Gift Card & a 3-day, 2-night weekend getaway for winner & (1) guest to break them in on with total trip expenses not to exceed \$2,500. Trip includes round-trip coach air transportation from major airport nearest winner’s U.S. residence to single U.S. destination of winner’s selection, standard double occupancy hotel accommodations, ground transportation to/ from the airport & hotel, & a \$300 MasterCard Gift Card which may be used toward spending money (Maximum ARV=\$2,500). Actual prize value may vary depending on each winner’s city of departure & final itinerary. Sponsor reserves the right to provide ground transportation in lieu of air transportation. Winners responsible for meals, insurance, incidentals, upgrades, gratuities, ground transportation other than that described above & for all other expenses in excess of maximum trip ARV and/ or other expenses not specifically stated herein. Maximum retail value of each prize not to exceed stated ARV. Trips must be completed by 9/ 28/ 10. All trip & on-site trip activity arrangements, including the allocation of Grand Prize spending money, must be made prior to trip through travel agent of Sponsor’s selection & P/ S/ T & are subject to Sponsor’s final approval. Grand Prize trip destination cannot be posted within the U.S. Department of State’s Travel Warnings Listing at time of departure. Grand Prize winner & guests must have valid passports/ visas (if required) & all other required documentation prior to departure & are responsible for obtaining such travel documents & must comply with airport & venue security requirements. Blackout dates & other travel/ accommodation/ activity restrictions may apply. Released Parties not responsible for trip delays, flight cancellations, and/ or other difficulties occurring during any prize trip. Minor guest(s) (if any) must be accompanied by a parent/ legal guardian. Winners & guest(s) must travel on the same itinerary. MasterCard Gift Card restrictions may apply. Prize details not specifically set forth herein are at Sponsor’s sole discretion. Total ARV of all prizes=\$37,500. Federal, state, & local taxes & all other expenses not specified herein are winners’ sole responsibility.

**Winner Selection:** Grand Prize winner will be selected in a random drawing on or about 9/ 14/ 09 from among all eligible entries received during the entire Promotion Period. Odds of winning the Grand Prize will depend on the total number of eligible entries received during the Promotion Period. Weekly Prize winners will be selected in a total of (9) individual random drawings from among all eligible entries received during said Weekly Period per dates listed. With exception of Week 1, 7/ 1/ 09-7/ 5/ 09 & Week 9, 8/ 24/ 09-8/ 31/ 09, Weeks run Monday – Sunday. Entries received during each Weekly Period will not carry forward to subsequent Weekly Prize drawings. Odds of winning a Weekly Prize will depend on the number of eligible entries received for applicable drawing.

<b>Week</b>	<b>Weekly Purchase Dates</b> <i>(beginning 12:00:01AM CT &amp; ending 11:59:59PM CT)</i>	<b>Mail-In Entries Received By Date</b>	<b>Drawing Date</b>
1	7/ 1/ 09 – 7/ 5/ 09	7/ 13/ 09	7/ 20/ 09
2	7/ 6/ 09 – 7/ 12/ 09	7/ 20/ 09	7/ 27/ 09
3	7/ 13/ 09 – 7/ 19/ 09	7/ 27/ 09	8/ 3/ 09
4	7/ 20/ 09 – 7/ 26/ 09	8/ 3/ 09	8/ 10/ 09
5	7/ 27/ 09 – 8/ 2/ 09	8/ 10/ 09	8/ 17/ 09
6	8/ 3/ 09 – 8/ 9/ 09	8/ 17/ 09	8/ 24/ 09
7	8/ 10/ 09 – 8/ 16/ 09	8/ 24/ 09	8/ 31/ 09
8	8/ 17/ 09 – 8/ 23/ 09	8/ 31/ 09	9/ 8/ 09
9	8/ 24/ 09 – 8/ 31/ 09	9/ 8/ 09	9/ 14/ 09

Drawings conducted by P/ S/ T, an independent judging organization whose decisions are final & binding in all matters relating to this Sweepstakes. Winners will be notified by P/ S/ T by telephone and/ or mail. In the event that a potential winner is selected via a Card transaction, prize will be awarded to the primary account holder (as determined by the issuing PSCU credit union’s account

records) named on the account accessed by the Card used to make the entry. In the event a corporate Card winning account is selected, prize will be awarded to the individual named on the Card that is used to transact the winning entry (as determined by the issuing PSCU credit union's account records). If the awarding of a prize is in conflict with corporate written policy, prize will be forfeited & an alternate winner may be selected. Limit (1) prize per person, immediate family member, or household.

**Miscellaneous:** No transfer, assignment, cash redemption or substitution of prize (or portion thereof) except by Sponsor at its sole discretion due to prize unavailability or causes otherwise determined solely by Sponsor, & then for a prize (or applicable portion thereof) of equal or greater value. Winners will be required to execute & return a notarized Affidavit of Eligibility, Liability Release & (where legal) Publicity Release within (3) days of notification issuance. Guests (if a minor, their respective parent or legal guardian) will also be required to sign & return a Liability Release & (where legal) Publicity Release prior to the issuance of travel documents. Non-compliance with any of the foregoing may result in disqualification & awarding of prize to an alternate winner. If any prize notification letter is returned as undeliverable, winner will be disqualified & an alternate winner may be selected. By participating, entrants agree to be bound by these Official Rules & agree that: 1) Released Parties & their designees & assigns shall have the right & permission to use (unless prohibited by law) their name, voice, city/ state of residence, biographical information, photograph, and/ or likeness for advertising and/ or trade and/ or any other purpose in any media or format, online or offline, now or hereafter known without further compensation, permission, or notification; & 2) Released Parties & their designees & assigns & all of their respective officers, directors, employees, shareholders, representatives & agents shall have no liability & will be held harmless for any liability, loss, injury or death to entrant or any other person, including, without limitation, damage to personal or real property, due in whole or in part, directly or indirectly, by reason of the acceptance, possession, use or misuse of prize (including any travel or prize activity related thereto) or participation in this Sweepstakes. **Winners List:** For winners' names, send a self-addressed, stamped envelope to be received by 11/ 9/ 09 to: Break In Your Jeans Sweepstakes with Your Credit Union Credit MasterCard Winners, P.O. Box 13106, Bridgeport, CT 06673-3106.

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**Sponsor:** MasterCard International Incorporated, 2000 Purchase Street, Purchase, NY 10577

**Promoter:** Project Support Team, Inc., 6 Berkshire Blvd., Bethel, CT 06801/ [www.ProjectSupportTeam.com](http://www.ProjectSupportTeam.com)

***If you do not wish to receive future sweepstakes mailings from your credit union, please send a removal request with your name, complete mailing address, & the first 6 digits of your MasterCard number, if any, to: Cardholder Services at P.O. Box 31112, Tampa, FL 33631.***

**CONSUMER DISCLOSURE: NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING.** You have not yet won. PIN-based, debit & international transactions ineligible. Void where prohibited. (1) Grand Prize valued at \$15,000. (9) Weekly Prizes valued at \$2,500/ ea. Odds of winning depend on number of eligible entries received for applicable drawing. Starts 7/ 1/ 09. Ends 8/ 31/ 09. See Official Rules for prize restrictions. Sponsored by MasterCard International Incorporated, 2000 Purchase Street, Purchase, NY 10577-2509.