

OFFICIAL RULES OF KENTUCKY DERBY FESTIVAL (“FESTIVAL”) INSTANT WIN PROGRAM

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- To participate:** No purchase necessary to participate in the Kentucky Derby Festival, Inc. A free official Instant Win Program envelope may be picked up at the Kentucky Derby Festival office, 1001 South Third Street, Louisville, KY 40203. Limit one per person per day.
 - Prizes:** Some Instant Win envelopes contain a gold-colored, Instant Win Pegasus Pin or a certificate redeemable for a pin. The gold-colored, Instant Win Pegasus Pin evidences your eligibility for instant win prizes and eligibility for the Grand Prize Drawings.
 - To claim Instant Prizes:** If your official Instant Win envelope contains a gold-colored, Instant Win Pegasus Pin you are an Instant Winner and you become eligible to register for the Derby Festival Grand Prize Drawings. To obtain your “instant prize” you must exchange your gold-colored, “Instant Win” pin for a gold-colored, plastic Pegasus pin. All gold-colored, “INSTANT WIN” pins become the sole property of the Festival.
 - Grand Prize Drawings:** The Kentucky Derby Festival, Inc. will conduct Grand Prize Drawings beginning Thursday, May 6, 2010, on WAVE 3 TV. For details on the Grand Prize Drawings log onto the Festival website, www.kdf.org or call the AT&T Derby Festival Pegasus Sponsorship Hotline at 584-FEST. To be eligible for the prize drawings, entries must be received no later than 5:00 PM, Tuesday, May 4, 2010. To register for prizes, you must exchange your gold-colored, plastic Instant Win Pegasus Pin for a gold-colored, plastic Pegasus Pin and fill out a registration form at Green Tree Mall Guest Services, 757 Lewis & Clark Parkway East, Clarksville, IN; Gumer & Co., 225 S. Hurstbourne Parkway, Louisville, KY; Neil Huffman Honda, 1607 Green Tree Boulevard, Clarksville, IN; Sam Swope Honda World, 1 Swope Discount Auto Center, Louisville, Kentucky;
Select Kroger Stores:
2956 E. 10th Street, Jeffersonville, IN
2440 Bardstown Road, Louisville, KY
5244 Dixie Hwy, Louisville, KY
200 New Albany Plaza, New Albany, IN
520 N 35th Street, Louisville, KY
5533 New Cut Road, Louisville, KY
3039 Breckenridge Lane, Louisville, KY
291 N Hubbards Lane, Ste 130, Louisville, KY
3165 South Second St, Louisville, KY
10645 Dixie Hwy, Louisville, KY
Walmart Supercenters:
3706 Diann Marie Road, Louisville, KY
10445 Dixie Highway, Louisville, KY
7101 Cedar Springs Blvd., Louisville, KY
12981 Shelbyville Road, Middletown, KY
2020 Bashford Manor Lane, Louisville, KY
2910 Grant Line Road, New Albany, IN
11901 Standiford Plaza Drive, Louisville, KY
1915 S. Hurstbourne Parkway, Louisville, KY
7100 Raggard Road, Louisville, KY
175 Outer Loop, Louisville, KY
1351 Veterans Parkway, Clarksville, IN
5. The registration form must include your name, address, date of birth, telephone number and email address if available. Winners who reside outside of Jefferson County, Kentucky and/or Clark County, Indiana may mail their Instant Win Pin together with the required information to Kentucky Derby Festival, Inc., 1001 South Third Street, Louisville, Kentucky 40203 in a securely packaged envelope by registered mail. All registrations must be received on or before 5PM, Tuesday, May 4, 2010.

Instant Win Pin Registration is available at:

Green Tree Mall Guest Services – Monday – Saturday, Noon – 9PM, Sunday, Noon – 6PM
Gumer & Co. – Monday – Friday, 10AM – 6PM, Saturday, 10AM – 5PM
Neil Huffman Honda – Monday – Friday, 9AM – 9PM, Saturday 9AM – 6PM
Sam Swope Honda World – Monday – Friday, 9AM – 9PM, Saturday, 9AM – 6PM, Sunday, 1PM – 5PM
Select Kroger Stores (as listed above) Customer Service Desk, Monday – Sunday, 9AM – 9PM
Walmart Supercenters (as listed above) Money Center, front of store, Monday – Sunday, 7AM – 11PM

- Participants are solely responsible** for timely registration for the Derby Festival Grand Prize drawings. Participants waive all claims against the Kentucky Derby Festival for lost or stolen pins.
- You must be 18 years of age** or older to participate in the Festival Instant Win Program and to win the Honda CRV and must have a valid driver’s license.
- All prizes will be awarded F.O.B.** Louisville, Kentucky. Winners are responsible for any taxes, licenses or related fees. Instant Win Program Grand Prizes may not be substituted or redeemed for cash or otherwise (except as provided below). Winners’ rights may not be transferred or assigned. Instant Win Program Grand Prize winners must furnish Festival with two (2) forms of identification to claim prize.
- Cash Option:** The winner of the Honda CRV Grand Prize may decline acceptance of this prize (in writing on documents provided by Festival for that purpose) in exchange for an alternative cash prize of \$20,000.
- All taxes** which the Festival must withhold from a Grand Prize as a matter of law, must be paid to the Festival before or at the time a Grand Prize is received. In addition, a Grand Prize recipient must furnish the Festival with a statement of the Grand Prize recipient’s name, address, and taxpayer identification number (Social Security number), on a form provided by the Festival. Such form (which may be federal Form W-2G or Form 5754, whichever is applicable) is to be completed in full under the penalties of perjury.
- Winners** grant Festival permission to use their names and photos in advertising and publicity without additional compensation.
- Persons in any one of the following categories are not eligible to participate:** Employees, directors or agents of the Festival; persons engaged in any way with the production or development of the Festival Instant Win Program promotion; and the immediate family or members of the household of any ineligible person.
- Odds** of becoming an instant winner are approximately 1 in 27. Odds of winning an Instant Win Program Grand Prize depend on the number of properly validated entries received at Green Tree Mall Guest Services, Gumer & Co., Neil Huffman Honda, Sam Swope Honda World, Select Kroger Stores or Walmart Supercenters by Tuesday, May 4, 2010. Approximately 11,000 instant prizes and 11 grand prizes are available to be distributed during the Festival Instant Win Program.
- Other rules,** regulations, restrictions and qualifications may apply to particular prizes.
- Interpretation of rules** of the Festival Instant Win Program shall rest solely with the Festival whose decision will be final for all purposes.

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