

## OFFICIAL SORENSON CHAMPIONS CHALLENGE HOLE-IN-ONE CONTEST RULES

1. NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited or restricted by law. Contest is open to current legal residents of the 50 United States and the District of Columbia who are 21 years or older at time of entry. Winners must prove eligibility. THE SORENSON CHAMPIONS CHALLENGE (Contest) is not open to employees and independent contractors of the SORENSON GROUP companies ("Sponsor"), and each of their parent, subsidiary and affiliated companies, licensees, advertising and promotional agencies, printing agents, employees and any other persons or entities associated with the Contest (collectively, the "Contest Entities"), to members of their immediate families (spouses, children, siblings, parents), persons living in the same household as such persons, whether or not related, and/or to individuals who have won a Prize in any Sorenson Group-related Contest in the past twelve (12) months. All entries become the property of Sponsor and will not be returned.

2. Participants ("Entrant") can enter the contest one of four (4) ways: (a) VISIT [WWW.CHAMPIONSCHALLENGEGOLF.COM](http://WWW.CHAMPIONSCHALLENGEGOLF.COM) AND COMPLETE AN OFFICIAL WEB QUESTIONNAIRE, (b) TOUR AT LEAST ONE MODEL HOME AT ROSECREST, located in Herriman, Utah, (c) VISIT THANKSGIVING POINT GOLF CLUB OR (d) VISIT ANY AREA UINTA GOLF STORE. FOR A CHANCE TO WIN, ENTRANTS MUST ENTER TO WIN BY COMPLETING AN ENTRY FORM LOCATED AT ONE OF THESE FOUR LOCATIONS. ONLY ONE ENTRY IS ALLOWED PER LOCATION. ENTRANTS CAN ENTER FOR A CHANCE TO WIN ONLY ONE TIME AT EACH LOCATION (each an "Eligible Entry"). Prize Winners will be selected from all of the Eligible Entries received. Entrants must complete all required data requested on the entry form. Incomplete or inaccurate entry forms are void. Limit one entry per person. Entries in excess of this limit will be void. If an Entrant uses multiple e-mail addresses to submit more than one online entry, only the first online entry will count. Contest Entities are not responsible for any problems or technical malfunctions of any telephone network or lines, computer on-line systems, servers or providers, computer equipment, software, failure of e-mail or players on account of technical problems or traffic congestion on the Internet or at any Web site, any human error which may occur in the processing of entries in the Contest, or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest cannot be run as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest or for any reason Sponsor deems it necessary, Sponsor reserves the right at their sole discretion to cancel, terminate, modify, or suspend the Contest. Should the Contest be terminated, suspended, or cancelled prior to the stated expiration date, notice will be posted on the Sorenson Champions Challenge Web site ([www.championschallengegolf.com](http://www.championschallengegolf.com)) and the Prizes may be awarded based on a random drawing that Sponsor will conduct from among all salvageable Eligible Entries received as of the date of (or if applicable, after) suspension, cancellation, or termination. Eligible Entries that have been tampered with or altered are void. In the event of a dispute over who submitted an Eligible Entry, such Eligible Entry will be declared made by the authorized account holder of the e-mail address submitted at the time of entry. An "authorized account holder" is defined as the natural person who is assigned to a telephone number, pager number, or e-mail address by a telephone company, wireless service provider, Internet access provider, Internet service provider, or other organization (e.g. business, educational, government, institution, etc.) that is responsible for assigning telephone numbers, pager numbers, wireless phone numbers, or e-mail addresses for the telephone exchange associated with the submitted telephone or pager number or the domain associated with the submitted telephone, pager number, or e-mail address, as applicable.

3. Prizes—Opportunity to shoot for a hole-in-one to win either \$1 Million or the choice of a one-year lease of a Lamborghini sports car or \$70,000 to be held June 16, 2008 on Thanksgiving Point Golf Course. Nine of the Eligible Entries will be drawn for an opportunity to shoot a hole-in-one for \$1 Million and three of the Eligible Entries will be drawn for an opportunity to shoot a hole-in-one for a Lamborghini. In the event of more than one \$1 Million hole-in-one, winners will split the prize equally. In the event of more than one Lamborghini hole-in-one, each winner will receive the choice of one one-year lease of a Lamborghini or \$70,000.

The verifiable retail value of each Prize is approximately \$10,000. Limit one (1) Prize per person/family/household ("Winner" or "Prize Winner").

4. Estimated odds of winning for each Eligible Entry are approximately 1/10,000. The actual odds of winning will depend on the total number of Eligible Entries received.

5. By participating in this Contest, Entrants agree to be bound by and to comply with these Official Rules, including all eligibility requirements, and by the decisions of Sponsor, which are final in all matters relating to this Contest.

6. The Prize Winners will be chosen at random, from among all of the Eligible Entries received by a judging organization designated by Sponsor on or around June 15, 2008. The Prize Winners will be contacted by telephone (no voicemail message will be left), e-mail, or regular mail. If any Winner(s) cannot be reached within five (5) days an alternate Prize Winner will be selected from among all remaining Eligible Entries received.

7. The specifics of all elements of any Prize in the Contest shall be solely determined by Sponsor. Some restrictions may apply. Each Prize Winner must notify the Sponsor at least five (5) days in advance of scheduled event if they cannot attend ALL required VIP functions. Winner will be responsible for their own transportation and housing costs to attend event activities. Food will be covered by the Sponsor for the individual Winner. The Sponsor reserves the right to prohibit the Winner at their discretion from attending Pro-Am VIP activities and the tournament. There shall be no substitution or transfer of any Prize (or any part of a Prize package) except by Sponsor due to Prize unavailability at the time of the award in which case a Prize of equal or greater value will be awarded. Arrangements for the fulfillment of Prizes will be made by Sponsor. All Prize Winners must sign within one (1) week of date of notification (a) a letter of eligibility and release of Contest Entities from any and all liability, claims, demands, and causes of action for personal injury and/or damage, theft, or loss suffered in connection with this Contest or the use or acceptance of the Prize or any portion thereof to be eligible for the Prizes; (b) where permitted, a promotional release granting the right to use his or her name and likeness for advertising and publicity purposes without additional notice or compensation and (c) any other legal documentation required by Sponsor. Entry into this Contest constitutes the agreement of each Entrant to sign such release(s) and assent to the terms just described. Noncompliance will result in disqualification of Prize Winners and an alternate potential Winner, if necessary, will be selected randomly from the remaining Eligible Entries. By opting into specific offers from any of the Contest Entities, Entrant's entry information will be subject to their respective privacy policies and terms of service and entrant agrees to receive additional email communication from those companies.

8. The receipt by any Winner of any of the Prize components of this Contest is conditioned upon compliance with any and all federal, state, and local rules and regulations. ANY VIOLATION OF THESE OFFICIAL RULES BY ANY ENTRANT (AT SPONSOR'S SOLE DISCRETION) WILL RESULT IN SUCH ENTRANT'S DISQUALIFICATION AS AN ENTRANT OF SPONSOR CHAMPIONS CHALLENGE CONTEST AND ALL PRIVILEGES AS ENTRANT OR AS PRIZE WINNER WILL BE IMMEDIATELY TERMINATED.

9. The value of the Prize(s) may be taxable as income. Upon receipt of any Prize, each Winner, and not Sponsor, is required to comply with any and all applicable federal, state, and local tax that becomes due with respect to the Prize(s).

10. Prize Winners are subject to proving eligibility, including verification of Social Security number. If a Prize Winner cannot timely sign a letter of release and prove eligibility upon notification of winning, an alternate Prize Winner will be chosen from among all remaining Eligible Entries received, in Sponsor's sole discretion.

11. (a). All interpretations of the rules and decisions by Sponsor are final. Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds to be tampering with the entry process or the operation of the contest; to be acting in violation of the Official Rules; or to be acting in an unsportsmanlike or disruptive manner or with the intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH ENTRANT OR INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

(b). ARBITRATION: If at any time any dispute, difference, or disagreement arises out of the contest (including, without limitation, the meaning, application or construction of the Official Rules of the contest), EVERY SUCH DISPUTE, DIFFERENCE, AND DISAGREEMENT SHALL BE SETTLED BY ARBITRATION IN UTAH AND IN ACCORDANCE WITH THE THEN PREVAILING COMMERCIAL RULES OF THE AMERICAN ARBITRATION ASSOCIATION.

(c). GOVERNING LAW AND FORUM SELECTION: The laws of the State of Utah shall govern the contest and any dispute, difference, or disagreement that arises out of the contest. Judgment upon an award rendered by the arbitrator may be entered in the courts of Utah (state and federal) only. Each Entrant and Sponsor waives any and all objections to jurisdiction and venue in the courts of Utah, and agrees to submit to the jurisdiction of the courts of Utah.

12. For a copy of A list of all Prize Winners, send a self-addressed, stamped envelope (SASE) to: The SORENSON GROUP, Attn: Marketing Department, CHAMPIONS CHALLENGE, 2511 South West Temple Street, Salt Lake City, UT 84115. All requests must be postmarked by June 30, 2008.

13. Entrants agree that Contest Entities shall have no liability (including, but not limited to, liability for any property loss, damage, personal injury, or death) in connection with: participation in this Contest; human error; incorrect or inaccurate transcription of entry information; acceptance/possession, use/misuse, and/or defects of the Prize(s) awarded herein. Each Entrant by his or her participation in the Contest further agrees to indemnify and hold harmless the Contest Entities from any and all liability resulting or arising from the Entrant's participation in the Contest, to release all rights to bring any claim, action, or proceeding against the Contest Entities, and hereby acknowledges that said Contest Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to any Prize, including express warranties provided exclusively by a Prize supplier that are sent along with a Prize, **ALL SUCH BEING HEREBY EXPRESSLY DISCLAIMED.**

14. This Contest is sponsored and administered by the SORENSON CHAMPIONS CHALLENGE AND ITS SPONSORS.