

TOP MARKETING GROUP GENERAL CONTEST RULES

From time to time, TOP Marketing Group, aka as TOPS Louisville magazine and related digital and social media will run contests and promotions involving reader/user participation. No purchase necessary.

Our location is 2297 Lexington Rd. Ste. 101, Louisville, KY 40206

1. Description of Promotion and Participation will be posted for each specific promotion.

2. Dates of Promotion will be posted for each specific promotion.

--"Participant" Defined. Only official "Participants" will be eligible to win. In addition to all of the conditions and limitations set forth below, all participants must personally visit the www.TOPLOUISVILLE.com website.

--Participant may only participate in the Promotion in his or her own name, and may not submit the name of any other person for any purpose connected to the Promotion, unless specifically stated otherwise in the rules

3. How to Participate and Potential Notification.

--This Participant, if deemed eligible, will then be sent an e-mail (the "Verification E-Mail") including an Affidavit of Eligibility, Publicity and Liability Release Form (the "Affidavit and Release") to verify their eligibility as a Participant or Winner. The Participant must review and sign a printed copy of the Affidavit and Release, have it notarized, and provide independent evidence of residency in Kentucky to be eligible.

The Sponsors will then verify the eligibility requirements before a prize will be awarded.

--Eligibility and Limitations.

TOPS Promotions are open only to participants that are legal residents of the Commonwealth of Kentucky, with proof of residency required at the time the prize is claimed.

--Participants must be at least 18 years of age at the time of selection to be eligible to receive a prize, as determined by the Sponsors.

--The prize must be claimed or arranged to be delivered either in person or verified email or other electronic communication within 72 hours of selection.

--A printed copy of the Affidavit and Release electronically delivered with the Verification E-Mail must be fully completed, notarized, and presented at the time the prize is claimed.

--Each household is limited to one (1) prize winner throughout the duration of the TOPS CONTEST AND PROMOTION. Employees of the Sponsors, Promotion's participating advertisers, and members of the immediate families of such persons are not eligible to participate and win.

--The term "immediate family" includes spouses, siblings, parents, children, grandparents, and grandchildren, whether as "in laws," or by current or past marriage(s), remarriage(s), adoption, cohabitation or other family extension, and any other persons residing at the same household whether or not related.

4. Prizes. Each contest will have its own prizes clearly listed and defined in sponsor's retail value.

5. Publicity, Privacy. By participating, all Participants and Winner(s) grant the Sponsors exclusive permission to use their names, characters, photographs, voices, and likenesses in connection with the TOPS CONTEST AND PROMOTION in any way and other such promotions or contests, and waive any claims to royalties, right, or remuneration for such use. By participating in the TOPS CONTEST AND PROMOTION, Participants agree that the Sponsors may disclose personal information obtained from Participants in the TOPS CONTEST AND PROMOTION to third parties and use such information for marketing and other purposes.

6. Release. By participating in the TOPS CONTEST AND PROMOTION, each Participant and Winner agrees to hold harmless of any liability whatsoever the Sponsors, their employees and agents, the TOPS CONTEST AND PROMOTION's participating advertisers and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the TOPS CONTEST AND PROMOTION, or any use of the prize. In order to receive a prize, Winners must sign an official waiver form provided by the Sponsors at the Redemption Site at the time the prize is claimed.

7. Taxes. The value of any prize awarded to a Winner may be reported for tax purposes as required by law. Each Winner is solely responsible for reporting and paying any and all applicable taxes. Each Winner must provide the Sponsors with valid identification and a valid taxpayer identification number or social security number at the Redemption Site before any prize will be awarded. At the end of the calendar year, any person winning a prize will receive from the Sponsors as IRS Form 1099, and a copy of such will be filed with the IRS.

8. Decisions. By participating in the TOPS CONTEST AND PROMOTION, Participants agree to be bound by the decisions of the Sponsors and their personnel. The Sponsors and their personnel reserve the right to disqualify any Participant or Winner and may refuse to award any prize to a person who is ineligible or has violated any rule, gained unfair advantage in participating in the TOPS CONTEST AND PROMOTION, or obtained Winner status using fraudulent means. The Sponsors will interpret these rules and resolve any disputes, conflicting claims, or ambiguities concerning the rules of the TOPS CONTEST AND

PROMOTION and the Sponsors' decisions concerning such disputes shall be final. If the conduct or outcome of the TOPS CONTEST AND PROMOTION is affected by human error, any mechanical, technical, computer, hardware or software errors, malfunctions or failures of any kind, intentional interference or any event beyond the control of the Sponsors, the Sponsors reserve the right to terminate the TOPS CONTEST AND PROMOTION, or make other such decisions regarding the outcome as the Sponsors deem appropriate. All decisions will be made by the Sponsors and are final. The Sponsors may waive any of these rules in their sole discretion.

9. Miscellaneous. Each Winner must submit proof of eligibility and sign the Sponsors' official waiver form to claim the prize. No purchase is necessary to participate or win. Void where prohibited. The Sponsors may substitute prizes of equivalent value, amend the rules, or discontinue the TOPS CONTEST AND PROMOTION at any time as announced on the www.TOPSLouisville.com website. The Sponsors disclaim any responsibility to notify Participants of any aspect related to the conduct of the TOPS CONTEST AND PROMOTION. Written copies of these rules may be printed from this website, or are available during normal business hours at any Redemption Site and by mail upon request with a stamped, self-addressed return envelope. To be removed from the Sponsors' direct mail, e-mail, or fax lists, send a self-addressed stamped envelope with contest name to Top Marketing Group, 465 East High Street, Suite 201 Lexington, KY 40507 or e-mail such a request to getmore@topslouisville.com

10. Compliance with Law. The conduct of the TOPS CONTEST AND PROMOTION is governed by the applicable laws of the United States of America, which take precedence over any rule to the contrary herein. The Sponsors shall follow the applicable laws for conducts contests, including notice to the state attorney general or consumer affairs office, posting of a prize bond, furnishing lists of winners, running specific disclaimers, providing specific written information about the TOPS CONTEST AND PROMOTION, etc. as required by local and state law.

TOP MARKETING GROUP AFFIDAVIT OF ELIGIBILITY & LIABILITY/PUBLICITY RELEASE

Congratulations! You are a potential prize winner in the

_____ (the "Promotion").

In order to confirm your eligibility, please read the following Affidavit and Attached Official Rules (the "Official Rules"). Then, please complete the following Affidavit of Eligibility, Publicity and Liability Release Form (the "Affidavit and Release"). Please read these documents carefully before completing and signing. They must be completed and signed before a notary and returned to the sponsor within 72 hours or you may forfeit your eligibility.

Once we receive your Affidavit and Release and verify your eligibility qualifications, you will receive your official participation notice and prize eligibility. We are required by law to report to the Internal Revenue Service the fair market retail value of your prize if over \$600. You will receive a copy of this documentation and will be responsible for all applicable taxes on the prize.

I hereby represent that I have carefully read and understand the Official Rules attached hereto. I also represent that I meet all of the eligibility requirements and limitations set forth in the Rules.

I hereby represent that I am a U.S. resident residing in the United States. I further represent that I am a legal resident of the Commonwealth of Kentucky, and will present proof of residency at the time that I claim my prize. I also represent that no one in my household has previously won any prize from the Money Match Promotion. I am submitting this affidavit with the understanding that it will be relied upon to determine my eligibility in the Promotion.

I warrant and represent that I am at least eighteen years of age.

I affirm and represent that I have complied with all of the rules and regulations of the Promotion and that I have committed no fraud or deception in entering the Promotion or in claiming any prize. I represent that I have obtained my contest materials through authorized, legitimate channels. I further represent that I am not an employee of the Sponsors (as defined in the Official Rules) or of any other entity stated in the official rules whose employees are not eligible to enter the Promotion or a member of the family of any such employee.

I understand that I am entitled to receive only the announced prize and that prizes are non-transferable and no substitutions will be made except at the sole discretion of the Sponsor or as provided in the Official Rules. The value of the prize or prizes are stated as fair market retail value supplied by official participating sponsor or sponsors.

I hereby give my consent to the Sponsor and the promotion agency for the use of my name, my children's name, and/or photograph, without further obligation to me, in any and all advertising and promotional materials relating to the Promotion and similar promotions which may be offered by the Sponsor in any and all media, including on the Internet, without territorial, time, use or other limitation.

I understand and acknowledge and hereby, for myself, my heirs, executors and administrators, do waive and release any and all rights, claims and causes of action whatsoever I may have against the Sponsors for any matter, cause or things whatsoever arising out of my acceptance and utilization of the prize that I have won in the Promotion.

I also acknowledge that I am solely responsible for all federal, state and local taxes due as a winner of this Promotion. I recognize that I may wish to seek independent counsel to determine the full extent of my tax liability under state federal laws and regulations. I acknowledge and agree that I am responsible for all other expenses that may become due because of my winning the prize.

I hereby agree that the Sponsors have neither made nor are in any manner responsible or liable for any warranty, reputation, or guarantee, express or implied, in fact or in law, relative to any prize, including but not limited to its quality, merchantability, fitness for a particular purpose or mechanical condition.

I agree to return immediately upon demand to the Sponsors any prize or the value of said prize that has been or may be awarded to me if any statement made by me in this affidavit is false.

I declare that all information that I submit in this affidavit is true and correct. I attest that I have read, or have had read to me, and understand all of the foregoing provisions of this affidavit, prior to its execution, and agree to be bound by them.

TOP MARKETING GROUP

AFFIDAVIT OF ELIGIBILITY & LIABILITY/PUBLICITY RELEASE

PRINT NAME: _____

PRIZE RECEIVED: _____

DATE: _____

ADDRESS: _____

CITY: _____

STATE/ZIP: _____

TELEPHONE: _____

EMAIL: _____

SOCIAL SECURITY # _____

DATE OF BIRTH: _____

EMPLOYER: _____

SIGNATURE: _____

WITNESS: _____

DATE: _____