

Official Rules
Cruise Vacation Sweepstakes
July 15, 2010

1. The Mobile Bay Convention and Visitors Bureau will conduct a contest from Monday, July 19, 2010 through Friday, August 6, 2010. Prizes have been supplied the Mobile Bay Convention and Visitors Bureau in exchange for promotional consideration.
2. No purchase is necessary to enter.
3. One Grand Prizes (1) prizes will be awarded. The Grand Prize includes a four-night cruise on a Carnival Cruise Line ship from Mobile, Alabama. Approximate retail value is \$300.00 per person for the cost of the cruise only. Award is for an interior room only and is based on double occupancy. Sailings are capacity controlled and subject to availability. Guests under the age of 21 years must be accompanied by a parent, relative or guardian 25 years or older in the same stateroom. Prize includes stateroom, shipboard meals, shipboard entertainment and scheduled activities. The cruise package does not include Passenger Departure Tax, Customs Fee, airfare, ground transfers, onboard purchases or gratuities. All terms and conditions of Carnival Cruise Line Standard Ticket Contract or Passage, as well as those stated in the General Information of the company brochure, shall be applicable to this promotion and cruise passage. No cash value or substitutions. The "Vacation Guarantee" is not applicable to this promotion. Cruise is non-transferable and non-refundable. "Carnival," "Carnival Cruise Lines," the reverse "C" logo and the "Fun Ships" are registered trademarks of the Carnival Corporation. Ships' Registry: Panama and The Bahamas.
4. To enter the contest, fill out an entry form available beginning Monday, July 19, 2010 online at <http://mobile.org/cruisefrommobile.php>. Only one entry per email address is allowed. Winners must be eighteen (18) years or older.
5. Grand Prize Drawing: On Tuesday, August 10, 2010, one Grand Prize email address will be drawn by wellbornideas, LLC acting as independent administrator of the contest. At that time, three (3) alternate addresses will be randomly drawn and identified as "Alternate #1," "Alternate #2" and "Alternate #3." Each of these three alternate forms will be placed in a sealed envelope, and these will only be used in the event the Grand Prize winner does not qualify.
6. To be awarded a prize, the winners must sign a form certifying their eligibility to participate in the contest, their receipt of the prize, and releasing all contest sponsors and their parent companies from any liability as a result of this contest. Only the person who wins a prize may claim the prize. By participating into contest, each winner agrees to allow his/her name, voice, and/or likeness to be used by all contest sponsors in any advertising or broadcasting material

relating to this contest forever without any additional financial or other compensation. Proof of identity and a valid Social Security number will be required before any prize is awarded.

7. Employees of all contest sponsors and their immediate families are not eligible to participate in this promotion. Immediate family members are defined as children, spouses, people in spouse-like relationships, and siblings, including those in step and half-step relationships where living in the same household.

8. A copy of these rules will be available online at http://mobile.org/pdf/OfficialRules_CruiseContest_2010.pdf.

9. All prizes must be accepted as offered. Prizes are not redeemable for cash and are not transferable. Prizes unclaimed by 6:00 p.m., Monday, August 30, 2010, will be forfeited to the sponsors.

10. wellbornIdeas, LLC management will act as the administrator official judges for this contest. The rules are subject to the interpretation of the judges. Any part of these rules may be changed at the discretion of the judges at any time. All decisions of the judges are final. Any contestant determined to have violated any of these rules is subject to disqualification at the sole discretion of the judges.

11. The odds of winning depend on the total number of entries received.

12. The total maximum value of all prizes to be awarded is \$600.00.

13. The prize winners are responsible for any Federal, State and local taxes.