

2012 Ironman® St. George Sweepstakes

Official Rules

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED.

IRONMAN® AND 70.3® ARE REGISTERED TRADEMARKS OF
WORLD TRIATHLON CORPORATION.

1. Eligibility: To be eligible to enter the 2012 Ironman® St. George Sweepstakes (the “Sweepstakes”), you must be: (1) an individual 18 years old at the time of entry; (2) a legal resident of the United States or Canada; (3) not an employee, officer, director, shareholder, or agent of World Triathlon Corporation or any of its parents, affiliated companies, subsidiaries, distributors, franchisees, retailers, printers and advertising and sweepstakes agencies, and not otherwise involved with or associated with this Sweepstakes; (4) not an immediate family member or a household member of any individual identified in item (3) above; and (5) not an employee of any company or organization associated with this Sweepstakes. “Immediate family members” means parents, step-parents, children, step-children, siblings, half-siblings, spouses, and domestic partners. “Household members” means people who have the same residence at least three (3) months during the past twelve (12) months. The Sweepstakes is subject to all applicable federal, state, and local laws and regulations. The Sweepstakes is void where prohibited by law.

2. Sponsor & Administrator: World Triathlon Corporation, 2701 North Rocky Point Drive, Suite 1250, Tampa, Florida 33607.

3. Agreement to Official Rules: By participating in the Sweepstakes, entrant represents and warrants that he/she has read and understood, and fully and unconditionally agrees to and accepts, these Official Rules and that the decisions of the Sponsor are final and binding in all matters related to the Sweepstakes. Winning any prize is contingent upon fulfilling all requirements set forth herein.

4. Entry Periods: The Sweepstakes entry period begins November 4, 2011 at 12:00 A.M. Eastern Time (“ET”) and ends at 11:59:59 A.M. ET on December 31, 2011 (the “Sweepstakes Period”). Sponsor’s computer is the official time-keeping device for this Sweepstakes.

5. How to Enter: NO PURCHASE IS REQUIRED TO ENTER OR WIN THE SWEEPSTAKES. Individuals may enter the Sweepstakes in one of two ways:

- (1) By registering, by December 31, 2011 via Active.com, to participate in the 2012 Ironman® St. George triathlon. The following personal information of the entrant will be required to be disclosed in order to register for the Sweepstakes by this method: full legal name, email address, mobile telephone number, date of birth, and the state in which you live. The prize winners will also be required to provide his or her mailing address and other information needed or useful in order to facilitate sending and receipt of a prize.) During registration, entrants may be offered the opportunity to opt-in to special offers. These offers are optional, and neither acceptance nor non-acceptance by entrants will affect the chances of winning the Sweepstakes.
- (2) By mailing a 3” x 5” post card, with a handwritten request for an entry in the Sweepstakes and a statement of the entrant’s full legal name, email address, mobile telephone number, date of birth, and the state in which the entrant lives. Such post cards should be mailed to “Ironman® St. George Sweepstakes Entry, 2701 North Rocky Point Drive, Suite 1250, Tampa, Florida 33607” and must be post-marked no later than December 31, 2011 (and in all

events must be received by Sponsor by January 7, 2012) in order to be eligible. Each such post card received will entitle the entrant, if otherwise eligible under these Official Rules, to one (1) entry.

Each entrant is limited to one (1) entry, regardless of which of the two entry methods is used. Any attempt by an individual entrant to obtain more than one (1) entry, whether by using multiple/different email addresses, identities, post cards, registrations or logins, or via any other methods, will void all of such entrant's entries and that entrant may be disqualified from further participation or from registering anew. Any use of automated, programmed, or similar entry methods or agents will void all entries by the entrant who employs, or causes to be employed, such methods. Entry materials/data that have been tampered with or altered are void. Once submitted, entries become the sole property of Sponsor or its designee and such entries will not be acknowledged or returned.

6. Drawings and Odds: On or before January 15, 2012, Sponsor will conduct a random drawing from all eligible entries. The first eligible entry drawn will be the Grand Prize winner, the second eligible entry drawn will be Second Prize winner, and the third eligible entry drawn will be the Third Prize winner, in each case subject to the respective entrants fulfilling all requirements of these Official Rules. The odds of an entrant winning a prize in the drawing depend on the total number of eligible entries submitted in accordance with these Official Rules. Each entry, regardless of which entry method is used, has an equal chance of winning as any other entry.

The potential winners will be notified by telephone call to the telephone number provided by the entrant. To claim his/her prize, the winner must: (1) respond as directed within ten (10) days after the first notification attempt (the entrant's telephone voicemail must be enabled); and (2) return to the Sponsor, by the date and manner specified, the applicable affidavits and releases as may be required by the Sponsor. If the potential winner cannot be reached within ten (10) days after the first notification attempt, or fails to comply with any of these Official Rules, or if the Sponsor determines that the winner is ineligible or disqualified, an alternate winner will be selected by random drawing from the remaining eligible entries.

7. Prizes:

Grand Prize: Complimentary race entry into any domestic Ironman® event of your choice in 2012 or 2013 (excluding the Ironman® World Championship in Kailua-Kona, Hawaii), including two round trip coach airline tickets to the event.

Second Prize: VIP passes/banquet tickets to your choice of the 2012 or 2013 Ironman® World Championship in Kailua-Kona, Hawaii, including two round trip coach airline tickets to the event.

Third Prize: Complimentary race entry into any domestic Ironman® or Ironman® 70.3® event of your choice in 2012 or 2013 (excluding the Ironman® World Championship in Kailua-Kona, Hawaii and the Ironman® 70.3 World Championship at Lake Las Vegas in Henderson, Nevada) .

With respect to each roundtrip airfare for two: Both travelers must travel on the same itinerary. Winner must travel on dates set forth by Sponsor or the prize will be forfeited and awarded to an alternate winner. Sponsor will determine airport, airline, flight itineraries, hotels, and seat locations in its sole discretion. No refund or compensation will be made in the event of the cancellation or delay of any flight. Travel is subject to the terms and conditions set forth in these Official Rules, and those set forth by the Sponsor's airline carrier of choice as detailed in the passenger ticket contract. By accepting a prize, winner agrees to abide by all terms, conditions and restrictions provided by the ticket. The Sponsor is not responsible if winner does not use the race entry chosen by entrant on day of event.

All expenses, travel, and other costs not expressly stated in the prize descriptions above are the sole responsibility of the winner. If the winner's guest is a minor (as determined by his/her state of residence),

winner must be minor's parent/legal guardian and must complete required paperwork on behalf of minor as applicable. Except where prohibited by law, travel companions must execute liability/publicity releases prior to issuance of the prize. Additional restrictions, conditions, and limitations may apply.

WINNERS ARE SOLELY RESPONSIBLE FOR ANY AND ALL FEDERAL, STATE, AND LOCAL TAXES AND FEES ASSESSED AS A RESULT OF RECEIPT OR USE OF THE PRIZE AND FOR ALL TRAVEL COSTS AND CHARGES NOT INCLUDED IN THE PRIZE PACKAGE. The prize is not transferrable or redeemable for cash. The three (3) prizes have an aggregate approximate retail value of US\$4,900.00. Subject to such aggregate value, Sponsor reserves the right to substitute any one or more components of a prize with a prize or component of equal or greater value.

As a condition of receiving a prize, potential winners may be required to complete, sign and return to Sponsor an Affidavit of Eligibility, a Liability Release, and, except where prohibited by law, a Publicity Release, within ten (10) days after the date on which the entrant receives notice of being a winner.

8. Publicity: Except where prohibited by law, participation in the Sweepstakes constitutes entrant's consent for the Sponsor and the Sponsor's designees to use entrant's name, voice, likeness, statements, photographs, audiovisual recordings, opinions, biographical information, and state of residence for purpose of advertising the Sweepstakes, any subsequent sweepstakes by Sponsor, or any event owned or licensed by Sponsor, in each case in any media or manner, now known or hereafter devised, without payment, consideration, notice, or approval.

9. General Conditions: In the event that the operation, security, or administration of the Sweepstakes is impaired in any way for any reason, including, but, not limited to, fraud, virus or other technical problem, the Sponsor may, in its sole discretion, either: (1) suspend or modify the Sweepstakes to address the impairment and resume the Sweepstakes in a manner that best conforms to the spirit of these Official Rules; and/or (2) award the prize in a random drawing from among all eligible entries that have registered up to the time of the impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Sweepstakes or to be acting in violation of these Official Rules, or in an improper manner. Any attempt by any person to undermine the legitimate operation of the Sweepstakes may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law. The Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

10. Release of Liability: Except where prohibited, by participating in the Sweepstakes, entrants agree to release, indemnify, defend, and hold harmless Sponsor and each of its related companies, parents, subsidiaries, affiliates, and their respective agents and agencies, and their respective officers, directors, employees, shareholders, members, and agents (the "Released Parties") from and against any and all claims, actions, losses, injuries, damages, expenses, fees, taxes, assessments, judgments, or causes of action arising out of or in connection with participation in the Sweepstakes or receipt or use or mis-use of any prize, including, but not limited to: (1) unauthorized intervention in the Sweepstakes; (2) any technical error related to computers, servers, providers, or telephone or network lines; (3) printing errors; (4) any error in the administration of the Sweepstakes or the processing of entries; (5) any late, lost, or undeliverable entry; or (6) injury or damage to, or taxes related to, any person or property, or the death of any person, that may be caused, directly or indirectly, in whole or in part, from any entrant's participation in the Sweepstakes or receipt or use or mis-use of any part of any prize by any person, including without limitation in connection with air travel, any other transportation, lodging, or attendance or participation at any event.

11. Limitations of Liability: Entrant agrees that in any cause of action, the Released Parties' liability for any and all claims, judgments, and awards will be limited to the reasonable out-of-pocket expenses

actually paid for by the entrant that are directly related to entering and participating in this Sweepstakes (which, for the avoidance of doubt, excludes, for example, telephone expenses and Internet access), and in no event shall any of the Released Parties be liable for attorney's fees.

TO THE EXTENT PERMITTED BY APPLICABLE LAW, THE ENTRANT WAIVES THE RIGHT TO CLAIM ANY OTHER DAMAGES WHATSOEVER, INCLUDING, BUT NOT LIMITED TO, PUNITIVE, COMPENSATORY, CONSEQUENTIAL, DIRECT, OR INDIRECT DAMAGES, DAMAGE TO PROPERTY OR PERSON, OR ANY LOSS OF DATA, LOST PROFITS OR INCOME, OR LOSS OF CONSORTIUM, OR CLAIMS BY THIRD PARTIES, AND THE ENTRANT FURTHER WAIVES ANY AND ALL RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED. SOME JURISDICTIONS DO NOT ALLOW LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MIGHT NOT APPLY TO YOU.

WITHOUT LIMITING THE GENERALITY OR EFFECT OF THE FOREGOING: NONE OF THE RELEASED PARTIES MAKES ANY EXPRESS OR IMPLIED WARRANTIES OR REPRESENTATIONS WITH RESPECT TO ANY PROMOTIONAL WEB SITE AND NONE OF THE RELEASED PARTIES WILL BE LIABLE FOR THE CONSEQUENCES OF ANY INTERRUPTIONS OR ERRORS RELATED THERETO. NONE OF THE RELEASED PARTIES IS RESPONSIBLE FOR LOST, LATE, INCOMPLETE, ILLEGIBLE, INACCURATE, DELAYED, GARBLED, DAMAGED, STOLEN OR MISDIRECTED ENTRIES, OR PROBLEMS OF ANY KIND RELATED THERETO, WHETHER OF MECHANICAL, HUMAN, OR ELECTRONIC CAUSE OR ORIGIN.

ENTRANTS AGREE THAT NONE OF THE RELEASED PARTIES HAS MADE OR ARE IN ANY MANNER RESPONSIBLE OR LIABLE FOR ANY WARRANTY, REPRESENTATION, OR GUARANTEE, WHETHER STATUTORY, EXPRESS, OR IMPLIED (INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, TITLE, AND FITNESS FOR A PARTICULAR PURPOSE), IN FACT OR IN LAW, RELATIVE TO THE SWEEPSTAKES OR ANY PRIZE.

If for any reason an entrant's entry is confirmed to have been erroneously deleted, lost, or otherwise destroyed or corrupted, entrant's sole remedy is another entry in the Sweepstakes; provided that if it is not possible to award another entry due to discontinuance of the Sweepstakes for any reason, Sponsor, at its discretion, may elect to hold a random drawing from among all eligible entries received up to the date of discontinuance for any prize offered.

12. Choice of Forum; Governing Law: Entrant agrees that any and all disputes, claims and causes of action arising out of or connected with this Sweepstakes, or any prizes awarded or not awarded shall be resolved solely individually, without resort to any form of class action, and exclusively by the United States District Court for the Middle District of Florida (Tampa Division) or the appropriate Florida State Court located in Hillsborough County, Florida. All issues and questions concerning the construction, validity, interpretation, or enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of Florida, without giving effect to any choice of law or conflict of law rules that would result in the application of the laws of any other jurisdiction.

13. Winner Lists: For a statement of the identification of the winners in the Sweepstakes, send a self-addressed, stamped envelope, making a request to receive such information, to: "Ironman[®] St. George Sweepstakes – Winner List Request, 2701 North Rocky Point Drive, Suite 1250, Tampa, Florida 33607. Such requests must be received by February 15, 2012."

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