

TIPPER TIE JOURNAL

“LET TIPPER TIE TAKE YOU AWAY SWEEPSTAKES”

PRIZE: TIPPER TIE, Inc. (“TIPPER TIE”) is the operator of the eNewsletter TIPPER TIE JOURNAL. TIPPER TIE will give away 5 Radisson Blu gift cards to sweepstakes winners in its “LET TIPPER TIE TAKE YOU AWAY Sweepstakes” (the "Promotion"), in accordance with these Official Rules. THE TOTAL MAXIMUM VALUE OF EACH PRIZE AWARDED DURING THE PROMOTION PERIOD IS: \$250 USD.

ENTRY PERIOD: The Promotion begins at 12:01 a.m. Eastern Standard Time on December 13, 2011 and ends at 11:59 p.m. Eastern Standard Time on December 31, 2011 (the "Promotion Period").

HOW TO ENTER: There are two ways to enter the “LET TIPPER TIE TAKE YOU AWAY SWEEPSTAKES”

1. **BY EMAIL:** Subscribe to the TIPPER TIE JOURNAL and take the TIPPER TIE JOURNAL survey.
2. **ONLINE:** Click here to begin the survey.

CONDITIONS OF ENTRY: No purchase is necessary to enter this Promotion. This Promotion is open only to natural persons who (i) are legal United States residents, (ii) are twenty-one (18) years of age or older, (iii) have agreed to these Official Rules, and (iv) agree to the Terms of Use ("Terms of Use") posted at the Website. Employees of TIPPER TIE and their respective immediate families, including household members, agents of TIPPER TIE and their respective affiliates, parent organizations, subsidiaries, divisions, trade partners and other vendors, and advertising and promotion agencies and associated marketing firms are not eligible to participate in this Promotion. TIPPER TIE reserves the right to verify eligibility qualifications of the Prize winner. This Promotion is limited to one entry per person. Any use of robotic, mechanical, automatic, programmed or like methods of participation will void each entry made by such methods. TIPPER TIE will not verify receipt of entries

ODDS OF WINNING: Odds of winning will vary depending on the number of eligible entries received.

SELECTION AND NOTIFICATION OF PRIZE WINNER: Subject to these Official Rules, a designated TIPPER TIE official will select the Prize winner by random drawing from among all eligible entrants on or around January 9, 2012. The Prize will be awarded no later than January 15, 2012. The Prize winner does not have to be present at the time of the drawing.

On or about forty-eight (48) hours after the determination of the Prize winner, the Prize winner will be notified by email or telephone.

GENERAL CONDITIONS: Void where prohibited. TIPPER TIE reserves the right to cancel or modify this Promotion if fraud, misconduct or technical failures, or any other factor beyond TIPPER TIE’s reasonable control impairs the integrity of this Promotion, as determined by TIPPER TIE in its sole discretion, or if a computer virus, bug or other technical problem corrupts the administration or security of the Promotion as determined by TIPPER TIE, in its sole discretion. In such event, TIPPER TIE reserves the right to award each Prize at random from among any eligible entries received up to the time of the impairment or in any other method selected by TIPPER TIE, in its sole discretion. TIPPER TIE reserves the right in its sole

discretion to change the date of the Promotion Period, with or without notice, in the event of technical failure, or for any other reason. Any attempt by any person to deliberately damage or undermine the legitimate operation of this Promotion may be a violation of criminal and civil laws. Any taxes due on the Prize won will be the sole responsibility of the Prize winner. Expenses not specifically stated as part of the Prize are the sole responsibility of the Prize winner.

INDEMNIFICATION AND RELEASE: Each entrant agrees to defend, indemnify and hold harmless TIPPER TIE, its affiliates, parent organizations, subsidiaries and divisions and their respective representatives, attorneys, assigns, agents and licensees and their respective affiliates, equity holders, officers, directors, managers, agents, co-branders, associated marketing firms, advertisers and sponsors or other partners, and any of their employees, from and against any and all rights, demands, losses, liabilities, damages, claims, causes of action, actions and suits of any kind whatsoever (no matter whether at law or equity), fees, costs and attorneys' fees (including appellate level) whatsoever (each, a "Claim," collectively, "Claims"), brought or asserted by any third party against any of the Released and Indemnified Parties arising out of or in connection, directly or indirectly, with the entrant's entry in the Promotion, participation in the Promotion, the Promotion, the Prize, and/or use or misuse of the Prize.

By entering this Promotion, each entrant agrees to release, discharge and hold harmless each Released and Indemnified Party from and against any injury, loss, claim, cause of action, or damages, including, without limitation, personal injury and/or death or property damage, arising out of or in connection with, indirectly or directly: (i) entry or participation in this Promotion and (ii) acceptance, use, or misuse of the Prize.

CONTACT INFO: For any questions regarding the "LET TIPPER TIE TAKE YOU AWAY SWEEPSTAKES" email marketing@tippertie.com.

PRIVACY NOTICE: Entrants should read the TIPPER TIE's respective "Privacy Policy" located at <http://www.tippertie.com/en/privacy-policy/>.