

"Get in the Game" SHAZAM Campaign Rules

Use your debit or ATM card for PIN- or signature-based purchases for chances to win an Xbox 360® Pro Console System, Xbox 360 wireless controller, Madden NFL 10 and NCAA Football 10 games, a total value of \$500, or a \$300 gift card to NFL.com. SHAZAM also will give away six NFL.com gift cards, valued at \$50 each, each month of the "Get in the Game" campaign (October 1, 2009 through December 31, 2009). Entry for these drawings automatically occurs every time a customer from an enrolled SHAZAM Financial Institution makes a PIN- or signature-based purchase with an ATM or debit card from October 1, 2009 through December 31, 2009.

SHAZAM, Inc. is the sponsor of the drawing. There is no limit on entries per eligible customer during the entry period. Chances of winning a prize are based upon the number of eligible entries received. These prizes may not be exchanged or redeemed for cash or credit.

"Get in the Game" Official Rules and Regulations

To enter: There are two (2) ways to enter the Sweepstakes during the Promotional Period:

1) Automatic Entry: One entry into the drawing automatically occurs for each ATM or debit card PIN- or signature-based purchase completed during the promotion period by a customer of an enrolled Financial Institution. Certain restrictions may apply. Only eligible ATM or debit card PIN- or signature-based purchases that are not in default under the customer agreement for that account and issued by a participating financial institution during the Promotional Period are eligible for automatic entry. In the event of a dispute as to who submitted a particular cardholder entry, such entry will be deemed to be submitted by the primary person in whose name the card used to enter the Sweepstakes was issued. Account adjustment transactions/returns, cash advances, balance transfers, non-U.S.-dollar purchases, payment of late fees or over limit fees, and health and benefit cards are excluded from automatic entry. ATM or debit cards or card numbers that are stolen, fraudulent, tampered with, or otherwise altered are not eligible for automatic entry. Automatic entries must be made by 11:59:59 p.m. PT on December 31, 2009, in order to be eligible. **2) To enter without purchase:** Send a 3" x 5" postcard with your name, address, phone number, the name of your Financial Institution, and their ABA number to SHAZAM Get in the Game Rewards Program, 6700 Pioneer Parkway, Johnston, IA 50131. Mail-in entries must be postmarked by December 31, 2009, and received by January 4, 2010. Enter as often as you wish; however, each mail-in entry must be mailed in a separate, postmarked stamped envelope. Entrants may enter only by using one of the entry methods described in these rules. Entries that are mechanically reproduced, copied, illegible, incomplete, or inaccurate are void. Entries become the property of ITS, Inc. and will not be acknowledged or returned.

Eligibility: The "Get in the Game" drawing is open only to legal residents of the fifty (50) United States and the District of Columbia, 18 years of age and older. Commercial card eligibility is subject to employer policies regarding rewards program participation. Void in Puerto Rico and where prohibited. Employees, directors and officers, and their immediate families (spouse, parents, children, siblings, and their respective spouses, regardless of where they reside), and their respective household members, whether or not related, of SHAZAM, ITS, Inc., the enrolled Financial Institutions, and their respective parent companies, affiliates, subsidiaries, and divisions are not eligible to enter. The drawing is subject to all applicable federal, state, and local laws and regulations.

Drawing: Random monthly drawings will be held on or about the 15th of November 2009, December 2009, and January 2010. The potential First Place Prize and Grand Prize winners will be selected in a random drawing on or about January 15, 2010, from all eligible automatic and mail-in entries combined. The random drawings will be conducted by SHAZAM. All decisions are final and binding on matters relating to this rewards campaign. SHAZAM will notify the

enrolled Financial Institution that issues the potential First Place Prize and/or Grand Prize winner's debit card. The Financial Institution will then notify the potential First Place Prize and/or Grand Prize winner by U.S. mail and/or telephone on or about January 18, 2010.

Odds: Actual odds of winning the monthly prizes, First Place Prize, and Grand Prize depend upon the total number of eligible entries received.

Prizes: One (1) Grand Prize: Xbox 360® Pro Console System, Xbox 360 wireless controller, Madden NFL 10 and NCAA Football 10 games, a total value of \$500, to be given away on or about January 15, 2010. One (1) First Place Prize: NFL.com gift card, total value of \$300, to be given away on or about January 15, 2010. Six (6) monthly prizes: NFL.com gift cards, valued at \$50 each to be given away each month (October through December 2009).

Prize Restrictions: Any expenses relating to the acceptance and use of a prize not specified are the responsibility of each recipient.

Prize Claim: Winner will be notified by a traceable method of delivery, and where required, will be required to sign for the delivery. SHAZAM reserves the right to substitute prize (or portion thereof) of comparable or greater value, at its sole discretion. All prize details are at SHAZAM's sole discretion.

Additional Terms: By participating, entrants agree to: a) the Official Rules, which shall be final in all respects; and b) release, discharge, indemnify, and hold harmless SHAZAM, Inc., ITS, Inc., and their respective participant Financial Institutions, their respective subsidiaries, affiliates, officers, directors, and employees, from any liability, claims, or damages arising out of their participation in the drawing and the acceptance, use, misuse, or possession of any prize. By accepting a prize, winner agrees to, where legal, SHAZAM's and its designees' use of his/her name for advertising and publicity purposes without compensation and, upon request, will provide consent to such use in writing.

Limitation of Liability: SHAZAM is not responsible for printing or typographical errors in any related materials; for stolen, lost, late, misdirected, damaged, incomplete, illegible, or postage-due mail or entries. SHAZAM reserves the right to cancel or modify the drawing if fraud or technical failures compromise the integrity of the drawing as determined by Sponsor in its sole discretion. This drawing is governed by laws of the United States with venue in Des Moines, Iowa, for the resolution of all claims and disputes.

"Xbox 360" is a registered trademark of Microsoft Corporation, which is not affiliated with, and does not sponsor or endorse, the services of SHAZAM, Inc. or the "Get in the Game" campaign.