

PROMOTION: Everyday Giveaway Sweepstakes
DATE: March 24, 2009
SUBJECT: Official Rules – UPDATED FINAL

**EVERYDAY GIVEAWAY SWEEPSTAKES OFFICIAL RULES
NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.**

- PROMOTION TIMING:** The Everyday Giveaway Sweepstakes (the “Sweepstakes”) begins at 12:01 a.m. ET on 4/6/2009 and ends 11:59 p.m. ET on 5/5/2009 (the “Promotion Period”).
- ELIGIBILITY:** Open to residents of the 50 U.S. and D.C. who are 50 years of age or older as of date of entry. **Employees of AARP, AARP Services, Inc., M, LLC** (“Sponsor”) and their respective parents, affiliates and subsidiaries, and advertising and promotion agencies, including Don Jagoda Associates, Inc., and the immediate family (spouse, parent, child, sibling and their respective spouses, regardless of where they reside) and household members of each, whether or not related, are not eligible to enter or win. Void where prohibited. Sweepstakes is subject to all applicable federal, state and local laws.
- TWO WAYS TO ENTER: Each Daily Registration/Entry represents one entry into specified Daily Drawing, any subsequent Daily Drawing(s) and an additional entry into the Grand Prize Drawing. To Enter Online:** During the Promotion Period visit www.EverydaySavingsCenter.com and complete the online registration form to be entered into the Sweepstakes. You must either be an AARP member or become one during the Promotion Period in order to enter online. Entries must be received by 11:59 p.m. ET each day during the Promotion Period to be entered into that day’s Daily Drawing, any subsequent Daily Drawing(s) and the Grand Prize Drawing. Entries must be received by 11:59 p.m. ET on 5/5/2009, to be entered into the final Daily Drawing and the Grand Prize Drawing. Proof of sending or submission will not be deemed to be proof of receipt by Sponsor. Any attempt by any participant to obtain more than the stated number of entries by using multiple email addresses, identities, registrations and logins, or any other methods will void that participant's entries and that participant may be disqualified. Use of any automated system to participate is prohibited and will result in disqualification. The "authorized account holder" of the email address is the individual who is the authorized holder of the email address associated with the account (based upon information submitted at the time the account was created). A potential winner may be requested to provide Sponsor with proof that he/she is the authorized account holder of the email address associated with that winning entry. If the authorized account holder of the email address cannot be established to the Sponsor’s satisfaction, that entry will be disqualified. Normal Internet access and usage charges imposed by your on-line service may apply. **To Enter Via Mail:** Hand print your name, complete address, zip code, daytime phone number, date of birth and (optional) email address on a plain 3"X 5" piece of paper. Mail your entry in a hand addressed stamped envelope to: Everyday Giveaway Sweepstakes, P.O. Box 7867, Melville, NY 11775- 7867. Limit one entry per envelope. All mail-in entries will be included in the Daily Drawing associated with the date on which the entry is postmarked (from 4/6/2009 through 5/5/2009) and any subsequent Daily Drawing(s) and the Grand Prize Drawing. Mail-in entries postmarked on any given Saturday during the Promotion Period will be included in the following Sunday’s Daily Drawing, as well. Entries must be postmarked by 5/5/2009 and received by 5/14/2009 to be eligible for the final Daily Drawing and the Grand Prize

Drawing. Mechanically reproduced mailed entries are automatically void. Limit one entry per person per day regardless of method of entry.

4. **RANDOM DRAWINGS & WINNER NOTIFICATION:** Each Monday, beginning 4/20/2009 through 5/18/2009, a random drawing will be conducted by Don Jagoda Associates, Inc. (“judge”), to select the Daily winners for the week two weeks prior (Monday through Sunday, except the last week which will be Monday through Tuesday) from among all eligible entries received/postmarked for each Daily Drawing (e.g., 4/20/2009 drawing is from among entries received/postmarked from 4/6/2009 through 4/12/2009). The Grand Prize winner will be selected in a separate random drawing on or about 5/18/2009, from among all eligible entries received throughout the Promotion Period. Odds of winning a Daily Prize depend on the total number of eligible entries received for each Daily Drawing. Odds of winning the Grand Prize depend on the total number of eligible entries received during the Promotion Period. All prizes will be awarded and winners will be notified by mail. Grand Prize winner will be required to execute and return an Affidavit of Eligibility and Release of Liability/Publicity Release (where legal) within 10 days of notification attempt or the prize will be forfeited, the winner disqualified and an alternate winner will be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. Noncompliance with these Official Rules or the inability to contact a potential winner within a reasonable time period will result in forfeiture of the prize.
5. **PRIZES:** (1) Grand Prize – A \$5,000 Shopping Spree (awarded in the form of a \$5,000 Visa gift card). (30) Daily Prizes – \$200, awarded in the form of Sponsor-specified gift card(s) and/or Visa gift card(s). Gift cards are subject to expiration dates and restrictions set forth on specific gift card. Limit one prize per person. Winners are responsible for all applicable federal, state and local taxes and all other costs and expenses associated with prizes not specified herein as being awarded. Prizes are nontransferable and no cash substitution is allowed except by the Sponsor, who reserves the right to award a prize of equal or greater value if advertised prize is unavailable for any reason.
6. **GENERAL CONDITIONS:** By entering this Sweepstakes, entrants agree to (a) abide by and be bound by these Official Rules and the decisions of the Sponsor and judge, which are final and binding in all matters relating to the Sweepstakes, and (b) release and hold harmless Sponsor, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, including Don Jagoda Associates, Inc., and each of their respective officers, directors, employees, and agents (collectively, “Released Parties”), from and against any liability, claims, lawsuits, judgments, losses, damages of any kind, injuries, death, property damage, costs and expenses, arising from, resulting from or in connection with the Sweepstakes, the participation in the Sweepstakes, or the receipt, possession, use or misuse of any prize. By entering, entrants grant Sponsor and its designees the right to use winner’s name, likeness, voice, statements and biographical information for advertising, promotion and other purposes in any and all media now known or hereafter devised, worldwide without limitation and without additional compensation, permission or notification, except where prohibited by law. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered, postage due or illegible entries or other errors or difficulties of any kind whether human, mechanical, electronic, typographical, printing or otherwise relating to or in connection with the Sweepstakes, including, without limitation, errors or difficulties which may occur in connection with the processing of entries, the announcement of the prizes, or in any Sweepstakes-related materials. Released Parties are not responsible for technical, hardware, software or telephone malfunctions of any kind, lost or unavailable network connections, or failed, incorrect, incomplete,

inaccurate, garbled or delayed electronic communications caused by the user or by any of the equipment or programming associated with or utilized in this Sweepstakes. Persons who tamper with or abuse any aspect of the Sweepstakes or who are in violation of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated entries will be void. The Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the online portion of the Sweepstakes if it is not capable of running as planned, including, but not limited to, tampering, unauthorized intervention, fraud, technical or phone line failures or any other problems beyond the control of the Sponsor, and to award prizes from among all eligible online entries received prior to cancellation and all eligible mailed entries received.

7. **WINNERS' LIST:** For the names of the winners, available after 6/19/2009, visit www.EverydaySavingsCenter.com.
8. **SPONSOR:** M, LLC, 217 Church Street, Philadelphia, PA 19106.