

**IOWA TOURISM OFFICE CASEY'S GAS CARD SWEEPSTAKES
COMPLETE OFFICIAL RULES**

1. **NO PURCHASE NECESSARY.** A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal **U.S.** residents, aged 18 or older at time of entry. Void where prohibited by law. Persons in any of the following categories are **not** eligible to participate or win a prize: (a) persons who, since April 1, 2009, were or are employees or agents of the Iowa Department of Economic Development or The Integer Group®, LLC; their parent companies, affiliates, or subsidiaries; or the service agencies or independent contractors of any of the above organizations; (b) individuals engaged in the development of, the production or distribution of materials for, or the implementation of this sweepstakes; or (c) employees of, persons in the immediate family of, or persons living in the same household as any person in any of the preceding categories.

Sweepstakes starts at or around 8:00:01 a.m., Central time (CT), on April 24, 2009, and ends on June 1, 2009. ("Promotion Period").

2. **HOW TO ENTER.** There are four ways to enter. **(A) To enter at the Iowa Welcome Centers:** During the Promotion Period, complete an Official Entry Form (while supplies last) by hand or legibly hand-print the following on a 3" x 5" card: Iowa Tourism Office Casey's Gas Card Sweepstakes and your full name; complete address (no P.O. Boxes); ZIP code; daytime phone number, including area code; and birth date; then drop it in the entry box designated as the Iowa Tourism Office Iowa Welcome Centers Sweepstakes Official Entry Box at the Iowa Welcome Centers. All entries must be received at the Iowa Welcome Centers by 5:00 p.m., CST, on June 1, 2009 in order to be eligible for the applicable drawing. **(B) To enter at the Iowa Tourism Office:** During the Promotion Period, complete an Official Entry Form (while supplies last) by hand or legibly hand-

print the following on a 3" x 5" card: Iowa Tourism Office Casey's Gas Card Sweepstakes and your full name; complete address (no P.O. Boxes); ZIP code; daytime phone number, including area code; and birth date; then drop it in the entry box designated as the Iowa Tourism Office Casey's Gas Card Sweepstakes Official Entry Box located at the Iowa Tourism Office, 200 East Grand Avenue, Des Moines, Iowa. All entries must be received at the Iowa Tourism Office by 5:00 p.m., CST, on June 1, 2009 in order to be eligible for the applicable drawing. **(C) To enter via the Internet:** Access www.traveliowa.com during the Promotion Period, and follow the entry instructions. Complete the information requested in the information fields (full name; complete address [no P.O. Boxes]; ZIP code; daytime phone number, including area code; birth date; and e-mail address). When your entry is complete, click the area marked Submit Entry (once submitted, entry cannot be deleted, canceled, or modified). You may enter the Sweepstakes under one name and one e-mail address only. Enter using only an e-mail address subscribed to and registered in your name. In the event of a dispute as to entries submitted by multiple individuals using the same e-mail account, entry will be deemed to have been submitted by the authorized subscriber of the e-mail account used to enter the sweepstakes at the actual time of entry. The authorized e-mail-account subscriber is deemed to be the natural person who is assigned an e-mail address by an Internet-access provider, online-service provider, or other organization that is responsible for assigning e-mail addresses or the domain associated with the submitted e-mail address. Entries generated by script, macro, robotic, programmed, or any other automated means are prohibited and will be disqualified. Online entries must be received by 5:00 p.m., CST, on June 1, 2009 in order to be eligible for the applicable drawing. **(D) To enter by mail:**

Legibly hand-print the following on a 3" x 5" card: Iowa Tourism Office Casey's Gas Card Sweepstakes and your full name; complete address (no P.O. Boxes); ZIP code; daytime phone number, including area code; and birth date; then mail it, with first-class postage affixed, in a hand-addressed envelope no larger than 4-1/8" x 9-1/2" (#10 envelope) to Iowa Tourism Office/Casey's Drawing, 200 East Grand Avenue, Des Moines, IA 50309. All mail-in entries must be received at the Iowa Tourism Office by 11:59:59 p.m. CST on June 5, 2009 in order to be eligible for the applicable drawing. Limit of one entry per person per day, regardless of method of entry. Entrants assume all risk of lost, late, misdirected, incomplete, illegible, undelivered, or postage-due entries. All entries submitted become the sole property of the Sponsor and will not be returned.

3. PRIZES AND ODDS OF WINNING. There will be five (5) drawings: one drawing from the names received at each of the four (4) State of Iowa Welcome Centers and one (1) from the names received from the Internet. All potential winners will be selected on or about June 8, 2009 by random drawing from all eligible entries received.

GRAND PRIZE (5): Five (5) \$500 Casey's Gas Card at each of the four State of Iowa Welcome Centers and from the Internet. The total Approximate Retail Value of all prizes to be given away: \$2,500. The odds of winning a prize depend on the number of eligible entries received for that Drawing. Casey's Gas cards must be used in accordance with their terms and conditions. All prizes will be awarded assuming that sufficient entries are received for each Drawing. Nonwinning entries will **not** be carried over, entered into, or be eligible for each subsequent Drawing. The random drawings and awarding of all prizes will be conducted under the supervision of an Iowa Department of Economic

Development representative (Judge), whose decisions are final and binding in all matters pertaining to this sweepstakes. Entrants agree to be bound by these Complete Official Rules and the decisions of the Sponsor and the Judge.

4. GENERAL CONDITIONS. Potential winners will be notified by phone, mail, or private delivery service (at Sponsor's sole discretion) and may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability within seven (7) days of notification. In the event of noncompliance, if a winner cannot be reached at the e-mail or mailing address on that winner's entry, or if a prize or prize notification is returned as unclaimed or is undeliverable for whatever reason beyond the control of Sponsor, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. Limit of one prize per person. All taxes, fees, and surcharges on each prize are the sole responsibility of each prize winner. By participating and accepting a prize, where permitted by law, that winner grants to Sponsor (and agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use—worldwide in any media now known or hereafter developed, including, but not limited to, the World Wide Web—at any time(s), that winner's name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review.

5. RELEASE OF LIABILITY. All entrants agree to hold harmless and release the Iowa Department of Economic Development and The Integer Group; their parent companies, affiliates, subsidiaries, officers, directors, agents, and employees; and all others associated with the development and execution of this Web site and sweepstakes from any and all liability with respect to or in any way arising from this sweepstakes or participation in any sweepstakes-related activity and/or delivery/misdelivery, acceptance, possession, use, or misuse of a prize, including, but not limited to, liability for personal injury, bodily injury (including wrongful death or disability), damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Web-site users, by any of the equipment or programming associated with or used in the sweepstakes, or by any technical or human error that may occur in the processing of submissions in the sweepstakes. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; or theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of e-mail or entry on account of technical problems or traffic congestion on the Internet or at any Web site or combination thereof, including injury or damage to participant's or to any person's computer related to or resulting from participating in this sweepstakes or downloading materials from this Web site. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the sweepstakes or defraud

Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the sweepstakes is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failure; or any other causes beyond the control of Sponsor, that, in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this sweepstakes, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the sweepstakes.

6. DISPUTES. THIS SWEEPSTAKES IS GOVERNED BY THE LAWS OF THE UNITED STATES AND THE STATE OF IOWA, WITHOUT RESPECT TO CONFLICT OF LAW DOCTRINES. As a condition of participating in this sweepstakes, participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this sweepstakes shall be resolved individually, without resort to any form of class action, exclusively before a court located in Polk County, Iowa, having jurisdiction. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for and hereby waives all rights to claim punitive, incidental, or consequential damages (including reasonable attorneys' fees), other than participants' actual out-of-pocket expenses (e.g., costs associated with entering this sweepstakes), and participant further waives all rights to have damages multiplied or increased.

7. WINNERS LIST. The names of the Grand Prize winners will be posted at www.traveliowa.com after June 25, 2009.

8. SWEEPSTAKES SPONSOR. Iowa Department of Economic Development, Des Moines, Iowa.