



2009 REGIONS SPECIAL EVENT “MATCH IT! BANK IT!” PROMOTION ONSITE MONEY MACHINE CONTEST OFFICIAL RULES

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

Official Rules for the 2009 Regions Special Event “Match It! Win It!” Onsite Money Machine Contest (“MM Contest”) to be held on [*Insert date and times*] _____ (“Contest Period”) at the Regions Special Event held at [*insert branch/special event location*] _____ (the “Special Event”).

The MM Contest is subject to, and shall be played in accordance with, the 2009 Regions Special Event “Match It! Bank It!” Promotion (the “Promotion”) Official Rules (the “Promotion Master Rules”) available at the Special Event and at www.regions.com/grandopenings.

- 1) **Eligibility:** The MM 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 (“Administrator”), 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 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 Promotion or with this Special Event are ineligible to enter and/or win a prize.
- 2) **How to Enter:** Visit the Special Event during the Contest Period and complete a Promotion Official Entry Form available onsite at the Special Event. Place the Official Entry Form into the Official Entry Box located onsite at the Special Event during the Contest Period. **Limit one (1) entry per person.** Entries must be original and hand written. Each entry must be complete and include the entry of six (6) single digit numbers. 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:** Seven (7) random drawings (“MM Drawings”) will be held at the Special Event during the Contest Period to select a total of seven (7) MM Contest participants (“MM Contestants”) from all eligible entries received during the Contest Period up through the time of each MM Drawing. The MM Drawings will be conducted by the Onsite Contest Administrator and held at approximately 10:30 am, 11:00 am, 11:30 am, 12:00 pm, 12:30 pm, 1:00 pm, and 1:30 pm. One MM Contestant will be randomly selected from each MM Drawing. Each selected MM Contestant will be eligible to participate in the MM Contest described in section 4 below. **MM Contestant must be present at the Special Event at the time his or her name is drawn.** If any selected MM Contestant is not present at the time their name is called, the MM Contest opportunity will be forfeited and an alternate MM Contestant will be selected randomly from among all remaining eligible entries. Under no circumstances are MM Contestant stand-ins or proxies allowed.

MM Contestants 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, prior to entering the Money Machine. Upon verification of the completed Statement and signed Official Rules by the Sponsor, MM Contestants will be invited to enter the Money Machine. In the event of noncompliance with these Official Rules, MM Contest opportunity will be forfeited and an alternate MM Contestant will be randomly selected.

- 4) **Money Machine Contest Details; ARV of Prize:** Each MM Contestant will have the opportunity to participate in the MM Contest where the MM Contestant may enter a booth in which cash is blown (the “Money Machine”). EACH MM CONTESTANT WHO ENTERS THE MONEY MACHINE WILL HAVE 15 SECONDS TO COLLECT AS MUCH MONEY AS HE OR SHE CAN in accordance with these Official Rules and the determination of the judges. MM Contestants must abide by the following:
- a) No clothing article may be used to trap or catch bills. Contestant may grab bills against their body.
 - b) No adhesive material may be used in any way to aid in the collection of bills.
 - c) Contestants may not stand on bills upon entering the Money Machine.
 - d) Disqualification will be up to the MM Contest judges whose decisions will be final.
 - e) Contestants will be signaled when to start and when to stop by the MM Contest judges.

Approximate retail value of each available MM Contest prize varies with how many bills a Contestant can catch in 15 seconds. Maximum available value of any MM Contest prize for any individual MM Contestant is \$500. At the time of each MM Contestant’s entry into the Money Machine to attempt to win cash, the Money Machine will contain 80 one dollar bills, 18 ten dollar bills, 20 five dollar bills and 7 twenty dollar bills. All taxes or expenses, including, without limitation, sales tax, luxury tax and any other costs incurred in claiming or using any prizes, are the sole responsibility of the prize winner. Prize(s) are non-transferable. Limit one (1) MM Contest prize per person, household or family. No prize substitutions except at the sole discretion of the Sponsor, and then only for a prize of equal or greater value.

- 5) **Odds of Winning:** Odds of becoming a MM Contestant depends on the total number of eligible entries received at the Special Event as of the time of each MM Drawing held during the Contest Period.
- 6) **Liability and Dangerous Activity Release:** By entering the MM Contest, each entrant agrees to waive any and all liability, and to hold harmless Regions Bank, Big Sky Enterprises, LLC, Momentum-NA, Inc., and each of their parent companies, affiliates, subsidiaries, agents, advertising or promotional agencies, judging agencies, carriers or manufacturers of promotion materials or any other entity associated with or participating in this MM Contest or the Special 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 MM Contest, the Special Event and the Money Machine, 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. MM 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 MM Contest. Each MM Contestant, by participating in the MM Contest, represents and warrants that he or she has the necessary level of physical fitness to participate in the MM Contest, and that they are in good health and without physical disabilities or medical conditions that might create a hazard for either the MM Contestant or the other MM Contestants. Should medical help be needed by a MM Contestant, MM 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:** Each MM Contestant participating in the MM Contest 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 MM Contest or other Special Event activities, without further notice, permission or compensation (except where prohibited by law). Tennessee residents need not consent or sign any publicity release. Each MM Contestant hereby releases the Released Parties from all liabilities resulting from the use of a MM Contestant’s image by virtue of distortion, optical illusions, or faulty mechanical reproductions. Each MM Contestant acknowledges and agrees that any plates or negatives of any photographs or promotional materials are and will remain the property of Sponsor.

Each MM 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 MM Contestant’s participation in the MM Contest, at any time, without first obtaining the prior written consent of Sponsor, and agrees to indemnify Sponsor for any damages arising therefrom.

- 8) **General Terms and Conditions:** The MM 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 MM Contest at any time, by posting a notice at the Special Event. If the MM Contest is terminated before completion, Contest Administrator will determine MM Contestants 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 MM Contest: (1) entering the MM 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 MM Contest. All decisions of the judges and Contest Administrator with respect to the MM Contest are final.
- 9) **Winner's List:** To receive a list of the MM Contest winners, send a stamped, self-addressed envelope before 6/11/10 to: Regions "Match It! Bank It!" Promotion Winners List, P.O. Box 855 Roswell GA 30077.
- 10) **Official Rules:** For a copy of the Promotion Master Rules and these Official MM Contest Rules, send a self-addressed, stamped envelope to: Regions "Match It! Bank It!" Promotion Official Rules Request, P.O. Box 855 Roswell GA 30077 by 12/31/09, or visit www.regions.com/grandopenings.
- 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 MM Contest and the Promotion
- 12) **Sponsor:** Regions Bank, 1900 5th Avenue North, Birmingham, AL 35203.