

2010 *Sunset* Celebration Weekend  
SWEEPSTAKES OFFICIAL RULES

**US Sweepstakes & Fulfillment Company**

**The *Sunset* "Celebration Weekend Honda INSiGHT Giveaway"**

**May 3, 2010 thru June 7, 2010**

**OFFICIAL RULES**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.**

**Eligibility:** The *Sunset* "Celebration Weekend Honda INSiGHT Giveaway" ("Sweepstakes") is open to legal residents, age 21 or older at time of entry, of the States of California, Arizona, New Mexico, Hawaii, Alaska, Colorado, Nevada, Utah, Oregon, Washington, Idaho, Montana and Wyoming only. Void outside of these States, and wherever else prohibited by law. Employees of *Sunset*, a division of the Time Inc. Lifestyle Group (the "Sponsor"), American Honda Motor Company, Rubin Postaer and Associates, and their respective subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of, employees are not eligible to enter. Sweepstakes is subject to all applicable federal, state and local laws and regulations.

**Entry:** The Sweepstakes begins **May 3, 2010** at 12:01 a.m. Pacific Time ("PT") and ends **June 7, 2010** at 11:59 p.m. PT ("Sweepstakes Period").

There are two (2) ways to enter:

**Method #1.** Mail a postcard, including your name, complete address, email address, telephone number and age to: The *Sunset* "Celebration Weekend Honda INSiGHT Giveaway", c/o The US Sweepstakes & Fulfillment Co., 625 Panorama Trail, Bldg. 2, Suite 100, Rochester, NY 14625. Each postcard entry must be mailed in a separate postmarked outer envelope and must be postmarked between 12:01 a.m. Pacific Time ("PT") on **Friday, May 3, 2010** and 11:59 p.m. PT on **Monday, June 7, 2010**, and received no later than **Saturday, June 12, 2010** 11:59 p.m. PT ("Mail-In Entry Period").

**Method #2.** Visit the 12<sup>th</sup> Annual *Sunset* Celebration Weekend in person on June 5 and 6, 2010 in Menlo Park, CA, complete an entry form and deposit it in the entry box provided at the Honda booth. Photocopied, illegible, or mechanically reproduced entries are not eligible.

All entries become the property of the Sponsor and will not be returned or acknowledged. Sponsor is not responsible for illegible, incomplete, lost, late, damaged, misdirected, or postage-due mailed entries. Limit one (1) entry per person/household/family regardless of entry method, for entire Sweepstakes Period.

**Prize/Value/Odds of Winning:** There will be one (1) Grand Prize of a 2010 Honda INSiGHT with an Approximate Retail Value ("ARV") \$.

**Odds of winning** based upon the total number of eligible entries received.

**Random Drawing:** The winner will be selected in a random drawing from among all eligible entries received no later than **Wednesday, June 16, 2010** and will take place at the offices of The US Sweepstakes & Fulfillment Company, an independent agent of the Sponsor whose decisions are final.

**Prize Conditions:** Winner will be notified by phone initially, and confirmed in writing, and will be required to sign and return, within ten (10) days of notification, an Affidavit of Eligibility, a Liability Waiver, and where allowable, a Publicity Release. Sponsor is not responsible for any change in entrant's email, mailing address and/or telephone number. The Grand Prize will be awarded within approximately **90** days after the winner is verified, through an authorized Honda dealership nearest the winner's home. Grand Prize will be delivered with standard equipment, as designated by Honda; any upgrades and options are at the sole expense of the Winner. Color, package, factory options, and other prize specifics to be determined by Honda and are subject to availability. Winner will be responsible for all of the following and their related costs: optional equipment; title; license; insurance; and registration fees required in claiming the Grand Prize; applicable taxes; as well as all other expenses relating to the receipt and use of Grand Prize, including any travel and transportation costs associated with collecting the Grand Prize. All other costs not specifically stated herein as being awarded are the responsibility of the Winner. Winner must have proof of a valid U.S. driver's license from his or her State or place of residence in the United States and proof of driver's insurance to take delivery of Grand Prize; failure to show same may result in Grand Prize forfeiture and selection of an alternate Winner. If a Grand Prize notification is returned as undeliverable, it will result in disqualification, and the Grand Prize will be awarded to an alternate winner in a separate random drawing. Grand Prize is not assignable or transferable to another individual, except to a surviving spouse of a qualifying Winner provided that the surviving spouse meets all qualifications and assumes all responsibilities of the deceased Winner with respect to the Sweepstakes. The Grand Prize is not redeemable for cash, and no substitution is permitted except if Grand Prize offered is unavailable, in which case Honda reserves the right to award a prize of equal or greater value. **Winner is responsible for all taxes, if applicable.**

**Publicity:** Entry and acceptance of the prize constitutes permission for Sponsor, Honda, and/or their agent(s) to use Winner's name, Grand Prize description, hometown and likeness for online posting and for promotional purposes in any and all media now known or hereafter invented, without further compensation, except where prohibited by law. Unclaimed Grand Prize will not be awarded.

**General Release:** Participating entrants agree to these Official Rules and the decisions of The US Sweepstakes & Fulfillment Company and the Sponsor, and release the Sponsor, American Honda Motor Company, Rubin Postaer and Associates, and their affiliated companies, agencies, and all other businesses involved in this Sweepstakes, as well as the employees, officers, directors and agents of each (collectively, the "Sweepstakes Parties"), from all claims and liability relating to their participation in the Sweepstakes, and the acceptance and use/misuse of the Grand Prize offered. As a condition of entering, entrants (or their parent or legal guardian if an eligible minor) agree (and agree to confirm in writing): (a) to release the Sweepstakes Parties from any and all liability, loss and damage incurred with respect to the awarding, receipt, possession, and/or use or misuse of the Grand Prize or any prize, (b) under no circumstances will entrants be permitted to obtain awards for, and participants hereby waive all rights to claim, punitive, incidental, consequential, and any other damages; (c) all causes of action arising out of or connected with this Sweepstakes,

the Grand Prize, or any prize awarded will be resolved individually, without resort to any form of class action. Sponsor is not responsible for any typographical or other error in the printing of the offer, administration of the Sweepstakes, or in the announcement of the Grand Prize or any prize.

**Waiver:** Entrants specifically waive the benefit of Section 1542 of the California Civil Code (and any common law equivalent doctrine), to the extent, if any, it applies to the above Release. Section 1542 states as follows: "A general release does not extend to claims which the creditor does not know or suspect to exist in his favor at the time of executing the release, which if known by him must have materially affected his settlement with the debtor." By entering this Sweepstakes, Entrants acknowledge and agrees that this Release is intended to include in its effect, without limitation, all claims which entrants do not know or suspect to exist at the time entrants entered this Sweepstakes, and that this Release will extinguish and end those claims, if any.

**Promotion:** By entering and providing the required entry information, Entrants acknowledge that Sponsor and Honda may also send information, samples or special offers any of Sponsor, Honda, or their marketing partners believes may be of interest to Entrants.

**Governing Law:** By entering, entrants agree that all issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, participant's rights and obligations, or the rights and obligations of the Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of State of California, without giving effect to any choice of law or conflict of law rules. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts for San Mateo County, California.

**Winner Confirmation:** For a written confirmation of the winner (available after Wednesday, June 16, 2010), send a stamped, self-addressed envelope no later than Wednesday, July 14, 2010, to: The **Sunset** "Celebration Weekend Honda INSIGHT Giveaway", Winner Confirmation Request, PO Box 25497, Rochester, NY 14625.

**Sponsor:** **Sunset**, a division of the Time Inc. Lifestyle Group, 80 Willow Road, Menlo Park, CA 94025.