



## Hidden Treasures – Contest

Official Rules

01-01-10

- 1. General.** By submitting an entry to this Hidden Treasures (the “Contest”), sponsored by CliffDweller Productions, LLC, dba Travel Guide New Mexico (the “Sponsor”), the entrant acknowledges and agrees to all of these Official Rules. NO PURCHASE NECESSARY. Void where prohibited or restricted by applicable federal or state laws and regulations. Contest is ongoing with an end date to be determined by CliffDweller Productions, LLC., but will not end prior to June 30, 2010 at 6:00 pm. All times in this Contest refer to Mountain Time. By entering the Contest, entrants agree to waive any right to claim any ambiguity or error in these Official Rules, or the Contest itself, and agree to be bound by these Official Rules and by all decisions of the Sponsor, whose decisions are binding and final. Sponsor reserve the right to withdraw the transmission of this Contest and award the prize from among entries received prior to the date of the withdrawal. Failure to comply with these Official Rules may result in disqualification from this Contest.
- 2. Eligibility.** The Contest is open only to legal U.S. residents who are 18 years of age or older as of January 1, 2010 and who are legal residents of the State of New Mexico. The Sponsor, CliffDweller Productions, LLC., and their respective affiliates, officers, agents, and employees (together, the “Contest Entities”) and members of their immediate families (spouses, parents, grandparents, siblings, children and grandchildren) are not eligible.
- 3. How To Enter.** To enter, go to [www.travelguidenewmexico.com](http://www.travelguidenewmexico.com) and click on “Hidden Treasures” and follow the official registration entry. All entrants entering via the Travel Guide New Mexico website must have a valid e-mail address with two-way capable in order to enter the Contest. Entrants will be sent an e-mail message to confirm entry into the Contest. Limit one entry per location submitted per person. All entries must be received during each Entry Period. Sponsor will not verify receipt of entries. Entries become property of Sponsor and will not be returned. Limit one entry per person. Incomplete entries are void. Sponsor is not responsible for entries that are lost, late, misdirected, incomplete, incomprehensible, illegible, damaged, undeliverable or delayed. Mechanically generated entries are void. Entries generated by any automated means are void.
- 4. Selection of Winner.** One winner for each location will be selected through a random drawing by employees of CliffDweller Productions, LLC from all eligible entries on or at a time to be determined by the Sponsor. Winner will be notified by e-mail provided by the winner. Winner must respond to the notification, by calling the Contest coordinator provided in the notification, within forty-eight (48) hours after the notification is sent by Sponsor, or the Winner will be subject to disqualification, in which case the Prize will be forfeited, and an alternate Winner will be randomly selected from among the remaining eligible entries, time permitting. Winner will be required to sign and return to the Sponsor an affidavit of eligibility, a liability release and, where permissible, a publicity release, within 14 days of notification. Sponsor is not responsible for incomplete, incomprehensible, illegible, or out-of-service contact information. If Sponsor is unable, after making a reasonable effort, to contact a selected potential winner, or in the event of non-compliance with any of these requirements, the prize will be forfeited, and an alternate winner will be selected at random from the remaining eligible entries. Winner hereby further agrees that it will sign any documents necessary to transfer copyright of the entry to Sponsor within 14 days following the date of first attempted notification. Failure to sign and return such forms within the requisite timeframe could result in disqualification.

5. **Odds of Wining.** The odds of winning depend on the number of eligible entries received.
6. **Prize.** The Prize will vary depending upon prizes provided by client sponsors of CliffDweller Productions, LLC and determined by CliffDweller Productions, LLC. The current prize will be promoted on Travel Guide New Mexico's weekly television program and on the [www.TravelGuideNewMexico.com](http://www.TravelGuideNewMexico.com) website. The approximate retail value of the Prize will be provided to the winner at the time of notification of winning. The Prize must be claimed at CliffDweller Productions, LLC offices at 3791 Southern Blvd., SE, Suite 101, Rio Rancho, NM 87124 within 14 working days of winning notification. To claim Prize, winner must provide a valid driver's license or state identification card upon request. The Prize cannot be exchanged for cash. Transfer of the Prize is prohibited. All taxes and all other expenses, costs or fees associated with the acceptance and/or use of the Prize are the sole responsibility of the winner. The Sponsor reserves the right to substitute a similar Prize of equal or greater value at its sole discretion. Winner must complete an affidavit of eligibility and liability release, or the Prize will be forfeited and an alternate winner will be selected.
7. **Disclaimer.** Winner assumes all liability for any injury or damages caused or claimed to be caused by his or her participation in the Contest and/or the acceptance and/or use of any prize, and releases the Contest Entities from any such liability. Sponsor is not responsible for any printing, typographical, mechanical or other error in the printing of the offer, administration of the Promotion or in the announcement of the Prize. If for any reason, the Contest is not capable of running as planned for any reason, including infection by computer virus, bugs, tampering, and unauthorized intervention, fraud, technical failures, acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity of the Contest, the Sponsor reserves the right in its discretion to disqualify any individual it believes has tampered with the entry process, and/or cancel, terminate, modify or suspend the Contest. Sponsor reserves the right to select winners from eligible entries received as of the termination date. Sponsor may prohibit an entrant from participating in a Promotion if it determines that said entrant is attempting to undermine the legitimate operation of the Promotion by cheating, hacking, deception or other unfair playing practices or intending to abuse, threaten or harass other entrants. Caution: Any attempt by a participant to deliberately undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such participant to the fullest extent of the law. The Contest Entities assume no responsibility for (i) any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries; (ii) any problems or technical malfunction of any telephone network or lines, computer on-line systems, servers, or provider, computer equipment, software, or failure of any entry information to be received by the Sponsor, or (iii) any combination thereof, including any injury or damage to the participant's or any other person's phone related to or resulting from participation in this Contest. Sponsor makes no warranty, guarantee, or representation of any kind concerning any prize, and Sponsor specifically disclaims any implied warranty of merchantability, warranty of fitness, and any other implied warranty. Entry constitutes permission (except where prohibited by law) to use winner's name, city, state, likeness and/or voice for purposes of advertising, promotion and publicity without additional compensation. The winner's name and city of residence will be posted online and mailed to those who request it.
8. **Winner Announcement.** For a list of winners, send a self-addressed, stamped envelope to: Travel Guide New Mexico, Attn: Hidden Treasures, 3791 Southern Blvd., SE, Ste. 101, Rio Rancho, NM 87124
9. **Sponsor.** The Sponsor for this Contest is CliffDweller Productions, LLC, 3791 Southern Blvd., SE, Ste 101, Rio Rancho, NM 87124