Official Rules and Regulations of the Historic Elmira, Inc.
Amazing Elmira Treasure Hunt

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. The Amazing Elmira Treasure Hunt begins Thursday, May 1, 2014 and ends Saturday, May 31, 2014 (the "Contest Period").

HOW TO ENTER: During the Contest Period, participants must print out or pick up the entry form from one of the local partnering organizations, listed on the entry form. Participants search for the architectural icons pictured on the entry form and write the name of the specific historical building or location in the corresponding numbered blank. All completed entry forms must be post marked or hand delivered by 5:00 p.m. Saturday, May 31, 2014. The entry form can be submitted by mailing to Historic Elmira, Inc., PO Box 252, Elmira, NY 14902 or by delivering to Historic Elmira, Inc., 311 E. Water Street, Elmira, NY 14901. All properly completed entry forms must include the name, address, phone number and other required information. Entries generated by script, macro or other automated or mechanical means or by any means which subvert the entry process are void. Limit one (1) Entry per person. Entries received from any persons in excess the limitation will void all entries by that person. All Entries become the sole property of the Sponsor and will not be returned. Released Parties (as defined below) are not responsible for lost, late, stolen, garbled, incomplete, damaged, delayed, illegible, mutilated, or misdirected Entries. Incomplete, illegible, or fraudulent entries not considered.

ELIGIBILITY: Contest is open to legal residents of the fifty (50) United States and the District of Columbia who are 18 years of age or older. Employees of Historic Elmira, Inc. ("Sponsor"), and its parent subsidiaries, limited liability and affiliated companies, and advertising and promotional agencies, and each of their respective family members of their households, whether related or not related, are not eligible to enter or win. Contest is subject to all applicable federal, state and local laws.

DRAWING: The Prize winner will be the participant who submits the most correct answers on the entry form. If more than one participant qualifies for the cash prize, a random drawing will take place on Monday, June 9, 2014. Odds of being picked depend on number of eligible entries. Prize awards are subject to verification of eligibility and compliance with these Official Rules.

WINNER NOTIFICATION: Potential winner will be contacted by Sponsor via the phone number provided on the completed entry form. In order to receive the prize, the potential winner will be required to execute and return an affidavit of eligibility, a publicity release (except where prohibited), a liability release and a copy of his/her valid personal identification card bearing his/her photograph, name, age, and address. The execution of additional releases and/or waivers of liability required by Sponsor and/or any other applicable sanctioning body or prize provider may also be required and returned within the time period specified by such entities, as appropriate. Refusal or failure to sign the requested documentation within the specified time period, the inability of Sponsor to contact a potential winner within a reasonable time period or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, the prize may be awarded to another eligible participant. If any potential winner is at least 18 but still considered a minor in his/her jurisdiction of

residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian who will be responsible for fulfilling all requirements imposed on winners set forth herein.

PRIZES: One (1) eligible winner will be awarded the $150.00 cash prize. All applicable taxes associated with prize acceptance and uses are the responsibility of the winner. The prize is awarded "as is" with no warranty or guarantee, either express or implied, by Sponsor. No substitution of prize is permitted, except by Sponsor, which reserves the right to substitute a prize (or portion thereof) with one of comparable or greater value. Prize details are at Sponsor's sole discretion.

OWNERSHIP OF ENTRIES: By submitting an Entry, each entrant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party.

GENERAL CONDITIONS: By entering this Contest and/or using the prize, entrant agrees: (1) to release, discharge and hold harmless Sponsor, its parent, subsidiaries, limited liability and affiliated companies and advertising and promotional agencies, and each of their respective shareholders, officers, directors, employees, members, agents and assigns (collectively, the "Released Parties") from liability of any kind or nature for any loss, claims, damages, or injuries of any kind resulting in whole or in part, directly or indirectly from entrant's participation in this Contest or from the acceptance and use/misuse of any prize; and (2) to abide by, and be bound by these Official Rules and the decisions of the Sponsor relating to participation in the Contest, selection of winners and awarding of prizes, which shall be final. Acceptance of any prize constitutes permission to use winner's name, biographical information, city and state of residence, voice, photograph, image and/or likeliness for advertising, promotional and other purposes in any and all media now known or hereafter devised, worldwide, in perpetuity, without further compensation, notification or permission from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so, unless prohibited by law. Should any portion of the Contest be, comprised in a manner that corrupts or impairs the administration, security, fairness or proper play, or submission of Entries, as determined in sole discretion of the Sponsor, or should the Contest be unable to run as planned for any other reason, Sponsor reserves the right at its sole discretion to suspend, modify, or terminate the Contest and, if terminated, at its discretion, select the potential winner from all eligible, non-suspect Entries received prior to action taken using the judging procedure outlined above.

SPONSOR: This Contest is sponsored by Historic Elmira, Inc., PO Box 252, Elmira, NY 14902.