



REGIONS GRAND OPENING “EXPECT MORE GREEN” PROMOTION CASH PRIZE SWEEPSTAKES/CAR CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY. A PURCHASE OR BANKING RELATIONSHIP WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED.

Official Rules for Regions Grand Opening Event Cash Sweepstakes/Car Contest (“Car Contest”) to be held on *[Insert date and times]* _____ (“Contest Period”) at the Regions Branch Grand Opening Event, (“Grand Opening Event”), held at *[insert branch location]* _____.

The Contest is subject to, and shall be played in accordance with, the Regions Grand Opening “Expect More Green” Promotion Official Rules (the “Promotion Master Rules”) available at the Grand Opening Event and at www.Regions.com/Grand_Openings.rf.

- 1) **Eligibility:** The Contest is open to all legal U.S. residents of AL, AR, FL, GA, IA, IL, IN, KY, LA, MS, MO, NC, SC, TN, TX, or VA who are of the age of majority or older in their state of residence with a valid driver’s license. Employees of Regions Bank, Regions Financial Corporation, Big Sky Enterprises, or their affiliated companies, their successors, immediate family members (parents, children, siblings, spouses) and/or persons living in the same household as such employees, whether related or not, and those involved in the development, handling, production, implementation and distribution of the “Expect More Green” Promotion, and their advertising or promotion agencies, parent companies, agents, officers, subsidiaries or affiliates, service providers, prize suppliers, or any other persons/entities directly associated with the “Expect More Green” Promotion or with this Grand Opening Event are ineligible to enter and/or win a prize.
- 2) **How to Enter:** Visit the Grand Opening Event during the Contest Period and complete an Official Entry Form available onsite at the Grand Opening Event. Place the Official Entry Form into the Official Entry Box which will be located in the Regions Bank lobby during the Contest Period. **Limit one entry per person.** Entries must be original and hand written. No photocopies, facsimile or mechanically reproduced entries allowed. Sponsor assumes no responsibility for lost, late, damaged, misdirected, illegible or incomplete entries. Entries void if defective, altered, forged, or obtained outside authorized channels. Entries become the property of the Sponsor and will not be returned.
- 3) **Contestant Selection; Cash Prize:** After the close of the Contest Period and at or near the end of the Grand Opening Event held at the above location, one (1) Cash Prize/Car Contest participant (the “Contestant”) will be randomly drawn from the Official Entry Box from all entries received during the Contest Period at the Grand Opening Event. The Contestant will (i) receive a cash prize of \$500 (the “Cash Prize”) and (ii) have an opportunity to play the Car Contest for a chance to win a 2008 Mercedes-Benz E320 BLUETEC (the “Car Contest Prize”). To have a chance to win the Car Contest Prize, the Contestant must select one of the two Car Contest options, more fully described in section 4 below:

Contestant may select only one Car Contest option, and will not be permitted more than one attempt at his/her selected Car Contest option. **The selected Contestant must be present at the Grand Opening Event at the time their name is drawn** in order to win the Cash Prize and participate in the Car Contest. If the selected Contestant is not present, or does not respond when their name is called, the Cash Prize and the Car Contest participation will be forfeited and an alternate Contestant will be drawn from among all remaining eligible entries. Under no circumstances are Contestant stand-ins or proxies allowed.

Upon selection, Contestant will be required to (i) immediately present a photo identification in the form of a valid State drivers license, (ii) complete, sign, and return to the Sponsor a Statement of Eligibility, Waiver of Liability and (except where prohibited by law) Publicity Release (the “Statement”), and (iii) sign a copy of these Official Rules.

Upon verification of the completed Statement and signed Official Rules by the Sponsor, Contestant will be invited to play the Car Contest. In the event of noncompliance with these Official Rules, the Cash Prize and the Car Contest opportunity will be forfeited and an alternate Contestant will be randomly selected.

4) **Car Contest Details: Car Contest** Contestant must select to play one of the following two Car Contest options for their chance to win the Car Contest Prize.

- i) **Option One: "Football Throw Option"**: Contestant will have one attempt to throw a football, supplied by the Contest Administrator, a minimum distance of 25 yards through a target with an opening approximately 15" X 12" in area. **IMPORTANT:** In the event the Contestant touches or crosses the demarcation line, the Contestant will be disqualified and will not have another attempt. To be a winning throw, the football must pass completely through the target opening without bouncing or coming in contact with any item, person, or surface that would alter the flight path of the football and come to rest inside the netting located behind the opening on the target. If the Contestant executes a winning throw, the Contestant will win the Car Contest Prize (subject to verification).
- ii) **Option Two: "Block Toss Option"**: The Contestant will have one attempt to roll (3) blocks supplied by the Contest Administrator at one time. Each block must be tossed in a way that does not allow the Contestant to "set" the blocks, alter or influence the random outcome of the roll. Each block must be tossed a minimum of three (3) feet in height and roll a minimum of two (2) feet in distance from the Contestant. The Contest Administrator will designate the line that each block must cross during the roll attempt, as well as the line behind which the Contestant must be positioned to take his/her attempt. All blocks must come to rest lying individually and completely flat. All blocks must land on and remain on the designated block-rolling surface. No rolled blocks may come in contact with any person or object other than the designated rolling surfaces or walls. If any block comes in contact with another person or object other than the block roll surface for any reason; or if any person or object in any way interferes, alters, changes, influences or affects the random outcome of the roll, then the entire attempt is disqualified and the Contestant may not receive another attempt. If all three (3) blocks are properly rolled by the Contestant and come to rest with each block having the "MERCEDES" logo face up in , the Contestant has a winning toss and will be awarded the Car Contestant Prize (subject to verification).

Any Contestant who meets any of the following criteria cannot select the Football Throw Option and must select the Block Toss Option: (1) a Contestant who is a current or former professional, semi-professional or minor league football player, (2) a Contestant who is a current or former high school or collegiate football player who have competed at that level within the past six (6) years, or (3) a Contestant who is a current or former football coach who has coached football at the high school level or above within the past six (6) years.

In addition, at the sole discretion of the Contest Administrator, if there is inclement weather (storms, lighting, wind, etc.), at the designated time for the Contest that may pose a safety concerns for Participant, Event Volunteers, and/or attendees, or cause executional challenges to properly stage the contest outdoors, the Contest Administrator may dictate that the Regions Block Toss Contest (Option 2 above) is the only option available for the Contestant to select for their chance to win the Car Contestant Prize.

5) **Odds of Winning; Prizes:** Odds of winning Cash Prize and becoming a Contestant depends on the total number of eligible entries received. If the Contestant is a winner of their selected contest option, subject to each contest options rules and verification of the Contest, Contestant will be awarded the Car Contest Prize consisting of a 2008 Mercedes-Benz E320 BLUETEC (ARV \$51,000). Car Contest Prize winner will be required to sign a release form before prize will be awarded. No substitution, assignment or transfer of a prize is permitted, except by or with the consent of Sponsor, who reserves the right to substitute a prize with another prize of greater or comparable value. Car Contest Prize winner will be responsible for any and all applicable title fees, registration fees, insurance, and taxes including state, local, and federal, as well as any other costs associated with accepting and the use of the Cash Prize and/or Car Prize. Any difference between the actual value of the Car Prize and the approximate retail value set forth in these Official Rules may not be claimed and will not be awarded.

6) **Liability and Dangerous Activity Release:** By entering the Contest, each entrant agrees to waive any and all liability, and to hold harmless Regions Bank, Big Sky Enterprises, LLC, Momentum, and each of their parent companies, affiliates, subsidiaries, agents, advertising or promotional agencies, judging agencies, carriers or manufacturers of promotional materials or any other entity associated with or participating in this Contest or the Grand Opening Event, and each of their respective directors, officers and employees (collectively, the "Released Parties"), from any and all losses, damages, rights, claims and actions of any kind in connection with the Contest and the Grand Opening Event, or resulting from acceptance, possession, or use of any prize, including without limitation, any loss, property damage, and claims based on publicity rights, defamation, or invasion of privacy. Contestants further agree that the Released Parties and their directors, officers and employees shall not be liable for injury, loss or damage of any kind (including without limitation, personal injury and death,) resulting from attending and/or participating in the Contest. Contestant, by participating in the Contest, represents and warrants that he or she has the necessary level of physical fitness to participate in the Contest, and that he or she is in good health and without physical disabilities or medical conditions that might create a hazard for either the Contestant or the Grand Opening Event attendees. Should medical help be needed by Contestant, Contestant agrees to pay either directly or through their own personal health and accident insurance policy all medical or hospital costs.

7) **Publicity and Advertising Release:** Contestant irrevocably consents to and gives full permission and authority to use his/her name and/or likeness in any form by Sponsor for advertising, promotional and/or trade purposes, in connection with or relating in any manner to the Contest or other Grand Opening Event activities, without further notice, permission or compensation (except where prohibited by law). Tennessee residents need not consent or sign any publicity release. Contestant hereby releases the Released Parties from all liabilities resulting from the use of Contestant's image by virtue of distortion, optical illusions, or faulty mechanical reproductions. Contestant acknowledges and agrees that any plates or negatives of any photographs or promotional materials are and will remain the property of Sponsor.

Contestant warrants that he/she shall not engage in any public relations activities or make any public relations appearances relating to or directly or indirectly resulting from Contestant's participation in this Contest, at any time, without first obtaining the prior written consent of Sponsor. Contestant acknowledges and agrees that his/her violation of the above shall result in the automatic forfeiture of Contestant's participation in this Contest and all prizes must be returned, and agrees to indemnify Released Parties for any damages arising there from.

8) **General Terms and Conditions:** The Contest is void where prohibited by law and is subject to all applicable federal, state, and local laws and regulations. Sponsor reserves the right to terminate or withdraw the Contest at any time, by posting a notice at the Grand Opening Event. If the Contest is terminated before completion, Contest Administrator will determine Contestant in a random drawing from all eligible entries received as of the termination time. The following are prohibited and will result in automatic disqualification from the Contest: (1) entering the Contest more than once; (2) using any method that artificially increases odds of winning; (3) non-compliance with these Official Rules; and (4) any other act, which the Sponsor or the official judges determine, in their sole discretion, jeopardizes the integrity of the Contest. All decisions of the judges and the Contest Administrator with respect to the Contest are final.

9) **Winner's List:** To receive a list of the Expect More Green Promotion Grand Prize winner and Grand Opening Event Contest winners, send a stamped, self-addressed envelope before 6/11/09 to: Regions GOE "Expect More Green" Promotion Winners List, P.O. Box 855, Roswell GA 30077.

10) **Official Rules:** For a copy of the Expect More Green Promotion Master Official Rules and these Official Rules, send a self-addressed, stamped envelope to: Regions GOE "Expect More Green" Promotion Official Rules List, P.O. Box 855, Roswell GA 30077 by 12/12/08, or go to www.Regions.com/Grand_Openings.rf.

11) **Administrator:** Big Sky Enterprises, 11770 Haynes Bridge Rd. Suite 205-476, Alpharetta, GA 30004. Administrator is responsible for the administration and execution of the Promotion. Participants should look solely to the Administrator for responses to any questions, comments, or problems related to the Promotion.

12) **Sponsor:** Regions Bank, 1900 5th Avenue North, Birmingham, AL 35203.

The undersigned hereby certifies he/she has received a copy of these Official Rules, has read and understands the Official Rules, that he or she is eligible to participate in the Contest and that he or she agrees to be bound by these Official Rules.

Contestant Name (Print)

Contestant Date of Birth

Contestant Signature

Date

Address

City State Zip

() _____ () _____
Daytime Phone Evening/Mobile Phone

The above signed Contestant agrees to participate in the Car Contest for their chance to win the Car Contest Prize by initialing one contest option below (Select only one):

i) Option One "Football Throw" _____
Initial

ii) Option Two "Blocks Toss" _____
Initial