

## "Passport to Explore" SHAZAM Campaign Rules

Use your debit or ATM card for PIN- or signature-based purchases from 12:00:00 a.m. PT on July 1, 2010 through 11:59:59 p.m. PT on September 30, 2010 (the "Promotion Period") for chances to win a \$500 travel card, a GPS System, valued at \$300 or a Bushnell® 3.0 Megapixel Imageview® 8x30 Binoculars, valued at \$50, six (6) of which will be given away each month of the Promotion Period. Entry for these drawings automatically occurs every time a customer of an enrolled SHAZAM financial institution makes a PIN- or signature-based purchase during the Promotion Period with an ATM or debit card issued by such financial institution.

SHAZAM, Inc. ("SHAZAM") is the sponsor of the "Passport to Explore" SHAZAM Sweepstakes (the "Sweepstakes"). There is no limit on entries per eligible customer during the entry period. Chances of winning a prize are based upon the number of eligible entries received. These prizes may not be exchanged or redeemed for cash or credit.

### "Passport to Explore" SHAZAM Sweepstakes Official Rules and Regulations

**To enter:** There are two (2) ways to enter the Sweepstakes during the Promotion Period: **1) Automatic entry:** One entry into the drawing automatically occurs for each ATM or debit card PIN- or signature-based purchase completed during the Promotion Period by a customer of an enrolled financial institution. Certain restrictions may apply. Only ATM or debit card PIN- or signature-based purchases made during the Promotion Period by cardholders that are not in default under the customer agreement for that account using cards issued by a participating financial institution during the Promotion Period are eligible for automatic entry. In the event of a dispute as to who submitted a particular cardholder entry, such entry will be deemed to be submitted by the primary person in whose name the card used to enter the Sweepstakes was issued. Account adjustment transactions/returns, cash advances, balance transfers, non-U.S. dollar purchases, payment of late fees or over limit fees, and health and benefit cards are excluded from automatic entry. ATM or debit cards or card numbers that are stolen, fraudulent, tampered with, or otherwise altered are not eligible for automatic entry. Automatic entries must be made by 11:59:59 p.m. PT on September 30, 2010, in order to be eligible. **2) To enter without purchase:** Send a 3" x 5" postcard with your name, address, phone number, the name of your financial institution, and their ABA number to: "Passport to Explore" SHAZAM Sweepstakes, 6700 Pioneer Parkway, Johnston, IA 50131. Mail-in entries must be postmarked by September 30, 2010, and received by October 4, 2010 in order to be eligible. Enter as often as you wish; however, each mail-in entry must be mailed in a separate postmarked, stamped envelope. Entrants may enter only by using one of the entry methods described in these rules. Entries that are mechanically reproduced, copied, illegible, incomplete, or inaccurate are void. Entries become the property of ITS, Inc. and will not be acknowledged or returned. **No purchase is necessary to enter or win. A purchase will not increase your chances of winning.**

**Eligibility:** The Sweepstakes is open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age and older as of July 1, 2010. Commercial card eligibility is subject to employer policies regarding rewards program participation. Void in Puerto Rico and where prohibited. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses, regardless of where they reside), and their respective household members, whether or not related, of SHAZAM, ITS, Inc., and the enrolled financial institutions, and their respective parent companies, affiliates, subsidiaries, and divisions are not eligible to enter. The drawing is subject to all applicable federal, state, and local laws and regulations.

**Drawing:** Random monthly drawings will be held on or about the 15th of August 2010, September 2010, and October 2010. The potential Grand Prize and First Place Prize winners will be selected in a random drawing on or about October 15, 2010, from all eligible automatic and mail-in entries combined. The random drawings will be conducted by SHAZAM. All decisions are final and binding on matters relating to this rewards campaign. SHAZAM will notify the enrolled financial institution that issues the potential Grand Prize and/or First Place Prize winner's debit card. The financial institution will then notify the potential Grand Prize and/or First Place Prize winner by U.S. mail and/or telephone on or about October 19, 2010.

**Odds:** Actual odds of winning the Grand Prize, First Place Prize and monthly prizes depend upon the total number of eligible entries received.

**Prizes:** One (1) Grand Prize: \$500 travel card, to be given away on or about October 15, 2010. One (1) First Place Prize: GPS System, valued at \$300, to be given away on or about October 15, 2010. Eighteen (18) monthly prizes: Bushnell® 3.0 Megapixel Imageview® 8x30 Binoculars, valued at \$50, six (6) to be given away each month of the Promotion Period.

**Prize Restrictions:** Any expenses not specified relating to the acceptance and use of a prize are the responsibility of each recipient.

**Prize Claim:** Winner will be notified by a traceable method of delivery, and where required, will be required to sign for the delivery. SHAZAM reserves the right to substitute a prize (or portion thereof) of comparable or greater value, at its sole discretion. All prize details are at SHAZAM's sole discretion.

**Additional Terms:** By participating, entrants agree to: a) the Official Rules, which shall be final in all respects; and b) release, discharge, indemnify, and hold harmless SHAZAM, Inc., ITS, Inc., and their respective participant financial institutions, and their respective subsidiaries, affiliates, officers, directors, and employees, from any liability, claims, or damages arising out of their participation in the drawing and the acceptance, use, misuse, or possession of any prize. By accepting a prize, winner agrees to, where legal, SHAZAM's and its designees' use of his/her name for advertising and publicity purposes without compensation and, upon request, will provide consent to such use in writing.

**Limitation of Liability:** SHAZAM is not responsible for printing or typographical errors in any related materials, or for stolen, lost, late, misdirected, damaged, incomplete, illegible, or postage-due mail or entries. SHAZAM reserves the right to cancel or modify the drawing if fraud or technical failures compromise the integrity of the drawing as determined by SHAZAM in its sole discretion. This drawing is governed by laws of the United States with venue in Des Moines, Iowa, for the resolution of all claims and disputes.

"Bushnell" and "Imageview" are registered trademarks of the Bushnell Corporation, which is not affiliated with, and does not sponsor or endorse the services of SHAZAM, Inc. or the "Passport to Explore" campaign.

If you do not wish to receive future sweepstakes mailings from your financial institution, please send a removal request with your name, complete mailing address, and the first six digits of your ATM or debit card number, if any, to Card Services at the mailing address shown on your monthly statement provided from your financial institution which accompanies this mailing.