

## ByAllAccounts' 2010 Sweepstakes Official Rules

**1. TO ENTER:** No Purchase Necessary to enter or win. Open to U.S. residents only except for residents of NY and FL or wherever else prohibited by law.

Access the ByAllAccounts Sweepstakes through its website, <http://www.ByAllAccounts.com> and complete and submit the Sweepstakes registration, anytime between 12:01 AM EDT July 1 and Midnight September 30, 2010. Limit one Sweepstakes registration per person. Anyone entering invalid personal information or multiple registrations will be disqualified from the sweepstakes drawing. No submissions will be accepted after this deadline, for any reason. For the purposes of the sweepstakes deadline, the sole determinant of the current time will be the clock on the promotion server machine, regardless of what any other timekeeping device might indicate. Entrants attempting to submit an entry close to the deadline do so at their own risk and with this information in mind.

**2. DRAWINGS:** Sweepstakes prizes will be awarded at the conclusion of the promotion to winners drawn from all eligible entries. Eligible entries must include the correct answer to the Sweepstakes question. Winners will be determined via random drawings by ByAllAccounts, and all decisions relating to this promotion are final. Potential winners will be notified by email to the address provided during registration, with follow-up documentation sent by US mail from ByAllAccounts, Inc. Entering incorrect or invalid email addresses in the registration process will result in disqualification. Potential winners must respond to the email notification within 5 calendar days, or forfeit the prize. Potential winners will be asked to sign an affidavit of eligibility and publicity release that must be returned and received within 10 calendar days of the date mailed to potential winner, or an alternate winner may be selected. Odds of winning are dependent upon the total number of eligible entries received.

**3. SWEEPSTAKES PRIZES:** A total of five (5) Apple iPads (i.e., 16GB with WiFi or equivalent model with an estimated retail value of \$499 for each prize) will be awarded at the conclusion of the promotion period. Winners are solely responsible for all United States federal, state, and local taxes on the value of their prizes.

**4. ELIGIBILITY:** The sweepstakes is open only to legal residents of the United States (except residents of NY & FL) who are eighteen (18) years of age or older at the time of entry. Employees of ByAllAccounts Inc., its parent company, subsidiaries, respective affiliates, advertising and public relations agencies, and their immediate families, as well as individuals living in the same households of such employees, are ineligible. Entrants agree to the release and use of their name, address, and email information to ByAllAccounts, Inc. for winner notification purposes and for public winner disclosure as required by law, only. All other aspects of ByAllAccounts' [privacy policy](#) are in effect. The sweepstakes is void where prohibited by law or regulation, and is subject to all applicable federal, state, and local laws and regulations. By entering the sweepstakes, participants agree to be bound by these official rules.

**5. LIMITATION OF LIABILITY:** Sponsor, its promotion partners, and their affiliates are not responsible for typographical errors in any promotion-related materials; for lost, late, misdirected, incomplete, or illegible entries or email; for technical, hardware, software, Internet, or telephone failures of any kind; for lost or unavailable network connections; or for failed, incomplete, garbled, or delayed computer transmissions that may limit or interfere with a participant's ability to take part in the promotion. Sponsor reserves the right to cancel or modify the promotion at any time in its sole discretion, including if fraud or technical failure compromises the integrity of the promotion, or corrupts or impairs the administration, security, fairness, or proper play of the sweepstakes, as determined by Sponsor in its sole discretion. Sponsor, its promotion partners, related companies, agencies, and their respective employees or officers shall not be liable for injury, losses, damages, or costs of any kind resulting from participation in this promotion, or acceptance of or use or misuse of a prize or parts thereof.

**6. WINNERS LIST:** For the names of the winners, please send a postcard with your name and address to ByAllAccounts 2010 Sweepstakes Winners List, 10 State Street, Woburn, MA 01801. Requests must be received by December 31, 2010.

**7. SPONSOR:** ByAllAccounts Inc., 10 State Street, Woburn, MA 01801.