

Rideshare Week 2011-Commuter Challenge Contest Rules
NO PURCHASE NECESSARY

1. **ELIGIBILITY:** The SANDAG (Sponsor) iCommute Rideshare Week Commuter Challenge (Commuter Challenge) is open to legal residents of San Diego County, who are 18 years of age or older at the time of entry. Employees of Sponsor and its respective affiliates, subsidiaries, and any other advertising and promotion agencies involved with this Contest, and the immediate family members and/or those living in the same household of each are not eligible to win. All determinations of eligibility shall be made by Sponsor in its sole discretion.

2. **HOW TO ENTER:** Pledge and register online at <http://www.icommutesd.com/Events/RideshareWeek.aspx>. The Commuter Challenge runs from October 3 to October 31, 2011 (Rideshare 2011 Period). By logging eligible commute trips (carpooling, vanpooling, taking transit, biking, walking, or teleworking) in iCommute, you will be entered into a prize drawing. The Rideshare Week Challenge will begin on Monday, October 3, 2011, at 12:00:01 a.m. (PST) and end on Monday, October 31, 2011, at 11:59:59 p.m. (PST) (Submission Period).

3. **HOW IT WORKS:**

- a) Pledge to rideshare during the Rideshare 2011 Period at 511sd.com/iCommute.
- b) Create an account or log in to iCommute, the free online commuter assistance program, to access the RideMatcher and TripTracker tools.
- c) Use iCommute to identify an alternative commute choice and make an alternative commute trip at least once per week. Eligible alternative commute trips include carpooling, vanpooling, biking, walking, using public transit, or teleworking, for the entire commute choice or in any combination to get to and from work.
- d) Log eligible commute trips in iCommute. Any commuter who has submitted the online pledge form at 511sd.com/iCommute and logs his/her eligible alternative commute trips during the Rideshare 2011 Period will be entered into prize drawings. The winners will be randomly generated from the iCommute online system. Only commuters who log their eligible alternative commute trips in iCommute will be entered into the random drawing.

4. **PRIZES AND APPROXIMATE RETAIL VALUES (ARV):** Prize winners will pay all applicable taxes and fees. Sponsor reserves right to substitute prizes (or components of prizes) for prizes of equal or greater values. No other substitutions or transfers of prizes by participants will be permitted. Sponsor is responsible only for prize delivery, except in the case of the electric bicycle whose prize winner will be required to pick up the electric bicycle at Sponsor's location (401 B Street, Suite 800, San Diego, CA 92101). Sponsor is not responsible for prize utility, quality or otherwise. In the event that any portion of any prize is cancelled or postponed for any reason, Sponsor will have no obligation to award compensation in lieu thereof, and the remainder of the prize will be awarded. By accepting prize, prize winners agree to Sponsor's use of their names, hometowns, likenesses, and/or prize information for promotional purposes in any medium without additional compensation, or notice to winners, to the extent permitted by law.

5. **VERIFICATION OF WINNERS AND DELIVERY OF PRIZES:** All prize winners will be required to sign a SANDAG Affidavit of Eligibility/Release of Liability and, where legally permitted, Publicity Releases. Prize winners will be notified via the e-mail address they used to register for an iCommute account. Prize winners will first be sent an e-mail notification with the Affidavit of Eligibility/Release of Liability. Prize Winners will be sent the prize via registered mail within thirty (30) business days of when winners are announced and only after the Sponsor receives the Affidavit of Eligibility/Release of Liability signed by the prize

winner. Any prize may be awarded to alternate winners if the Affidavit of Eligibility/Release of Liability is not returned to Sponsor by the initially awarded winners within ten (10) business days after e-mailing to prize winners or if prize notification or prize is returned as undeliverable.

6. GENERAL RULES: The Commuter Challenge (Contest) is governed by and subject to the laws of California and the United States. All federal, state, and local laws and regulations apply. Void where prohibited by law. By entering the Contest, Entrants release and hold harmless the Sponsor, participating prize providers, and all of their respective parent companies, subsidiaries, affiliates, directors, officers, employees and agencies (collectively, the Promotion Entities) against any and all claims and liability arising out of participation in the Contest or any Contest-related activity, including from Winner's use or misuse of a prize. Winners assume all liability for any injury or damage caused, or claimed to be caused, by participation in this Contest or use/redemption of any prize. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prizes. Sponsor is not responsible for any electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware or software malfunctions or limitations of any kind, or inaccurate transmissions of or failure to receive entry information by Sponsor or presenter on account of technical problems or traffic congestion on the Internet or at any Web site or any combination thereof. If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, then, subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Contest.

7. PRIVACY POLICY: By participating in this Contest, entrants agree to Sponsor's use of their personal information as described in the Sponsor's Privacy Policy located at http://www.sandag.org/uploads/publicationid/publicationid_1590_13064.pdf. In addition, by participating in this Contest, entrants further acknowledge and agree that they are providing their personal information to Sponsor to fulfill its obligations under this Contest.

8. SPONSOR: Contest is sponsored by SANDAG, 401 B Street, Suite 800, San Diego, CA 92101 (Sponsor). Questions should be directed to the Rideshare Week project manager at (619) 699-6988 or icommute@sandag.org. Please reference Rideshare Week in your e-mail subject line.