

# EYE CENTER 30th ANNIVERSARY SWEEPSTAKES

## OFFICIAL RULES

### NO PURCHASE NECESSARY TO ENTER OR WIN PURCHASE WILL NOT INCREASE ODDS OF WINNING

**NO PURCHASE NECESSARY TO ENTER OR WIN. PURCHASE WILL NOT INCREASE ODDS OF WINNING.** The Wilson Eye Center 30th Anniversary Sweepstakes ("Sweepstakes") begins on May 9, 2011 at 9:00 a.m. E.D.T. and ends January 31, 2012 at 5:00 p.m. E.S.T. ("Sweepstakes Period") and is sponsored by Steven M. Wilson O.D., P.C. d/b/a Wilson Eye Center ("Sponsor"). Void where prohibited by law. All federal, state and local laws and regulations apply.

1. **ELIGIBILITY:** The Sweepstakes is open to legal residents of the State of Georgia who are 18 years of age or older, all at the time of entry. Employees of Sponsor, its affiliates, subsidiaries, advertising and promotion agencies, suppliers and the immediate family members and/or those living in the same household of each are not eligible.
  
2. **HERE'S HOW TO ENTER:** No purchase necessary. You may enter the contest one of two ways:
  - (a) *Through Qualifying Purchase*

During the Sweepstakes Period, purchase "premium eyewear" from Sponsor. For purposes of this contest, "premium eyewear" shall mean:

    - A. Any pair of Prescription Eyeglasses with one or more of the following
      1. Frame Retail Price over \$225
      2. Any Shamir Spectrum™ or Autograph® II Lens
      3. Any lens with Transition® or Anti-Reflective Coating
    - B. Both prescription eyeglasses and at least a 6 month supply of contacts
    - C. Two or more pairs of prescription eyeglasses
    - D. A year's supply of contact lenses
  
  - (b) *Without Purchase*

To enter the Sweepstakes without purchasing premium eyewear, on a plain 3" x 5" card, hand print your complete name, street address (no P.O. Boxes), city, state, zip code, date of birth (mm/dd/yyyy), plus telephone numbers. Mail your entry in a hand-addressed, business-size (#10) envelope with first-class postage affixed, to Wilson Eye Center 30th Anniversary Sweepstakes, P.O. Box 3211, Valdosta, Georgia 31604, to be received by January 31, 2012.

3. **ENTRIES:** Limit one entry per person. No faxed, photocopied, or mechanically reproduced entries will be accepted. Illegible or incomplete entries, as determined by the Sponsor, will be disqualified. Entries will not be acknowledged or returned, and become the exclusive property of Sponsor. Sponsor is not responsible for undeliverable, postage due, late, illegible, incomplete or misdirected entries, or for mechanical errors, typographical errors, technical malfunctions or other errors or problems that occur during the submission of your entry or the hosting of the Sweepstakes. If, in the judges' opinion, there is any suspected or actual evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the game, the judges reserve the right to void suspect game cards and/or terminate or suspend the promotion and conduct a random drawing to award the prizes using all known eligible non-suspect entries received as of the date of termination or suspension.
4. **RANDOM DRAWINGS:** First Prize winners will be selected in random drawings on or about June 30, 2011, September 30, 2011 and December 30, 2011 from among all eligible entries received. The Grand Prize winner will be selected in a random drawing on or about January 31, 2012; however, previous First Prize winners are not eligible for the Grand Prize drawing. Decisions of judges are final. All prizes will be awarded and winners will be notified by mail. Limit one prize per person. Unclaimed prizes will not be awarded. Odds of winning will depend upon the number of eligible entries received. You need not be present to win.
5. **PRIZES, APPROXIMATE RETAIL VALUES & ODDS OF WINNING:**  
One (1) Grand Prize consisting of an 8 day/7 night cruise on the Norwegian Cruise lines ship Pearl (value approximately \$3,500 including \$3000 value of cruise plus \$500 in spending money); Three (3) First Prizes, each consisting of a \$500 Visa Gift Card and a \$500 Wilson Eye Center Gift Card. Odds of winning will depend upon the number of eligible entries received. Total approximate value of all prizes: \$6,500. Prizes consist of only the item specifically listed as the prize.

The Cruise/travel prizes includes accommodations for two aboard the ship, government fees and port charges and all meals onboard the ship. The Cruise/travel prize does not include: shore excursions, personal onboard expenses (i.e., spa, gift shop and beverage purchases), travel arrangements to/from the port of departure or accommodations in or around the port of departure. All travel is subject to availability and black out periods. All travel must be booked through Executive Travel, 3338 Country Club Road, Valdosta, GA (229) 245-0028. Cruise packages are only valid through 12/31/12.

Sponsor will maintain possession of all prizes and present any and all such prizes directly to the selected winner. Prizes are conducted as

advertising and promotional undertakings in good faith solely for the purpose of advertising the goods, wares, and merchandise of Sponsor.

6. **LIMITATIONS OF LIABILITY:** TO THE MAXIMUM EXTENT PERMITTED BY LAW, ENTRANTS INDEMNIFY AND AGREE TO HOLD HARMLESS SPONSOR, ITS OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES (COLLECTIVELY, THE "INDEMNIFIED PERSONS") FROM AND AGAINST ANY AND ALL TAX LIABILITY THAT MAY BE IMPOSED OR ASSOCIATED WITH RECEIPT OR USE OF THE PRIZES, AND FROM AND AGAINST ANY AND ALL LIABILITY, CLAIMS, DEMANDS, LOSSES, DAMAGES, COSTS AND EXPENSES RESULTING FROM ANY ACT, DEFAULT OR OMISSION BY ENTRANTS AND/OR A BREACH OF ANY WARRANTY BY ENTRANTS SET FORTH HEREIN. TO THE MAXIMUM EXTENT PERMITTED BY LAW, ENTRANTS INDEMNIFY AND AGREE TO HOLD HARMLESS THE INDEMNIFIED PERSONS FROM AND AGAINST ANY AND ALL LIABILITY, CLAIMS, DEMANDS, LOSSES, DAMAGES, COSTS AND EXPENSES FOR OR IN RESPECT OF WHICH THE INDEMNIFIED PERSONS WILL OR MAY BECOME LIABLE BY REASON OF OR RELATED OR INCIDENTAL TO ANY ACT, DEFAULT OR OMISSION BY ENTRANTS UNDER THESE RULES, INCLUDING, WITHOUT LIMITATION, RESULTING FROM OR IN RELATION TO ANY BREACH, NONOBSERVANCE, ACT OR OMISSION, WHETHER NEGLIGENT OR OTHERWISE, PURSUANT TO THESE RULES BY ENTRANTS. TO THE MAXIMUM EXTENT PERMITTED BY LAW, ENTRANTS AGREE TO INDEMNIFY AND HOLD THE INDEMNIFIED PERSONS HARMLESS FOR ANY INJURY OR DAMAGE (INCLUDING DEATH) CAUSED OR CLAIMED TO BE CAUSED BY PARTICIPATION IN THE CONTEST AND/OR USE OR ACCEPTANCE OF ANY PRIZE WON.
  
7. **GENERAL RULES:** Open only to residents of the State of Georgia who are 18 years of age or older as of May 1, 2011. Void where prohibited by law. No substitution or transfer of prize by winner permitted. All federal, state and local taxes are the sole responsibility of winner. All federal, state and local laws and regulations apply. All materials submitted become the property of the Sponsor and will not be returned. Potential Grand and First Prize winners (or parent/legal guardian if potential winner is deemed a minor in his/her state of residency) must sign and return an Affidavit of Eligibility/Release of Liability/Prize Acceptance Form within (15) days of notification. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. All prize claims are subject to verification. If a Grand or First Prize winner is deemed a minor in his/her state of residency, prize will be awarded in the name of his/her parent/legal guardian. Sponsor reserves the right to substitute prize of equal or greater value. Acceptance of prize constitutes permission to the Sponsor

and its agencies to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By accepting prize, winner (or winner's parent/legal guardian, if applicable) agrees to hold Sponsor, its directors, officers, employees and assigns, harmless against any and all claims and liability arising out of use of prize. Winners (or winner's parent/legal guardian, if applicable) assume all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. If, in the judges' opinion, there is any suspected or actual evidence of tampering with any portion of the promotion, or if technical difficulties compromise the integrity of the game, the judges reserve the right to void suspect game entries and/or terminate or suspend the promotion and conduct a random drawing to award the prizes using all known eligible non-suspect entries received as of the date of termination or suspension. By participating in this promotion, entrants (or entrant's parent/legal guardian, if applicable), agree to be bound by the Official Rules and the decisions of the judges. Sponsor is not responsible for any typographical or other error in the printing, the offering or the announcement of any prize or in the administration of the promotion. By participating in the sweepstakes, winners agree that Steven M. Wilson, O.D., P.C. and each of its affiliates, officers, directors, agents, and employees will have no liability or responsibility for any claim arising in connection with participation in this sweepstakes or any prize awarded. The Sweepstakes shall not be considered to be a statement or advertisement concerning ophthalmic services or materials, including, but not limited to lenses, frames, spectacles, contact lenses or parts thereof. Trademarks, trade names, service marks and the like are the property of their respective owners.

8. If any provision(s) of these Rules are held to be invalid or unenforceable, all remaining provisions hereof will remain in full force and effect.
9. For the names of the winners, available after January 31, 2012 send a separate, self-addressed, stamped (#10) envelope to Wilson Eye Center 30th Anniversary Sweepstakes Winners, P.O. Box 3211, Valdosta, Georgia 31604, to be received by February 28, 2012.
10. For a copy of these Official Rules, send a separate, self-addressed, stamped (#10) envelope to Wilson Eye Center 30th Anniversary Sweepstakes Official Rules, P.O. Box 3211, Valdosta, Georgia 31604, to be received by January 31, 2012.

**NO PURCHASE NECESSARY. VOID WHERE PROHIBITED BY LAW**