

The Sunset "Daytrips that Inspire You, Presented by Subaru" Contest
Official Rules
Revised 1/11/10

NOTICE TO ONLINE ENTRANTS

In the event of a dispute over the identity of an online entrant, entry will be deemed submitted by the "Authorized Account Holder" of the e-mail address submitted at time of entry. Authorized Account Holder means the natural person who is assigned to an e-mail address by an Internet access provider, online service provider, or other organization that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. Entry materials/data that have been tampered with or altered, or mass entries or entries generated by a script, macro or use of automated devices are void. The Sponsor is not responsible for: (i) lost, late, misdirected, damaged or illegible entries; or (ii) error, 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 of any kind, or inaccurate transmission of or failure to receive entry information by Sponsor on account of technical problems or traffic congestion on the Internet or at any web site or any combination thereof; or (iii) any injury or damage to entrant's or any other person's computer related to or resulting from participating in the Sweepstakes. By participating in the Sweepstakes, you (i) agree to be bound by these official rules, including all eligibility requirements, and (ii) agree to be bound by the decisions of Sponsor and the independent contest administrator, which are final and binding in all matters relating to the Sweepstakes. Failure to comply with these official rules may result in disqualification from the Sweepstakes. Sponsor reserves the right to: (i) permanently disqualify from any Sweepstakes it sponsors any person it believes has intentionally violated these official rules; and (ii) withdraw the online method of entry if it becomes technically corrupted (including if a computer virus or system malfunction inalterably impairs its ability to conduct the Sweepstakes), and to select winners from among all eligible entries received prior to withdrawal.

LEGAL WARNING: ANY ATTEMPT BY AN INDIVIDUAL, WHETHER OR NOT AN ENTRANT, TO DELIBERATELY DAMAGE, DESTROY, TAMPER OR VANDALIZE THIS WEB SITE OR INTERFERE WITH THE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND DILIGENTLY PURSUE ALL REMEDIES AGAINST ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

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OFFICIAL RULES

NO PURCHASE NECESSARY

HOW TO ENTER: The Sunset "Daytrips that Inspire You, Presented by Subaru" Contest (the "Contest") begins on March 15, 2010, Eastern Time ("ET") @ 12:01:00 AM and ends on May 31, 2010 @ 11:59:59 PM (ET) (the "Contest Entry Period"). It is a skill-based online contest that requires entrants to provide and download both a photo and an essay.

To enter, email an original essay, in English, in 200 words or less to Subaru@Sunset.com, describing a daytrip that you consider to be "inspiring, fun, active, hidden, and reflective of life in the West". Your essay must also include a photo, visually supporting the premise in your essay. Photo entries must be in jpg format. The maximum file size accepted is 500KB (.5MB).

ELIGIBILITY: The Contest is open to legal residents of the 50 United States, and the District of Columbia, age 21 or older at time of entry. Void outside the US, in Puerto Rico, and wherever else prohibited by law. Employees of *Sunset Magazine*, published by Sunset Publishing Corporation (the "Sponsor") and its subsidiaries, affiliates, advertising and promotion agencies, and the immediate family members of, and/or those living in the same household of each, are not eligible to enter. This Contest is subject to all applicable federal, state, and local laws and regulations.

JUDGING: All entries will be judged by Sponsor, based on the following criteria: Originality (25%); Creativity (25%) and Appropriateness to Contest Theme (50%). In the event of a tie, an additional "tie-breaker" judge will determine the Winner from among all such tied entries using the judging criteria above. Incomplete and/or inaccurate entries and entries not complying with all rules are subject to disqualification. Any submissions deemed to be in bad taste, or inappropriate, as determined by the Sponsor, will be voided. Decisions of judges are final and binding.

Sponsor is not responsible for lost, late, illegible, incomplete or entries not received for any reason. Entries become sole property of Sponsor and none will be acknowledged or returned. By entering, Entrant warrants that his/her entry (1) is original and does not infringe upon the intellectual property rights of any third party, (2) has not been published in any medium or (3) has not previously won an award for the entry submitted. By participating in this contest, Entrant agrees to grant the Sponsor the right to edit, adapt, copyright and publish any or all photo/essay submissions (the "Entry") at their sole discretion.

Winner will be notified by email or telephone on or about June 15, 2010. Winner's submission will be featured in the September, 2010 issue.

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PRIZES AND APPROXIMATE RETAIL VALUE ("ARV"):

One (1) Grand Prize Winner will receive an expense-paid trip for 2 to Vancouver, British Columbia. Trip includes round-trip coach air transportation from a major airport near the winner's residence for 2 people (who must travel together on the same itinerary), 5-nights/6-days at Rockwater Secret Cove Resort in Half Moon Bay, plus \$1500 spending money for rental car, spa treatments, and food/beverages.

All components of the prize package are subject to availability. All other expenses not specified herein, including gratuities, telephone/Internet, and in-room charges, are the responsibility of the Winner, as well as all taxes, if applicable. **The prize will be awarded approximately 45 days after the winner has been verified, and winner has one (1) year within which to take the prize trip.**

Travel must begin/end with the same major US airport, with the same service. Stopovers, open jaws, circle trips or frequent traveler mileages are not permitted. Once passengers are ticketed, an airline change fee must be paid by the winner to change flights or dates of travel. Additional costs including, but not limited to, seat assignment, baggage fees, etc. are determined by selected airline and will be the responsibility of the prizewinner.

Total ARV of Grand Prize: \$4,750.

5 runners-up will have their daytrip submissions featured online at Sunset.com/Subaru.

CONDITIONS OF PARTICIPATION: No transfer, assignment, or substitution of prize is permitted, except Sponsor reserves the right to substitute prize (or prize component) for an item of equal or greater value at Sponsor's sole discretion. Nothing in these official contest rules shall obligate Sponsor to publish or otherwise use any entry submitted in connection with this Contest. All federal, state and local laws and regulations apply. Winner will be required to complete, sign and return within 10 days of notification, an Affidavit of Eligibility, a Liability Waiver, and except where not allowable, a Publicity Waiver. Guest of Winner will also be required to sign a Travel Liability Waiver. Entrants agree to be bound by the terms of these Official Rules and by the decisions of the Sponsor, which are final and binding on all matters pertaining to this Contest. By entering, Entrant represents that any photo/essay submitted as part of Entrant's Contest Entry are original and will not constitute defamation or an invasion of privacy or otherwise infringe upon the rights of any third party, and that the Entrant owns or has the rights to convey any and all right and title in such essay. In addition, by entering, Entrant grants to Sponsor a non-exclusive, worldwide, royalty-free license to edit, publish, promote, republish at any time in the future and otherwise use Entrant's submitted essay along with Entrant's name, likeness, biographical information, and any other information provided by Entrant, in any and all media for possible editorial, promotional or advertising purposes, without further permission, notice or compensation

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(except where prohibited by law). Return of any prize/prize notification as undeliverable may result in disqualification and selection of an alternate winner. Acceptance of the prize constitutes permission for Sponsor and their agencies to use Winner's name and/or likeness, biographical information, and/or essay submitted for advertising and promotional purposes without additional compensation, unless prohibited by law. By entering and/or accepting prize, Entrants and Winners agree to hold Sponsor and their promotional partners, harmless for liability, damages or claims for injury or loss to any person or property relating to, in whole or in part, directly or indirectly, participation in this Contest, the acceptance and/or subsequent use or misuse any prize awarded, or claims based on publicity rights, defamation, or invasion of privacy. False or deceptive entries or acts will render the Entrant ineligible. Sponsor, in their sole discretion, reserves the immediate and unrestricted right to disqualify any entrant or prize winner, if either commits or has committed any act, or has been involved or becomes involved in any situation or occurrence which the Sponsor deem likely to subject the Sponsor, entrant or winner to ridicule, scandal or contempt or which reflects unfavorably upon the Sponsor in any way. If such information is discovered by Sponsor after a winner has received notice of his prize and before the prize is awarded, Sponsor may rescind the prize in its entirety. If a portion of his/her prize has already been awarded, Sponsor may withdraw the remainder of the prize that has been fulfilled. 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 prize.

PRIVACY: By entering and providing the required entry information, Entrants acknowledge that Sponsor may also send information, samples or special offers it believes may be of interest to Entrant, or other information or goods offered by its marketing partners and Sponsor. Personal information collected from online entrants is subject to the Privacy Policy, which can be found at Sunset.com.

WINNER'S LIST: For name of Winner, available after 6/15/10, send a self-addressed, stamped envelope (no later than 7/15/10) to: Sunset "Daytrips that Inspire You, Presented by Subaru" Contest, Winner Confirmation Request, P.O. Box 25497, Rochester, NY 14625.

INDEPENDENT CONTEST ADMINISTRATOR; US Sweepstakes & Fulfillment Co., 625 Panorama Trail (Bldg. #2, Suite #100), Rochester, NY 14625.

CONTEST SPONSOR: *Sunset Magazine*, published by Sunset Publishing Corporation, 80 Willow Road, Menlo Park, CA 94025.

Void outside the US, in Puerto Rico, and wherever else prohibited.

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