

OFFICIAL RULES

The "BAD Economy Buster" Bling Bike Hunt

The purpose of this event is to stimulate the economy in Arizona while demonstrating the power of cooperative marketing efforts.

1. **How to Participate in the Contest:** Contestants are required to register at the contest's website using clue access IDs. Clue access IDs may be obtained at any participating merchant. No purchase is necessary. After each contestant registers at the contest's website, each contestant will be sent a Contestant Letter to welcome the contestant to the contest.
2. **How to Play:** Contestants are responsible for registration for the contest. Each clue, in combination with other clues, will lead contestants to the location of a set of keys for a custom-built motorcycle (the "Motorcycle"). The location of the keys will be within the State of Arizona. Each contestant is solely responsible for interpreting the meaning of each clue and any assistance received from a sponsor of this contest will result in disqualification of the contestant. Clues will be posted weekly on the contest's website through short videos. Clue access codes can only be used ONCE. So contestants may want to replay the video while they are logged in and take notes. Different clue access codes will be given out weekly through participating merchants to allow viewing of the different weekly video clues. Past weekly access codes can be given out by participating merchants, if they still have some available. If not, contestants may have to search for another participating merchant that does have past clues still available.
3. **Eligibility:** To be eligible to win a contestant must: (1) be over the age of 18 before January 10, 2011, and (2) not be an employee of, a member of an employee's immediate family, or be living with an employee of sponsor Orca Communications, Valerie Thompson Racing, Biker Babes and Beyond, or Sucker Punch Sally's.
4. **Motorcycle Acquisition:** Winner is responsible for Motorcycle pick up and all associated costs and taxes.
5. **Motorcycle Availability Requirement:** The winner must make the Motorcycle available for 90 days from the date of taking possession of the Motorcycle for the purpose of promotions, photos, and associated activities relating to the contest's media campaign. The winner is required to maintain ownership of the Motorcycle for at least 90 days after taking possession of the Motorcycle.

6. **Winner Determination:** The first contestant to successfully identify the location of the keys and take possession of the keys to the Motorcycle will be presumed to be the winner of the contest. The winning contestant must notify the contest rules committee for verification and certification of the results. Final determination of the winner will be at the sole discretion of the contest rules committee.
7. **In Case of a Tie:** If two or more contestants simultaneously locate and take possession of the keys, the winner will be selected by the rules committee through a random drawing.
8. **Contest Deadline to Find the Keys:** The ninth and last weekly video clue will be posted on Tuesday, March 29, 2011, at 11:00 am. The finder of the keys should immediately call the number located with the keys. If there is no notification by 5:00 pm on Thursday, March 31, 2011, that the keys have been found, then the names of all contestants who have registered for all nine clues will be included in a random drawing to determine the winner. A rules committee representative will draw a name on Friday, April 1, 2011, at 9:00 am. The winner will be announced on the home page of the bikerhunt.com website and contacted by the rules committee. The winner will be presented the bike on Saturday, April 2, 2011, at 5:45 pm, during AZ Bike Week.
9. **Cheating:** Any contestant found to be in breach of the rules or law, or participates in conduct that the rules committee determines to be unlawful, unethical, or dishonest, will be disqualified from eligibility to win the contest.
10. **Rules Committee:** The rules committee consists of representatives from Valerie Thompson Racing and Biker Babes and Beyond LLC, and such other persons who may be appointed from time to time by the sponsors. All decisions of the rules committee shall be final.
11. **Additional Terms:** By participating in this contest, each contestant agrees: a) to be bound by these Official Rules and all decisions of the contest rules committee, b) that all decisions of the contest rules committee shall be final and binding in all respects, and c) to release, discharge, indemnify, and hold harmless the Sponsors, any of its affiliated companies, representatives or agents, its advertising or promotional agencies or the rules committee and each of their respective officers, directors, agents, representatives, successors and assigns from any liability claims, damages, demands, actions, or causes of action, whatsoever that they, their heirs, successors, assigns, executors, or administrators may now or hereafter have directly or indirectly against them or any of them in respect of or relating to the contest and/or acceptance, use, misuse, or possession of a prize.

12. **Limitation of Liability:** The sponsors assume no responsibility or liability for print or typographical errors in any contest-related materials, lost, stolen, delayed, damaged, faulty, incomplete, or misdirected clues, any failure during the contest period, or for any problems or technical malfunctions, including any injury or damage to a contestant or a contestant's or any other person's property.
13. **Privacy Policy:** By entering this contest, each contestant agrees and consents to the storage and use of all personal information submitted during registration for the purpose of administering the contest in accordance with these Official Rules by the sponsors, any of their affiliated companies, representatives or agents, its advertising or promotional agencies or the contest rules committee,
14. **Publicity:** By accepting the Motorcycle, the winner agrees to the use by the sponsor and/or their designates of the winner's name, city, and photograph and likeness for advertising and publicity purposes without further compensation or notice.
15. **Contest Laws:** The contest is void where prohibited or restricted by law. The contest is subject to all applicable federal and local laws and regulations. The sponsors reserve the right to revise the Official Rules based on law or failure of purpose.